

Redwood Board Minutes - October 25, 2011

In attendance: President Greg Maissen, Vice President Vern Rogers, Treasurer Jerry Gladstone, Secretary & Goodie Store David Bunch, der Riesenbaum Editor Chris Harrell, Membership Director Bob Schoenherr, Webmaster Barbara McCrory, Concours Director James Heisey, Safety Director Mac Cranford, Social/Event Chair Don Magdanz & region members Mike Hinton, Simone & Thorsten Kopitzki.

Meeting called to order at 7:04 P.M. by President Greg Maissen at Ghiringhelli Pizzeria Grill & Bar, Novato.

A. President's Report: Report stands as submitted.

Submitted prior to Board Meeting:

1. Brad from Hi-Tec to submit art work for t-shirt designs for autocross sponsorship.
2. Discussed with Simone Kopitzki art work design for sponsorship t-shirts. We will be working on this and preparing for the 2012 season.
3. Discussed with Craig Steele and Mike Hinton (Financial Review Committee) about reviewing the finance records for 2011. They will do this review in December.

Items discussed at Board Meeting:

- A. Greg nominated Simone Kopitzki for Redwood Region Advertising Director. Motion was seconded, by unanimous vote of the board motion was approved.

B. Vice-President's Report:

Items discussed at Board Meeting:

- A. Reviewed the Member's Meeting.
- B. We will be having a Tech Session at Hi-Tec Auto in San Rafael on November 12.
- C. In reviewing the RSVP's on this summer's event(tours & breakfast runs) we had 69 different members attend.

C. Treasurer's Report: Report stands as submitted.

Submitted prior to Board Meeting:

1. Treasurer's Report, Balance Sheet, Period's "Profit & Loss Statement" & Y-T-D "Profit & Loss Statement" all dated October 20, 2011.

D. Secretary's Report:

Items discussed at Board Meeting:

- A. " September's Board Meeting Minutes" were submitted, accepted, seconded and voted approved by the entire board.
- B. Report on the Member's Meeting; 53 attendees, no one was nominated from the floor.
- C. 2012 Election- Passed around a copy of the ballot.
- D. Will get a price from Kinko's for printing & folding 500 ballots and "bio's".
- E. Will also get a price on Kinko's doing the complete mailing.
- F. Rennsport Reunion report.

E. Past President's Report-None

F. der Riesenbaum Editor's report: Report stands as submitted.

Submitted prior to Board Meeting:

1. The October issue of der Riesenbaum was sent on October 4 to 580 email addresses; 291 (50.2%) opened as of 10/21/11.
2. The November issue of dR will likely be published on 11/5/11, which is 3 days behind the original schedule.
3. Attended Rennsport Reunion IV in Monterey – write-up(s) and pics to follow in November's newsletter.
4. Member input (e.g., Rick Wahlberg's story in the October dR) is becoming a regular part of dR, which is fabulous! .

Items discussed at Board Meeting:

- A. Pedro's Garage (pedrosgarage.com) – Technical Articles in exchange for advertising in dR – instead will talk to our local Porsche shops to see if they would submit "Tech Articles".
- B. Will arrange a 2012 newsletter brainstorm and planning session with the existing newsletter committee; ideas and suggestions from Directors and other RR members are welcome as well.
- C. Working on draft survey(s) to be included in future editions of dR.
- D. Draft of new dR layout ETA late 2011, hopefully for introduction in January 2012.

G. Membership Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

1. September Report

New Members	5
Transfers In	1
Transfers Out	0
Renewals	28
Non-Renewals	12
Dual Members	15
Primary Members	486
<u>Affiliate Members</u>	<u>349</u>
Total Members	835

2. New Redwood members

Mark Eichstaedt, Sonoma
 Mario Felciano, Santa Rosa
 Richard Flaherty and Ana Flaherty, Glen Ellen
 Debra Leifer and Howard Schwartz, San Francisco
 James West and Ludmila Franc, Santa Rosa

Items discussed at Board Meeting:

- A. Board approved Bob giving Don a copy of the Redwood Roster only with names & member's email addresses so Don can contact people who are signing up for the Holiday Party.

