

June 2011 Board Meeting Minutes

David Bunch

Tuesday June 28, 2011, Ghiringhelli Pizzeria Grill & Bar, Novato

President Greg Maissen called the meeting to order at 7:10 p.m.

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, Autocross Chair Tom Strobel, Concours Director James Heisey, Safety Director Mac Cranford & region members Don Magdanz & Mike Hinton.

President's Report:

Submitted prior to Board Meeting:

1. Don Magdanz to be nominated as Redwood Region Social/ Events Director.
2. Michael Hinton has agreed to join Craig Steele as a member of the Financial Review Committee.
3. Kurt Fischer has agreed to Chair the Nominating Committee for the 2012 Election of Officers.

Items discussed at Board Meeting:

- A. Don Magdanz was nominated to be Social/ Events Director, seconded and voted approved by the entire board.

Vice President's Report:

Submitted prior to Board Meeting:

1. 45 people signed up for the Dillon Beach breakfast run; capacity is 50. New northerly route should be fun and different.
2. 24 people attended the Tour to Benbow; 2 just for the ride from Ukiah to Garberville. Most did attempt a drive through the Avenue of the Giants which was ended halfway through... Everyone was tired and wanted to get to Benbow. The Inn was fabulous, as was the dinner, the banquet room we had exclusive use of, and the company. Much fun was had by all in attendance. Big thanks to Rob and Mary Neidel for organizing. Mary will be authoring an article for dR.
3. 16 people are signed up so far for the Eric Ross Wine tour. I am sure more will sign-up in the next week.
4. As stated last month we need suggestions/volunteers for the VP position next year. It should be news to no one that Vern plan to run for President.
5. I have had zero contacts regarding the Advertising Director position.
6. Chris Harrell, Howard and LaVergne Thomas, Susan and I met at my Forestville cabin to discuss a caravan of Porsches to Escape 2011. We have come up with a route, and LaVergne has reserved hotel rooms at our half way point.
7. Being the contact person for Breakfast Runs and other tours as needed continues to be an excellent way to get to know and interact with club members.

Items discussed at Board Meeting:

- A. As of Tuesday we now have 35 signed up for the Eric Ross Tour & BBQ.

Treasurer's Report :

Submitted prior to Board Meeting:

1. Certificate of Deposit (CD) total investment currently is \$10,121.55.
2. Money Market Account stands at \$7,567.98
3. Checking account stands at \$6229.93 in total
 - \$3,808.16 in unrestricted funds.
 - \$2,421.77 in funds restricted as the autocross reserve
4. Major income items for the period were:
 - \$1,545.00 from Autocross #4 with \$225.00 credited to the Autocross reserve.
 - \$525.00 from the Hole-in-the Wall Tour.
5. Major expense items for the period were:

- \$550.00 for Autocross #3 track rental.
 - \$862.64 for the Hole-in -the Wall Tour.
 - \$173.01 for meetings & food.
 - \$149.00 refundable security deposit to Sonoma for the "Porsches on the Square" event.
6. Net Income for the "period" was \$338.35.
 7. Net Income for 2011 is \$2,863.60.
 8. Redwood Region's total assets are valued at \$26,351.93.
 9. First draft of the "First half 2011 Treasurer's Report for publication in der Riesenbaum prepared. Final version will be submitted just before dR deadline.

Items discussed at Board Meeting:

- A. Regional Event Financial Policy was proposed & reviewed. Recommendation was proposed, seconded and voted approved by the entire board.
 - Each event that it will be expected to either break even or make a small profit.
 - The event organizer will be responsible for budgeting their event accurately and charging the participants enough to fully recover costs.
 - The event organizer will submit their budget to the Board for approval.
 - The event should err on the high side to cover any unexpected contingencies.

Secretary's Report :

Submitted prior to Board Meeting:

1. 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.
2. Redwood Region's Procedure Manual status: Received Redwood Region's Procedure Manual status: Received Vice-President, Treasurer, Secretary, Membership, Newsletter & Webmaster. About halfway completed on the general area.
3. Finally was able to get Hi-Tec Autos' Iphone location correct. Problem was due to the incorrect spelling of the street.

Items discussed at Board Meeting:

- A. "May's Board Meeting Minutes" were submitted, accepted, seconded and voted approved by the entire board.
- B. A statement will be submitted to the newsletter with the results of the "By-Laws" ballots.
- C. Members Michael Hinton & Greg Matsumoto have been asked to serve on the "2012 Nominating Committee" being chaired by Past-President Kurt Fischer.

Social/Events Director Report:

Submitted prior to Board Meeting:

1. A review of possible 2011 Redwood's Holiday Party locations, costs, requirements including nearby hotels and issues presented by Don Magdanz & Glen Marks.

