

Redwood Region Board Meeting Minutes - September 27, 2011

In attendance: President Greg Maissen, Vice President Vern Rogers, Treasurer Jerry Gladstone, Secretary & Goodie Store David Bunch, der Riesenbaum Editor Chris Harrell, Autocross Chair Tom Strobel, Webmaster Barbara McCrory, Concours Director James Heisey, Safety Director Mac Cranford, and region members Mike Hinton, Craig Steele, Alycia Strobel, Simone & Thorsten Kopitzki.

Meeting called to order at 7:05 p.m. by President Greg Maissen at Ghiringhelli Pizzeria Grill & Bar, Novato.

A. President's Report: Submitted prior to Board Meeting:

1. Contacted several vendors for t- shirt/ ball cap designs for Sponsor giveaways for advertising.
2. Attended Autocross Meeting to determine 2012 season.

Items discussed at Board Meeting:

- A. AX Sponsor Fees were discussed.
- B. Amounts were determined for the "Primary" & "Secondary" AX Sponsor.
- C. The motion was submitted, accepted, seconded and voted approved by the entire board.
- D. Vern, Mac & Chris will develop a layout for the AX Sponsor t-shirt.

B. Vice-President's Report:

Submitted prior to Board Meeting:

1. Autocross Subcommittee met the Tuesday following the August board meeting.
 - a. David Bunch agreed to take the Ax Chair for 2012.
 - b. Tom Strobel agreed to take the Ax Co-Chair for 2012.
 - c. The board will continue to look for individuals that can be trained to take over these positions.
 - d. Alycia Strobel has agreed to continue with registration.
2. Attended PCA Escape in Flagstaff... BIG fun.
 - a. Caravanned to Flagstaff with Howard & LaVergne Thomas and Chris & Veronica Harrell.
 - b. Will be writing an article for dR regarding the trip and Escape.
3. Got very positive feedback from several members regarding the article about proper towing of a Porsche, and the ramifications of not doing so.

C. Treasurer's Report:

Submitted prior to Board Meeting:

1. Treasurer's Report, Balance Sheet, Period's "Profit & Loss Statement" & Y-T-D
"Profit & Loss Statement" all dated September 21, 2011.

Items discussed at Board Meeting:

- A. What is the financial agreement and procedure for joint Autocrosses with ESCA?

B. Differences on AX income?

C. Contract for the band for Holiday party has not been returned.

D. Secretary's Report:

Submitted prior to Board Meeting:

1. Porsches on the Plaza was a great success. Took in \$1381 total. Special thanks goes to Michael Rose & 9 ELF Motorsports for stepping up as the event sponsor. Great job to Kurt Fischer & Joe Burroughs!

Should be planned as annual event.

Items discussed at Board Meeting:

A. "September's Board Meeting Minutes" were submitted, accepted, seconded and voted approved by the entire board.

B. Rennsport Reunion update

E. Past President's Report-None

Porsche Corral for CSRG races will be at Turn 11 this Sunday.

F. der Riesenbaum Editor's report:

Submitted prior to Board Meeting:

1. The September issue of der Riesenbaum was sent on September 2 to 568 email addresses; 288 (50.7%) opened as of 9/21/11.

2. The October issue of dR is on track to be published on 10/3/11.

3. Added PCA National Staff to der Riesenbaum email database as requested by PCA National Newsletter Chair Wendy Shoffit.

4. Contacted Wendy Shoffit to ask about feedback/results from this year's PCA National Newsletter Contest.

5. We continue to correct bad email addresses in our newsletter database; we only had 6 bounces in September.

6. Attended PCA Escape to Flagstaff and working on a write-up for dR (and, hopefully, Panorama!)

7. Open items:

a. 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.

b. Working on draft survey(s) to be included in future editions of dR.

c. Draft of new dR layout ETA late 2011, hopefully for introduction in January 2012.

d. Continue to refine a working draft of Newsletter Procedure Manual

G. Membership Director's Report:

Submitted prior to Board Meeting:

August Report

New Members 4

Transfers In 2

Transfers Out 1

Renewals 24

Non-Renewals	5
Dual Members	15
Primary Members	494
Affiliate Members	356
Total Members	850

H. Autocross Director's Report:

Submitted prior to Board Meeting:

1. 9/3 AX #7 " Enduro" 28 drivers, 4 runs AM ,4 lap Enduro PM- \$1010 deposited
2. 9/17 AX #8 AX Shootout w/ESCA, Sat-- 51 drivers , 3 run groups, 9 runs, 1785.00 deposited
3. 9/18 AX #9 AX Shootout w/ESCA, Sun--59 drivers, 3 run groups, 9 runs ,1710.00 deposited