H. Autocross Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

1. Zone 7 AX Saturday -- 28 drivers 12 runs \$980 deposited.
2. Zone 7 AX Sunday -- 35 drivers 13 runs \$1225 deposited

Items discussed at Board Meeting:

- A. Rental fee for trailer storage, pay monthly or yearly? Airport fiscal year ends in July, fee may increase. Jerry will check to see where we stand on payment.
- B. Reassignment for 2012 A.O.A. badge duties (Vern) and event insurance acquisition (David).
- C. 2012 AX dates- It looks like Sequoia Region will NOT be doing a Zone 7 AX, so we may want to move our Zone AX back to the spring of 2012.

I. Web mistress's Report: Report stands as submitted.

Submitted prior to Board Meeting:

1. During the month of October 2011, it is estimated that the visitor count will be approximately 3100 about the same as last year.
2. Busiest day was October 19 which was the day the autocross results were posted.
3. Most popular pages this month were Autocross and Rennsport.
4. Daily country activity was United States, China, Russian Federation, Japan and Sweden accounting for 92% of the visitors.
5. Other operating systems used to access the website, i.e. ipads, pods, and droids accounted for 99 visitors this month.
6. Our most popular spiders were Yahoo! Slurp, Bing Robot, Googlebot and Baidu Spider, and FaceBook Crawler. The Soso spider came by only 16 times; I guess I hurt their feelings last month.

J. Goodie Store Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

1. Received needed & new items the week before the Zone AX. Completely sold out the new Men's Black Polo & took orders for 3 more that day. Also "Marked Down" some older items to clear out.
2. Sales of \$440 in September- Zone AX sales \$190 & Members meeting of \$250.
3. Goodie store will be at the Hi-Tec Tech Session.

Items discussed at Board Meeting:

- A. Based on sales need to reorder the Men's black polo from above, Ladies new Vest (sold 3 of 4 ordered) & Ladies Berry top (sold 3 of 4).
- B. Also have orders for both Men's & Ladies' Camp shirts.

K. Social Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

1. Holiday Party on SA, 12/10 @ 6:30PM @ Seghesio Family Vineyards:

The following needs to be done by:

- 11/1 Seghesio will provide us with the Winter menu.
- 11/15 We decide what meal option we want:
 - Casual Dinner is \$75pp, includes same entre for all & a plated dessert (new addition @ no charge); choice of 2 entrées is \$10pp additional.
 - Food Stations is \$85pp, which is a fancy name for buffet.

Where the band will play:

- Museum is not available, but the cellar is; there is an issue with drains which could be a hazard to high heels.
- Redwood Room which is dinner location.

- 12/2 Final count; payment due; need to include any comps (CASA).

Count of entrées chosen if 2 entrees plus any special meals.

Determine location for any PCA supplied displays.

2. Event Policy:

Attached is the latest version of the Event Policy; only substantial change was "Submitting the information for President to order insurance", as per email from Greg.

3. Driving Tours

Also attached is the Driving Tour Map & Itinerary Format and the Driving Tours Driver's Meeting documents.

The Event Information Form needs to be developed.

Items discussed at Board Meeting:

- A. The Board can adopt this policy or make suggestions for changes, which will be reviewed at a later Board meeting.

L. Concours Director's Report: None

M. Advertising Director's Report: None

N. Safety Director Report: None

O. Charity/CASA Report:

Submitted prior to Board Meeting:

1. Zone AX Dinner raffle ticket sales raised \$111 for CASA.
2. Jerry asked for clarification from the last AX deposit how much money was from the "Taste of the AX" program as that goes into the CASA account.

N. New Business:

- A. Chris would like to plan the January 1st New Year's Day drive again.

Meeting was adjourned at 9:02 P.M.

Next meeting scheduled on November 29, 2011 7 p.m. at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato