

## **May 2011 Board Meeting Minutes**

Tuesday May 31, 2011, Ghiringhelli Pizzeria Grill & Bar, Novato

President Greg Maissen called the meeting to order at 7:13pm

In attendance: President Greg Maissen, Vice President Vern Rogers, Treasurer Jerry Gladstone, der Riesenbaum Editor Chris Harrell, Membership Director Bob Schoenherr, Webmaster Barbara McCrory, Safety Director Mac Cranford, Autocross Chair Tom Strobel & members Alycia Strobel & Don Magdanz.

### **President's Report:**

Submitted prior to Board Meeting:

- Holiday Party: We will need to discuss, where, having a live band, food, cost, door prizes & having a " Social Person" to handle the event.
- Finding a Advertising Director: We will need to look at recruiting someone for this position as we have not had any interest from our announcement of the open position.
- Social Director: We need to define this position in the Redwood Region as our events are diverse. We do need someone specifically for the Holiday Party.
- Financial Review Committee: Craig Steele is interested in this position. Earlier in the year Mike Hinton had approached me with interest in being the Treasurer right after Jerry was nominated. I had spoken to him about one of the open positions on the Financial review Committee and am following up on this with him.
- I have submitted to Sharon Neidel a Subsidy Request for \$220.00 under " Hospitality Park" for the Sonoma Historics Motorsports Festival.
- We will not be having a Parking Corral at Infineon Raceway for the I.R.L. at this time. Mike D'addario said that there will be no corrals for any car clubs this year.

Additional Items discussed at Board Meeting:

- All forms needing archiving by the President should be submitted to him at Board Meetings, not at events.
- Possible Holiday Party locations were discussed. The Board did not want to return to the Flamingo, given the step up in venue location that we did in 2010. It was decided that Bob Schoenherr would contact Glen Marks to investigate the possibility of having the party in a Wine Cave. Also, Roland Tolosa's band was discussed as the live entertainment since they were so well received last year.
- Social Director position was discussed at length. Currently most functions of this position are handled by either the VP or the leaders of individual events. The exception to this is the Holiday Party. Greg will inquire with Mary Neidel to see if she has interest in just this event. Don Magdanz has also expressed interest in the position of Social/Event Director, but needs it to be more clearly defined. Greg, Chris, Vern, David, Barbara and Don all to be included in continuing discussions to define the role better.
- The Board was encouraged to speak with members at events to find/enroll a member as Advertising Director. Mac agreed to put some better definition to this position.

### **Vice President's Report:**

Submitted prior to Board Meeting:

- Members have begun signing up for the Dillon Beach breakfast run. This run will be on a new more Northerly route than previous times. This route will have been sent out for review prior to the 5/31 board meeting.
- A great time was had by all on the Hole in the Wall tour, some of us even dressed up for the event as members of the gang.
- Thanks to John Jackson for an EXCELLENT video of the Hole in the Wall tour.
- I have been working with both Ron Breeze and Kurt Fischer on details for the Eric Ross Wine tour.

- Greg and I have had discussions regarding possible candidates for next year's Board positions and current openings. Suggestions greatly appreciated... especially for VP
  - Due to prior commitments I will be missing both the SVR Zone 7 Ax at Infineon and the Historics weekend, also at Infineon.
  - A draft of VP procedures/responsibilities will have been sent to the board by the 5/31 meeting.
  - Discussions are under way for a caravan of Porsches to Escape 2011. So far this includes Howard and Lavergne Thomas, Chris and Veronica Harrell, as well as Susan and myself. We would love to increase the group.
  - Looking forward to the Benbow tour next month... 7 rooms are still being held for RRPCA members. They will be released to the general public on or after June 4.
- Additional Items discussed at Board Meeting:
- Draft of VP Responsibilities/Procedures sent to Board by email prior to meeting. Board was encouraged to review and get back to Vern.
  - Route for Dillon Beach BR was handed out at meeting and reviewed. 14 members have signed up so far.

### **Treasurer's Report:**

Submitted prior to Board Meeting:

- Certificate of Deposit (CD) total investment currently is \$10,121.55.
- Money Market Account stands at \$7,566.98
- Checking account stands at \$5,899.58 in total
- \$3,702.81 in unrestricted funds
- \$2,196.77 in funds restricted as the autocross reserve
- Major income items for the period were:
  - \$1,545.00 from Autocross #3 with \$220.00 credited to the Autocross reserve.
  - \$1,918.00 first quarter rebate from PCA National.
- Major expense items for the period were:
  - \$550.00 for AutoCross #3 track rental.
  - \$101.00 for name badges.
- Income for the "period" was \$2,691.46
- Income for 2011 is \$2,532.25.
- Redwood Region's total assets are valued at \$26,020.58.
- A first edition of the Region Treasurer's duties and responsibilities for the procedures manual was written and submitted. The document included a description of "Event Members" as discussed at last meeting.

