

## Redwood Region Board Meeting Minutes - April 24, 2012

In attendance: President Vern Rogers, Vice-President Chris Harrell, Secretary Mike Hinton, Treasurer Jerry Gladstone, Event Director Don Magdanz, Autocross Director and Goodie Store David Bunch, Safety Director Mac Cranford, and Membership Director Bob Schoenherr.

Meeting called to order at 7:03 p.m. by President Vern Rogers at Ghiringhelli Pizzeria Grill & Bar, Novato.

President's Report: Stands as submitted.

Submitted prior to Board Meeting:

- Met with Chris and Don to work on details of Event documents and procedures.
- Big thanks to Don Magdanz for all his work on standardizing our event procedures and documentation.
- Big thanks also to Chris Harrell for, among his many achievements (Canepa Joint Tour w/Yosemite, Brunch Runs, Calendar, etc.), completing and/or facilitating the tasks of design production, delivery, and distribution of the 2012 Ax T-shirts.
- It was really nice to see Deven not only show up at the Ax but also run his 996 Turbo. He says he had a lot of fun, even with the caffeine (lack of) headache.
- Spoke with Andy Brian at 4/14 Ax regarding him taking the lead on the July 14 Swap Meet at TRG. He is amenable to that, and provided updated contact info so that Chris can coordinate with him. We had outdated contact info, and inquiries from Chris had received no response.
- Asked National to send extra copies of Panorama to me directly, instead of to the PO Box. They do not fit in the box, which made pick-up during regular Post Office business hours necessary.
- I generally drop these (6) Pano copies at HiTec for them to give away to customers.
- Hope to have the last set(s) of business cards available/delivered at the Board Meeting.
- Ping'd Scott Downey again regarding Northern Tour (currently on the calendar for Oct 6/7).
- Working with Don and Chris on the 5/6 Breakfast Run from Nourish in Mill Valley.
- Working with Chris regarding this year's event at Kachina.
- Supporting Sponsorship Director as needed.
- Submitted Insurance requests for both B-Run to Northwood, and Nourish.
- Second time with the '83 SC at Ax; Still having a really great time! - And need to lower the ride height. Built custom seat rails (myself) and my helmet no longer hits the headliner.
- About to begin work with Jerry and Bylaws revision committee. Kick off at 4/24 EC Meeting.
- Need to start thinking about logistics surrounding the possibility of electronic voting for this year's Board election.
- Reminder: This month the EC meets at 6pm; one hour before the full Board Meeting. Agenda to be distributed by end of business Monday 4/23.

Items discussed at meeting:

- Motion to approve March meeting minutes was passed.

Vice-President's Report: Stands as submitted.

Submitted prior to Board Meeting:

- Highlights
  - Attended 4/7 Canepa Motorsports Museum Tour, a co-Region event with Yosemite Region. Turnout = 80+!!
  - Met with President Vern Rogers and Event Director Don Magdanz on 4/10 about ongoing refinements to Redwood Region Event Policy and Event Leader Instructions. Ongoing follow-up.
  - Finalized t-shirt design for 2012 Redwood Region AX - t-shirts were printed and available at 4/14 AX!
  - Attended 2012 Targa California from 4/11-4/14. This was a fantastic event, with 109 vintage cars touring the Central California backroads. Highly recommended.
  - Discussed 7/14 TRG Swap Meet planning with VP Vern Rogers; will follow-up with member Andy Brian to discuss leading the event
  - Discussed event details for 7/28 Kachina Tour with Greg Chambers
  - Added 9/15 - 9/16 Benbow Tour to Calendar
- Open Items:
  - Hand-off planning for 7/14 Swap Meet to Andy Brian and Don Magdanz
  - Coordinate 7/28 Kachina Tour with other Regions in Z7
  - Complete write-up for 4/7 Canepa Tour for submission to Panorama
  - Determine venue and route for 6/9 Dinner Run

Item discussed at meeting:

- The Marin/Sonoma concours event was removed from the calendar.

Treasurer's Report: Stands as submitted.

Submitted prior to Board Meeting:

This report covers the period from March 23, 2012 to April 20, 2012.

- Certificate of Deposit (CD) total investment stand at \$10,162.58.
- Money Market Account stands at \$7,571.58.
- Checking account stands at \$9,535.74 in total.
  - \$5,647.96 in unrestricted funds.
  - \$3,887.76 in funds restricted as the autocross reserve.
- The major income items for the period were:
  - \$1,400.00 for AutoCross #2 (April 14, 2012).
  - \$366.67 from advertisers/sponsors.
  - \$40.65 from Goodie Store sales.
- Major expense items for the period were:
  - \$1,562.88 for AutoCross #2 (track rental, T-shirts and scorecards).
  - \$148.51 for meeting dinners.
- Net income (loss) for the "period" was (\$112.76).
- Net income for 2011 is \$1,215.64.
- Redwood Region's total assets are valued at \$29,973.58.
- Notes:
  - Filed both the Federal and California tax returns. The Federal was filed by e-postcard and the state with form 199. Paid \$10 filing fee.