Items discussed at Board Meeting:

- A. Zone AX dinner will be Saturday night at Kals,
- B. Due to lower turnout at Ledson, we have wine leftover for the AX awards.
- C. AOA Badge Status- Update on AOA badge holders.
- D. 2012 AX Plans
 - a. All AX's all be PCA/Porsche only events except for the Shootout.
 - b. David Bunch will be the AX Chair with Tom Strobel as Co-Chair.
 - c. Anita Benzing will be assisting Alycia Strobel at registration.
 - d. Mac Cranford will be in charge of worker's assignments & backing up registration when needed.
 - e. Bob Schoenherr has agreed to take on the Chief Instructor position.
 - f. Most likely everyone will have to work depending on turnouts.
 - g. We will put today some type of "AX Points" for season trophies.
 - h. Currently working on a "Job Description" list for all AX positions to be reviewed by the AX Committee.

I. Web mistress's Report:

Submitted prior to Board Meeting:

1. During the month of September 2011, it is estimated that the visitor count will be approximately 3200 slightly more than last year.
2. Busiest days were September 8 and September 22. Thursday was our most popular day this month. Substantially all those visitors come through the front page to the autocross page. This month saw the Classifieds page continue to be the third most popular page followed closely by Rennsport IV.
3. The most downloaded flyer this month were the Porsches on the Plaza and the two autocross results.
4. Daily country activity was United States, China, Russian Federation and Sweden accounting for 91% of the visitors.
5. Substantially all the visitors to the website this month came to it directly. Search engines, Google and Yahoo referred 231 visitors. PCA National referred 52 visitors this month. Dogpile referred one (search phrase santa rosa porsche club). The most popular search phrase this month was "pcaredwood" as opposed to "redwoodpca" last month.

6. An unusual search phrase that led to our site was "we're sorry. we closed your session for your security/privacy. tirerack firefox."
7. Other operating systems used to access the website, i.e. ipads, pods, and androids accounted for 129 visitors this month.
8. Our most popular spiders were Yahoo! Slurp, Bing Robot, Googlebot and Baidu Spider. The Sosospider came by 63 times but only visited the front page. I guess that's why it's a so-so spider.

J. Goodie Store Director's Report:
Submitted prior to Board Meeting:

1. Turning in a total of \$275- \$255 from Porsches in the Plaza and \$20 from sales at Ledson.
2. Goodie store will be at the Zone 7 AX.
3. Placed order for needed & new items. Should have order for the Zone AX.

K. Social Director's Report:
Submitted prior to Board Meeting:

1. Holiday Party:
 - a. Confirmed for 12/10 @ Seghesio Family Vineyards, Healdsburg.
 - b. Shindig is the band and we are waiting for the contract to be signed & returned.
 - c. Things to do: Menu & options, Location of Band.
 - d. Registrants: none so far.
 - e. Der Riesenbaum: could we have an Ad for the Holiday Party in the next edition?
2. Event Policy: Submitted to executive committee; waiting for suggestions/ideas/changes.
Items discussed at Board Meeting:
 - A. Much discussion about the \$100 cost for members.
 - B. Proposal submitted for a revised price of \$75 per person with the club subsidizing \$25 per person.
 - c. Motion was submitted, accepted, seconded and voted approved with one "no" vote.

L. Concours Director's Report:

Items discussed at Board Meeting:

- A. Thanks to rain, attendance was down with only 22 Porsches entered in the concours.
- B. Filled the driveway with another dozen member's Porsches.
- C. Redwood Region had 3- 1st Places, 2- 2nd's & 2- 3rd's.
- D. Thanks to everyone who helped or judged.
- E. James has requested Sept. 30, 2012 from Ledson.

M. Advertising Director's Report: None

N. Safety Director Report: None

O. Charity/CASA Report:

Submitted prior to Board Meeting:

1. "Porsches on the Plaza" entry fee raised \$940 for CASA.
2. "Porsches on the Plaza" raffle ticket sales raised \$186 for CASA. Thanks to Michael Rose & ELF Motorsports for donating raffle prizes.

Items discussed at Board Meeting:

- A. CASA was at Ledson & donated a CASA gift bag.

P. New Business:

- A. Due to work schedule, David Bunch cannot lead the Mendocino tour. He will contact some of the members that usually go & see if any of them will lead the tour.

Next meeting scheduled on October 25, 2011 7:00 p.m. at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato.

Meeting was adjourned at 9:16 p.m.