Items discussed at Board Meeting:

- A. Date was changed for Rancho Nicasio's Breakfast Run due to conflict with the "Marin Century 2011" Bike ride. Bob Hall has left several messages with Max at Rancho canceling August 6 and trying to get August 27.
- B. Reviewed Holiday Party possible locations for 2011. A winery and two restaurants were deemed the best possible locations. Don will follow up on these 3 best options and will keep the board updated via email.
- C. Discussed other alternatives that were deemed to be too small to be able to accommodate at least 100 attendees. Some of these locations might be good for a future Redwood event.
- D. All Social information and contacts need to go to Don.

der Riesenbaum Editor's report :

Submitted prior to Board Meeting:

1. The June issue of der Riesenbaum was sent on June 2 to 609 email addresses (this number includes family/affiliate members and non-RR members who are subscribed); 51.3% (283) opened as of 6/23/11. Our open rate will go up if/when we are able to clean up our database. Member feedback about dR continues to be positive.
2. Our event reminder email blast for the 6/11 Porsche-Only AX had 300+ opens.
3. Continue to refine a working draft of Newsletter Procedure Manual*.

4. Continue to work on new newsletter layout (PDF/eMagazine style)*.

Items discussed at Board Meeting:

- A. Membership Director Bob Schoenherr is doing a mailing to the 50+ Redwood members that we have invalid email addresses (29 members, 18 family/affiliate members, 5 non-members), that keep being "bounced back" from these email addresses.
- B. Email blasts: Affirmed region policy of only "1" blast email per month, usually mid-month and decide which upcoming events are to be highlighted in our next blast email.
- C. July newsletter to go out early next week.

Membership Director's Report :

Submitted prior to Board Meeting:

A. The May 2011 membership report ending May 31
Enjoy seeing everyone's faces at the Hole in the Wall and the Autocross. Having fun with your cars and our great members is priority number ONE. I would like to make a small request of our membership. If at all possible don't forget your Name Badge at events. We assume everyone knows us but actuality is that we have new and old members we only see 3 or 4 times a year, and yes, it is embarrassing not to remember your name. Anita and I try to visit with everyone but I'm terrible with names. I, like many of us, will remember a face and a car. The solution is let's wear the name badges. We of "feeble name mind" won't be embarrassed all the time. Need a badge just click on the link or email me and I'll get you started. June is looking great for events Historic car races, Autocross, Benbow tour, and breakfast run to Dillon beach. Can you do them all????

B.	New members:	3	
	Transfers in:	3	
	Transfers out:	2	
	Renewals:	35	
	Non-renewals:	16	
	Dual members:	15	
	Official Members	488	
	<u>Affiliate Members</u>	<u>354</u>	
	Total Members	842	

Autocross Director's Report:

Submitted prior to Board Meeting:

- 1. Ax#4- PCA/Porsche only AX- Had a great turnout of 44 participants getting 11 runs = \$ 1575.00 being deposited.
- 2. PCA changed it's changed the insurance certificate this year, and it does not meet the Sonoma County Risk Management requirements. Tom has forwarded airport requirements to National.

Items discussed at Board Meeting:

- A. August 13th Ladies Day PCA AX only.
- B. Added Sept. 3rd to be a PCA only AX to make up for the rained out March AX.
- C. Review of crucial crew members to run the ESCA shootout on Saturday.
- D. Status reports from board members on getting their AOA badges from the airport.

Webmaster's Report:

Submitted prior to Board Meeting:

- 1. During the month of June 2011, it is estimated that the visitor count will be approximately 3300 about the same as last year.
- 2. Unique IP addresses were up by about 100.
- 3. Busiest days were June 1 and 2 (no particular reason), June 15,16 & 17 after the autocross results were posted.
- 4. There were 17 referrals from Facebook and 68 from PCA national this month. Substantially all the visitors to the website come to it directly.
- 5. Search engines, Google and Yahoo referred 179 visitors.

6. Drafted a flyer for the September Porsches on the Plaza which is out for review & waiting CASA's confirmation.

Items discussed at Board Meeting:

A. John Jackson's videos.

Goodie Store Director's Report:

Items discussed at Board Meeting:

- A. Turning in \$90 from May sales of \$40 & June \$50.
- B. Awaiting approval from Eric Ross if we can bring Goodie Store to winery.
- C. Goodie Store will NOT be at July AX.

Concours Director's Report:

Items discussed at Board Meeting:

- A. We need a 2nd Sponsor for the other case of wine for the awards.
- B. James asked Rob Neidel to update the "Ledson" flyer so we can get it out to the other regions ASAP.

Advertising Director's Report:

Items discussed at Board Meeting:

- A. Still looking for someone to take the Advertising Director position.
- B. Mac is putting together some info & guidelines for position.

Safety Director's Report:

Nothing to report.

CASA/Charity:

- A. Vern will contact Millie at CASA about having someone at the "Porsches on the Square" event.

Next meeting scheduled on July 26, 2011 7 p.m. at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato

Meeting was adjourned at 9:26 p.m.