- Reviewed and identified the major issues and questions in the current version of the Bylaws. Sent these to the committee members as preparation for the first meeting.

Item discussed at meeting:

- Attachments included with Board report were:
  - Balance Sheet as of April 20, 2012
  - Profit & Loss Statement for the period March 23, 2012 through April 20, 2012
  - Profit & Loss Statement for 2012 through April 20, 2012
  - 2012 Sponsors/Advertisers Log through April 20, 2012

Secretary's Report: Stands as submitted.

Submitted prior to Board Meeting:

- Created Event folders containing waivers, event reports and maps for March and April events
- Will distribute remaining business cards from first order at Board Meeting. Second order is in progress, cards arrived on May 2.

Past-President's Report:

Nothing to report this month.

der Riesenbaum Editor's report: Stands as submitted.

Submitted prior to Board Meeting:

The April issue of der Riesenbaum was sent on 4/6/12 to 622 email addresses; 312 (50.2%) opened as of 4/20/12.

- Highlights:
  - Sent event reminder (aka "email blast") on 4/18, focusing on 4/21 Brunch Run, 4/28-29 Z7 AX, 5/6 Brunch Run, 5/19 AX
  - ESCA has inquired about dR - I think they want to "take inspiration" from our newsletter
- Open Items:
  - 2012 sponsor ads needed
  - Updated headshots for all 2012 Board members

Items discussed at meeting:

- Vern will follow up with Whitman's and TRG concerning their 2012 ads.

Membership Director's Report: Stands as submitted.

(Full report included in Membership section of der Riesenbaum)

Autocross Director's Report: Stands as submitted.

Submitted prior to Board Meeting:

- AX #2 was another great success, 40 drivers resulting in \$1,400 desposit.
- Insurance ordered & already received for May AX from PCA.
- Grady Carter is designing the May AX course.
- Still need to get Redwood people to classify their cars.

- Topics for discussion:
  - Go Kart blacktop.

Item discussed at meeting:

- Condition of blacktop in go kart is poor and continues to deteriorate. It was agreed that until proper repairs can be made, future autocross courses will not include the go kart section.

Webmaster's Report: Stands as submitted.

Submitted Prior to Board Meeting:

- During the month of April 2012 it is estimated that the visitor count will be approximately 3400 about the same as last year.
- Busiest day was Friday the 13th with 142 visitors.
- Now that Autocross season has started, it is the most popular page followed by Classifieds - 58 visitors downloaded the year-at-a-glance calendar.
- Daily country activity was led by the United States, China, France, Sweden, Germany, and Russian Federation, accounting for 96% of the visitors.
- Our top referring sites were google.com (46), pca.org (53), dedeporsche (30), and zone 7 (25). Search engines used primarily were Google and Yahoo.
- iPads, iPhones and androids continue to access the site, 130 this month.

Goodie Store Director's Report: Stands as submitted.

Submitted Prior to Board Meeting:

- Goodie Store will be at the Northwood Lunch Run & the May AX. Not sure about the May Brunch Run.
- \$104 in sales for Northwood Brunch run.
- Topics for discussion: None

Event Director's Report: Stands as submitted.

Submitted Prior to Board Meeting:

- Event Policy: Attached is the latest version of the Event Policy and the new Event Leader Instructions. We used the latter for the 4-21-12 Brunch Run Northwoods, and will use it for all future events. Please suggest any changes. I would like to get RR Members other than Officers and Directors involved as Event Leaders; this takes some of the work off us as well a bring more Members into the club operation and potentially helping to fill Officer and Director positions in the future.
- 5-6-12 Breakfast Run Nourish Mill Valley: It's all planned except for finalizing the Driving Tours.

Items discussed at meeting:

- The 5/6 Breakfast Run to Nourish, Mill Valley will begin with a photo shoot near the Golden Gate Bridge, followed by breakfast, followed by the drive. Because the drive will occur after breakfast, the Board voted to not have alcohol served with breakfast.

Concours Director's Report:

None.

Item discussed at meeting:

- Bob Schoenherr reported on the Zone 7 concours meeting that was held in April, and noted that there is a new concours link established on PCA's Zone 7 website.
- Sponsorship Director's Report: Stands as submitted.

Submitted Prior to Board Meeting:

- Sonnen paid for the ad
- Proshop provided material for ad
- Whitmans paid and I provided contact info to Chris from Whitmans to provide ad
- TRG, Adobe Wine still no info several email attempts
- BA travel agreed to pay need feedback from Jerry if payment has been received
- Clarified 2011/2012 payments with sponsors
- Sent info to new potential sponsor Walter Dawydiak

Item discussed at meeting:

- Vern will follow up with both Sonnen and Whitman's in order to get advertising copy from them.

Safety Director Report: Stands as submitted.

No incidents to report.

Topics for discussion:

- Need to discuss repair of "go-kart" portion of autocross course (See Autocross Director's Report, above)

Charity/CASA Report:

No report this month.

Meeting adjourned at 8:29 p.m.

Our next Board Meeting is scheduled for 7:00 p.m. on May 29, 2012, at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato.