

March 2011 Board Meeting Minutes

David Bunch

Tuesday March 29, 2011, Chevy's Restaurant, Novato

President Greg Maissen called the meeting to order at 7 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, Concours Director James Heisey, Advertising Director Bob Hall, Web-mistress Barbara McCrory, members Mac Cranford & Don Magdanz.

Minutes: The minutes of the February meeting were approved as submitted by vote.

President's Report:

- a. By-Laws Revision- Reviewed the flyer that will be mailed to all members asking them to go on-line to the Redwood Region website and review the revised region's By-Laws then return the "voting" page to the P. O. Box with their vote. Cost for the By-Laws were \$200 to Staples for printing, \$40 for the address labels and \$220 for postage. Motioned, seconded and voted approved. Jerry will forward the By-Laws Revision to Barb for posting. There will be a "folding, labeling and stamping" party next Tuesday at Chris Harrell's.
- b. "Safety Chair". Two members have expressed an interest in the position, Mac Cranford and Jim Winston. Since the "Safety Chair" has become a National board position not just for Autocross, discussion was that Mac since he does go on tours etc, would be a better selection versus Jim who only does Autocross. Mac was nominated, second & approved by vote. Discussion also regarding the "Safety Committee".
- c. Barbara and the Redwood Region website will be entered in the PCA National Website contest.
- d. Discussion of tours & their "Risk Management".
- e. There was a meeting prior to the "Board Meeting" to discuss an outline for the logistics for Breakfast Runs.
- f. Congratulations to Bob Schoenherr for the Zone 7 Awards that he won including the "Dick Cottrell Spirit of the Concours Award".
- g. We are looking for a "Social Director". Posting will be in the newsletter.

Vice President's Report:

- a. Encourage club members to branch out to Ax events presented by other clubs. The Trackmasters/Trekkor Ax at Infineon gave all attendees MAJOR seat time.
- b. On-line PCA National Calendar is up to date.

Treasurer's Report:

- a. The Certificate of Deposit (CD) matured on March 21st and was reinvested for one year at 0.40%. The total CD investment currently is \$10,121.55.
- b. The Federal Tax Return was filed and accepted on March 14th using Form 990-N -- e-file postcard.
- c. The State Tax Return has been roughed out and will be checked by Barbara McCrory before filing.
- d. Money Market Account stands at \$7,565.12
- e. Checking account stands at \$2,792.31
- f. Major income items for the period were: 4th quarter 2010 membership rebate from National = \$1,498.00 & the \$604.30 overpayment to the Corinthian Yacht Club was returned.
- g. Major expense items for the period were: \$710.52 for the Autocross trailer storage fee and use of the Airport track for the 1st Autocross.
- h. Income for the period was \$1,015.58
- i. Income for 2011 is -\$381.11
- j. Redwood Region's total assets are valued at \$22,911.45
- k. This includes the Autocross reserve of \$1,691.77
- l. To keep things relevant and timely, will be reporting financials for the month period starting with the date of the previous Board Meeting report and ending on a date a couple of days prior to the current meeting; i.e. the "period". Of course, official books will be kept on a calendar month basis.

Secretary's Report:

- a. Reviewed the feedback of Directors submitting their reports prior to meeting.
- b. Distributed copies of the "GGR Procedure Manual" and reviewed what is to be turned in at next meeting.
- c. Update on region's "Facebook" pages. Currently has 255 followers.

der Riesenbaum Editor's report:

- a. March issue of der Riesenbaum was sent on March 2 to 617 email addresses, of which 51.9% (284) were opened, the highest since July 2010. One problem is that over 50 were "bounced back" due to old or incomplete email addresses from PCA National. Bob will be following up to get correct emails.
- b. Continuing to refine a working draft of Newsletter Guidelines (essentially detailed guidelines, formatting requirements, a monthly schedule, a checklist, etc.) for ongoing management and consistency. A draft will be shared with the RR Board of Directors shortly.
- c. Coordinated with Barbara to post current news (from each issue of dR) on our website
- d. Minor changes to new der Riesenbaum newsletter template. Will continue to fine-tune layout.
- e. Member feedback regarding March issue of dR has been extremely positive. Received several letters to the editor, a handful of which will be included in the April dR.
- f. Participation in general has been great! Articles submitted by several different contributors within the Club.
- g. Submitted two issues of dR from 2010 (September and October) to PCA National for 2011 newsletter contest.
- h. Received current advertiser list from Bob Hall. Requested a higher-resolution ad from Hi Tec. Need current ads from S-Car-Go and Whitman's.
- i. April issue will go out this weekend.

Membership Director's Report:

- a. 11 New members, 3 Transfers in, 1 Transfer out, 28 Renewals, 10 Non-renewals, 15 Dual members for a total of 498 Members with 357 Affiliate Members for a Total Membership of 855.
- b. Updated National with 2 missing "Zip Codes" for our region.

Autocross Director's Report: Report submitted-

- a. First AX canceled. Airport will credit payment to April AX.
- b. There is a change in policy from the Airport on Autocross Gate Badges. Tom is awaiting more info.

Web mistress's Report:

- a. The updated Redwood Region website was launched on February 23, 2011.
- b. There were 3,286 visitors to the site during February and for March 1 to 24, there were 3,145.

Goodie Store Director's Report:

- a. Putting the "40 Years" Redwood Polo Shirts on SALE.
- b. Offering a "Package" price if someone buys a Redwood Region Car Badge, a Zone 7 Car Badge and holder.
- c. Submitted the 2 sale inserts to the newsletter.
- d. Goodie Store 's info on the Web site has been updated.

Concours Director's Report: Nothing to report.

Advertising Director's Report:

- a. Discussion on advertising in newsletter.
- b. Bob Hall will mail out the Advertising invoices.

CASA/Charity:

Chris will include the flyer from CASA April 9 event in the newsletter. We are still looking for someone to be our Charity Chairperson and a posting will be in the next newsletter.

Next meeting: April 26, 2011 at Chevy's Restaurant, Novato

Meeting was adjourned at 10 p.m.