### **Secretary's Report:**

Submitted prior to Board Meeting:

- Board vote on approval of "April's Meeting Minutes".
- Final results of the "By-Laws" ballots: 73 ballots returned- 67 voted Yes, 1 voted No, 3 ballots returned by Post Office "Undelivered", 2 returned without voting.
- Redwood Region's Procedure Manual status: Received Treasurer, Secretary, der Riesenbaum Editor & Webmaster. About halfway completed on the general area.

### **der Riesenbaum Editor's report:**

Submitted prior to Board Meeting:

Overview:

- The May issue of der Riesenbaum was sent on May 2 to 613 email addresses (this number includes family/affiliate members and non-RR members who are subscribed); 48.8% (273) opened as of 5/23/11. Our open rate will go up if/when we are able to clean up our database (see below).
  - We still have 50+ invalid member email addresses, resulting in the newsletter being "bounced" when we attempt to send to the associated members.
- Highlights:

- Our Whale to Whale Tail Rallye event made it into "From the Regions" in the May Pano (thanks to Ron Breeze for the original article-which I modified for Pano-plus the pic that was included in Pano with the write-up)!

- Updated our Constant Contact account to include email (newsletter) archiving capabilities so members can link to past newsletters in correct format online, via our RR website - additional charge of \$5 per month for this service approved by Jerry

- Continuing to refine a working draft of Newsletter Procedure Manual

- Member feedback regarding the new dR continues to be positive.

- Continue to work on new newsletter layout (PDF/eMagazine style) - ETA TBD

Open Items:

- Need to address invalid emails for active members (see above)

- Schedule next email blast

- Need current ads fro S-Car-Go and Whitman's

Additional Items discussed at Board Meeting:

- Upcoming events section will be focused on June 11 Ax.

- Blast email announcing June 11 Ax will go out on Monday, June 5.

- Newsletter to be out this week.

### **Membership Director's Report:**

Submitted prior to Board Meeting:

The April 2011 membership report ending April 31 (as published in the May issue of dR)

Additional Items discussed at Board Meeting:

- Two persons still need to pay for Hole in the Wall Tour.

- It was moved seconded, and passed unanimously to pay Glen Marks his actual costs for the Hole in the Wall event. These were approximately \$800.

### **Autocross Director's Report:**

Submitted prior to Board Meeting:

- May 7th AX #3, 45 entries = \$1,580 deposited

- June 11th AX is a PCA only event.

Points for Discussion:

- New gate cards and security requirements

- ESCA is now checking membership at the gate and at registration

Additional Items discussed at Board Meeting:

- Airport is requiring even more TSA Badges. It was moved seconded, and passed unanimously to pay for 10 additional Redwood members to have TSA "Badges" at \$30 each, prior to July 1, 2011.

- Discussed the need to cover runway entrances with badged members, and to have a badged individual meet the United Site Services personnel at the gate to allow for Porta Potty cleaning on the Wednesday prior to an Ax.

### **Webmaster's Report:**

Submitted prior to Board Meeting:

- During the month of May 2011, it is estimated that the visitor count will be approximately 3300 about the same as last year. Busiest days were after the autocross and the Hole in the Wall Tour.

- There were 14 referrals from Facebook and 69 from PCA national this month. Substantially all the visitors to the website come to it directly.

- Search engines, Google and Yahoo referred 235 visitors.

Additional Items discussed at Board Meeting:

- John Jackson's Ax promo video to be moved from the Ax page onto the homepage.

### **Goodie Store Director's Report:**

Submitted prior to Board Meeting:

- "Goodie Store" will be at the June AX & the Dillion Beach Breakfast Run.

- \$40 in sales this month.

**Concours Director's Report:**

Items discussed at Board Meeting:

·Date for Ledson Concours set. Concours will be on September 25, 2011.

**Advertising Director's Report:**

·None, position vacant.

**Safety Director's Report:**

·Nothing to report.

**CASA/Charity:**

·Nothing to report.

Next meeting: June 28, 2011 at 7:00pm, at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato

Meeting was adjourned at 9:30pm.