

November 2012 Board Minutes

In attendance: President Vern Rogers, Secretary Mike Hinton, Treasurer Jerry Gladstone, Event Director Don Magdanz, Webmaster Barbara McCrory, Past President Greg Maissen, Concours Director James Heisey, Sponsorship Director Simone Kopitzki, Membership Director Bob Schoenherr, Safety Director Mac Cranford, Autocross Director David Bunch and members Grady Carter and Thorsten Kopitzki.

Meeting called to order at 7:06 P.M. by President Vern Rogers at Ghiringhelli Pizzeria Grill & Bar, Novato.

President's Report for November, 2012

- Sent recommendation (2nd time to assist in tie breaker) for new Zone 7 Representative to National (Paul Czopec).
- Hosted annual Calendar Planning meeting – thanks to all that attended.
- Attended Oktoberfest in Vacaville – Thanks go out to Holger and Martina Siebert.
- Spoke with Jim Winston regarding Ax course repaving bids. Ghilotti Brothers never actually gave a bid. Jim will be getting a second bid from the folks who did the work last time. This bid will be based on our specs regarding square footage. Jim and I to meet at the site to go over specifics of exact areas to be redone. Meeting still to be arranged.
- Stopped by the Ax course, and checked the trailer for our Picture Banner (at the foot of the GG Bridge). Banner was not in the trailer. David has the banner.
- Managed to get two representatives from Casa to attend the Holiday Party, and received a DVD about CASA to play that evening.
- Requested that Bob once again produce a year in review video for the Holiday Party.
- Received, signed, and sent in our 2013 agreement with Sonoma County Airport for Ax track use.
- Updated all of our AOA badge info to include expiration dates, and communicated with Lidia at the airport regarding their renewals. She will send out info when the expirations are near.
- Reviewed and approved Don's proposed schedule for Holiday Party evening activities.

Items discussed at meeting:

- In response to a request by the Airport, Vern drafted a security policy for use of the site. A copy of the policy was circulated to those attending the Board Meeting.
- Vern will contact Gloria/Lidia at the Airport regarding cost and timing of badge renewals, and to determine if badge holders must appear in person to renew their AOA badges. Vern will also ask for a list of County-approved paving contractors in connection with the repairs to the autocross course.
- Vern will contact Chris Harrell to facilitate his contact with Jerry and Barbara for turnover of Newsletter production.
- Bob Schoenherr will send an e-mail reminder to members encouraging them to vote in the election.
- A motion was approved to accept the October Board Meeting minutes as submitted.

Vice President's Report – November, 2012

No report this month.

Treasurer's Report:

This report covers the period from October 26, 2012 through November 23, 2012.

- Certificate of Deposit (CD) total investment stands at \$10,162.58.
- Money Market Account stands at \$7,571.95.
- Checking account stands at \$22,081.59 in total.
 - \$17,369.78 in unrestricted funds.
 - \$4,711.81 in funds restricted as the autocross reserve.
- The major income items for the period were:
 - \$2,925.00 in funds collected for the Holiday Party.
 - \$2,092.50 rebate from National.
 - \$533.33 from sponsorship sales (\$200 from Whitman's and \$300 from Allstate for 2013; \$33.33 from Allstate prorated for 2012).
 - \$235.00 from Goodie Store sales.
- Major expense items for the period were:
 - \$1,000.00 in deposits for the Holiday Party.
 - \$376.13 for meeting dinners.
- Net income (loss) for the "period" was \$4,121.34.
- Net income for 2012 is \$13,761.93.
- Redwood Region's total assets are valued at \$42,519.87 (includes Goodie Store inventory).
- Goodie Store sales for 2012 to date were \$1,720.65.
- Total funds collected and earmarked for CASA currently stand at \$3,201.63 (funds included in all numbers).

To Do:

- Ask to Board to appoint a Financial Review Committee to review the "books" for 2012. The books will be closed near the end of December and ready for review then.
- Meet with Chris and Barb to transfer temporary responsibility for the newsletter from Chris to Barb and me.
- A check for \$3,500 will be prepared for presentation to CASA at the Holiday Party.
- Ask David Bunch to prepare the annual Goodie Store inventory accounting as it stands on December 31, 2012.

Attachments:

1. Balance Sheet as of November 23, 2012
2. Profit & Loss Statement for the period October 26, 2012 through November 23, 2012
3. Profit & Loss Statement for 2012 through November 23, 2012
4. CASA Funds Log 2012 through November 23, 2012
5. 2012 Sponsors/Advertisers table through November 23, 2012

Item discussed at meeting:

- A motion was approved to appoint Simone Kopitzki and Michael Hinton to the Financial Review Committee for the Club's 2012 transactions.

Secretary's Report:

- Created Event folders containing waivers, event reports and maps for October events.
- Attended 11/10 Brunch run to Dillon Beach.
- Attended calendar planning meeting and distributed preliminary calendar to Board.
- Coordinated with Bob Schoenherr to have bios for prospective Board members on the electronic ballot.

Past-President's Report:

No report this month.

der Riesenbaum Editor's report:

No report this month.

Membership Director's Report:

Note from Membership

Thirty-Seven years of PCA membership for John Byrne and Jose Garcia. Congratulations to the two of you. I remember John auto-crossing an RS back in the early 80's. Always is fun to see names from past event of the Redwood Region. You'll see that the Redwood region has a rich history just ask some of the members you see on our anniversary list below or any member from any of our anniversary lists.

