

Redwood Region Board Meeting Minutes - November 29, 2011

In attendance: President Greg Maissen, Vice President Vern Rogers, Treasurer Jerry Gladstone, Secretary & Goodie Store David Bunch, Membership Director Bob Schoenherr, Advertising Director Simone Kopitzki & region members Mike Hinton & Thorsten Kopitzki.

Meeting called to order at 7:00 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. The final draft of the "Duties of the Advertising Director" have been submitted to the Advertising Director and all Board Members.
2. The "Duties of the President" have been submitted to the Secretary for the Redwood RPM.
3. The Financial review Committee will need the financial records for 2011 to review in December.
4. Bob Hall has given me 5 checks of \$200.00 each for a total of \$1000.00 from the following advertisers for past payment for 2011; Whitman's Auto body, Pro Shop, Hi Tec Automotive, Sonnen Motorcars, The Racers Group.
5. There has been an Executive Committee Decision for the following for Advertising,
 - a. Credit Whitman's Auto body \$100.00 for 2012 due to not receiving Newsletter Advertising for 2011 but did receive advertising on the website.
 - b. Pro Shop will be added to the Newsletter and to the Website for 2012. The \$200.00 dollars received will be credited for 2012.
 - c. Hi Tec Automotive will stay active on Website and Newsletter.
 - d. Sonnen Motorcars will stay active on Website and Newsletter.
 - e. The Racers Group will stay active on Website and Newsletter.
 - f. S-Car-Go will be removed from the Website. Is not currently in the Newsletter.
 - g. Simone to contact Betsy Alber at BA Luxury Travel.
 - h. No decision has been made about Adobe Road Winery.
6. I have contacted Millie Gilson from CASA and invited her and a guest to the Holiday Party. She has so far responded that she will send "someone" but has yet to say who that person is. She is happy to receive donations of backpacks for the kids and has also suggested gift certificates for the kids. We need to confirm the backpacks and what amount of money will be giving CASA either as gift certificates or as a total amount. We also need to determine if we will be asking members also contribute gift certificates as well.
7. I have ordered insurance for "Additionally Insured" for Segheiso's for the Holiday Party upon request from Seghesio.

Items discussed at Board Meeting:

1. Greg thanked the board for all of their efforts in 2011.
2. The Financial Review Committee (Mike Hinton & Craig Steele) will receive the Region's QuickBooks files from Jerry after December 16th.
3. CASA donation was reviewed from 2010 and amounts discussed for this year. A donation of \$3,000 was motioned, second and approved unanimously by the board.

B. Vice-President's Report: Report stands as submitted.

Submitted prior to Board Meeting:

1. Tech Session at Hi-Tec was a great success. Attendance larger than anticipated (34 rsvp'd, 50+ showed up). Great food/drink provided by Deven and staff. Excellent presentation by Chuck Moreland, President of Elephant Racing.
2. Elephant Racing would like to host a Tech Session in 2012.
3. 2012 RRPCA Election Ballots were folded, sealed, addressed and stamped at Chris Harrell's home earlier

this month.

4. Clean-up of region mailing list is in order. Bob says 8 hours needed to redesign/change database for better efficiency and correctness.

5. Printed business cards for Simone.

Items discussed at Board Meeting:

1. Region Business Cards. Discussion of which Board Members need cards?

Greg will email board members to get their input.

2. Mike Hinton will get quote from "Vista Print". David Bunch to get a quote from "Minuteman Press".

3. Reviewed list of members with Airport AOA badges and those still needing to get for 2012 Ax season.

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" & "Redwood Region's financial condition" all dated November 21, 2011.

2. Highlights of reports were-

a. Major income items for the period were:

- \$3,750.00 collected as payments from the Holiday party.

- \$2,142.00 quarterly rebate from PCA National.

- \$375.00 from Goodie Store Sales

b. Major expense items for the period were:

- \$507.70 for postage, printing and supplies for the 2012 Election ballots.

- \$292.01 for meeting expenses.

- \$74.15 for name badges.

c. Net income for the "period" was \$4,407.25.

d. Net income for 2011 to date was \$10,414.69.

e. Redwood Region's total assets are valued at \$33,903.02.

D. Secretary's Report: Report stands as submitted.

Submitted prior to Board Meeting:

1. So far have received 2 requests for ballots to be mailed.

Items discussed at Board Meeting:

1. "October Meeting Minutes" were submitted, motioned to accept, second and approved by the board.

2. Stopped at the Post Office Box and picked up the ballots. The ballots will be opened at the end of the meeting. Will announce election results at the Holiday Party.

3. There were 11 ballots returned due to incorrect member's addresses. These were turned over to Bob to review.

4. Updated board on status of the "Redwood Region Procedure Manual. Will be sending it to the Executive Council first for their review before sending out to entire board.