AX session is over and speaking of history the now annual Emmet Wielder enduro was a blast! Anita and I are taking a break from concouring and AX so hope to see you all on more tours and other fun stuff. We are so lucky to live in the bay area and have all these regions in Zone 7. We get to see our friends from SVR, GGR, Diablo, LPR, Yosemite , etc etc ... Great cars and people.

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New members:	2
Xfer in:	3
Xfer out:	1
Renewal:	41
Non-renewal:	6

Dual members: 16
 Official 486
 Affiliate Members 355
Total Members 841

New Members

Name	Location	Affiliate	Automobile	
Scott Buchanan	Napa	Diane	2012 Caymen S Black	
Christian Rowcliffe	San Rafael		1996 Carrera 2 White	

Transfer

Name	Location	Affiliate	Automobile	Region
Ian Graham	San Rafael	Stephanie Heinsohn	1974 911 2003 996	LA
Robert Redner	Cloverdale	Robert Scott	1997 993	SDO
Marc Touitou	Sausalito	Tracy Freeman	2012 Turbo S Gray	CCC

Autocross Director's Report:

No report this month.

Items discussed at meeting:

- David will hand off additional autocross materials to Grady.
- Due to a conflict, the proposed Zone 7 event in April will be moved to June 8/9.
- Vern will contact the Airport to clarify badge renewal procedures.
- Three areas of the autocross course need repairs. Based on the bids to be received, it may be necessary to prioritize the repairs if all the total cost of the repairs is too high.

Webmaster's Report:

1. During the month of November 2012 it is estimated that the visitor count will be 4500. There were 1400 unique IP's that accessed the site.
2. Activity on the site was spread evenly during the month with the busiest day being November 5, 197 visitors. Monday and Friday had the most activity this month. On Tuesday, November 20 there were 139 visitors with an average visit length of 6 minutes 22 seconds. Typical stay is 2 minutes or less.
3. Autocross and Classifieds were the most popular pages. The Holiday Flyer was the popular download along with the Autocross results.
4. Daily country activity was led by the United States, China, Japan, Ukraine, Russian Federation, and Germany accounting for 94% of the visitors.

5. ipads, iphones and androids continue to access the site, 193 this month. Top browsers are IE and Firefox. We have one early adopter who is using IE 10 and 2 who are still using IE 5.

Worked on the Holiday Party flyer and completed the Autocross Awards Certificates. Provided assistance to Allstate regarding their advertising for the website and newsletter.

Item discussed at meeting:

Advertising for Allstate has been finalized.

Goodie Store Director's Report:

No report this month.

Topics for discussion:

1. None

Item discussed at meeting:

Goodie Store will be at the Holiday Party.

Event Director's Report:

12-1-12 Holiday Party:

As of 4PM on FR, 11/23, 64 participants have registered, including 2 from CASA. The deadline for reservations has been extended to MO, 11/26. After that date, I will take registrations only if Nourish can handle them.

Attached is the Agenda. Ray Kaliski has requested that Todd Emerson do a piano music only from 6:30PM to 8:00PM.

Vern is looking for the Golden Gate Bridge banner so that we can hang it up. Bob Schoenherr is setting up a DVD for the slide show. There will be space for information from Sponsors at a table.

CASA is sending a video; I hope that we can piggy back it onto Bob's slideshow.

I will meet with Tara, the Nourish Manager, next week to review the agenda, work out the table arrangements (probably 6 and 8 persons/table), test the DVD with slideshow, and take care of any last minute details.

There will be door prizes from sponsors; since some of these will be bottles of wine, I suggest that we have the raffle during the social appetizer. I would like to limit the presentations before the band plays to a minimum.

Items discussed at meeting:

- Members were recruited to oversee check-in of guests.

- Timing of social hour/appetizers and door prize presentations were discussed.
- Timing of awards presentations was discussed. Awards presentation is to begin around 8:00.
- David has the Golden Gate Bridge banner, and will bring it to the Holiday Party.

Concours Director's Report: None

Items discussed at meeting:

James will find out if Ledson Concours can be scheduled for September 22, 2013.

Sponsorship Director's Report:

We got a new sponsor: Allstate Insurance from one of our Members Jeff Johnston. He is sponsoring as a Basic and add on sponsor, that means he is also contributing an ad to the blast emails. He already made the payment to Jerry. The ad was published by Barbara.

I am attaching again all available sponsoring categories and pricing information.

I sent out bills and information package to all current sponsors for 2013:

- TRG – Basic
- Sonnen Porsche - Basic
- Cars Dawydiak – Secondary AX Sponsor (we will need to get a banner for the next season)
- Whitman's Auto Body - Basic
- ProShop - Basic
- BA Travel - Basic
- Hi Tech – Primary AX Sponsor – distributed by Greg (Thank you)
- Allstate Insurance – Basic and Add on

I also will be advertising my own business (BusiBee Bookkeeping) as a Basic Sponsor in 2013. Check will be provided to Jerry next board meeting.

As of today (11/15/12) we received payments from Whitman's and Allstate for 2013. More updates from Jerry if available.

I also added a flyer to all packages for the Holiday Party. Given each Sponsor the opportunity to sponsor a door prize. I have not received any feedback.

Safety Director Report:

No incidents to report.

Charity/CASA Report:

Millie will provide Vern with an informational CD that can be played at the Holiday Party.

Social Media Report:

Up to 372 friends on the Facebook page...reception of our "events" page is very good! We still lead most other PCA Regions in California and other regions in the US for number of friends. Still struggling with getting the "sponsor's" page up and running! Numerous of emails to the creators of the specific app have gotten nowhere!

Meeting adjourned at 9:06 P.M.