5. 2012 By-Law Revisions- Jerry will handle the scheduled 2012 By-Law Revisions starting mid-2012.

E. Past President's Report-None

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

Submitted prior to Board Meeting:

1. The November issue of der Riesenbaum was sent on 11/7/11 to 613 email addresses; 293 (47.8%) opened as of 11/25/11.

2. The December issue of dR will be published on approximately 12/15/11, after our Holiday Party.

3. Received 18 responses to November RR Member Survey.

4. Newsletter Committee met on 11/27/11 to discuss 2012 der Riesenbaum.

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

Submitted prior to Board Meeting:

1. October Membership Report

New Members	1
Transfers In	1
Transfers Out	1
Renewals	30
Non-Renewals	8
Dual Members	15
Primary Members	484
Affiliate Members	351
Total Members	835

2. New Redwood Region members

Don Kruger and Marina Farah, Calistoga - 1987 Carrera Red

Donald Lewis and Pamela Ouaknine, San Rafael - 2002 996 C4S Silver

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

Submitted prior to Board Meeting:

1. Submitted 2012 dates to the airport, awaiting their approval. We have 2 conflicts with the Sheriffs Dept.
2. Working with ESCA on Porta-potties for 2012. Looking at maybe replacing one unit with a Wheelchair accessible unit. Also looking at adding a "hand washing station. Awaiting bids from the supplier to see if worth the additional costs.
3. Have advised ESCA that Redwood AX's will be PCA/Porsche only in 2012.
4. Heard from ESCA that we will not doing the AX Shootout in 2012.
5. Having discussions with ESCA regarding locking the Porta-potties.

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

Submitted prior to Board Meeting:

1. During the month of November 2011, it is estimated that the visitor count will be approximately 2099. There were 766 unique IP's this month so far.
2. Busiest days were November 7 and 23 (waiting for the turkey).
3. Most popular pages this month were Classifieds and the Holiday Party - most popular flyer - Holiday Party.
4. Daily country activity was United States, Russian Federation, China, Japan, Germany, Sweden, and France accounting for 92% of the visitors.
5. Other operating systems used to access the website, i.e. ipads, pods, and androids accounted for 68 visitors this month.
6. Our most popular spiders were Googlebot, Bing Robot, Yahoo! Slurp, MJ12bot, Baidu Spider, and FaceBook Crawler. We received three referrals to our site from the Cascade Region PCA (Oregon).

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

Submitted prior to Board Meeting:

1. Sales of \$20 in October from Tech Session at Hi-Tec.

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

Submitted prior to Board Meeting:

1. Holiday Party:

a. As of WE, 11/23, 61 members have signed up for the Holiday Party.

Our final payment is due on Friday 12/2, and expect to have about 70 people.

b. Added some background music provided by the band, Shindig, for the Wine Tasting (additional \$100).

c. The entrée choices are Filet Mignon and Roasted Salmon; emails were sent to the attendees with the details on the party; most have responded with their entrée preferences.

d. The Shindig will play in the Redwood Room after dinner; the entrance area to the Redwood Room plus

the small private dining area are available when the band is playing if anyone wants a quieter environment. The large private dining room is used by the servers for staging and will not be available.

2. Event Policy:

a. Plan to use the new Event Policy on the first few events for 2012.

After the Event Information Form and a couple events behind us, we can adopt the Event Policy.

3. Will work with Chris Harrell on the New Years Day drive & lunch.

L. Concours Director's Report: None

M. Advertising Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

1. Was able to get some door prizes for the Christmas Party:

a. Snap On Tools- 6 T-Shirts, 5 or 6 Caps.

b. Pure Grain Bakery- 2 Gift Cards at \$20 each.

2. Suppose to receive more items from Sonnen Porsche (Porsche Posters) and Deven (Hi Tech).

Not sure what he wants to provide. We talked about some discount of a service or even a free oil change.

Will have to contact him.

3. Spoke to Chuck Moreland (Elephant Racing) about interest in sponsoring the autocross as a secondary sponsor or as a sponsor for the club in general (Newsletter/Website Ad) and or other events at the Hi-Tec Tech session. He also stated that he prefers the paper as an advertising tool than the electronic forms.

4. Snap On Dealer Mike Castro was also eventually interested.

Items discussed at Board Meeting:

1. Discussion on how much authority the director has to deal with the potential sponsors, equating goods and services with dollar amounts, as well as additional benefits that may be offered potential sponsors .

2. An advertising committee to be put together to support the director will meet after the holidays.

N. Safety Director Report: None

O. Charity/CASA Report:

1. CASA's fundraiser is March 24, 2012 at the John Ash Event Center.

P. New Business: None

Meeting was adjourned at 9:21 p.m.

Next meeting scheduled for 7:00 p.m. on January 31, 2012 at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato.