

Redwood Region Board Meeting Minutes - July 31, 2012

In attendance: President Vern Rogers, Vice President Chris Harrell, Secretary Mike Hinton, Treasurer Jerry Gladstone, Event Director Don Magdanz, Webmaster Barbara McCrory, Past President Greg Maissen, Membership Director Bob Schoenherr, Safety Director Mac Cranford, and member Grady Carter.

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:

- Attended Porsche World Tour w/Chris as my guest. We got to drive 981, 991 (regular and S), as well as the new Panamera GTS. The GTS was the big surprise. It's one thing to read that it feels like a smaller, more powerful car than it looks like. It is quite another to drive it... what a blast!
- Attended August 11 Ax w/new wheels and tires... VAST improvement! Who knows how long it would have taken me to do this change (the tires and wheels) without our Swap Meet.
- Attended Legends in Monterey (Carmel Valley actually). It was nice to see several Redwood members there. Big congrats to Bob and Anita for yet another Concours win! And big thanks to Spaten for their liquid contributions to a great time being had by all.
- Did observer's report for 8/11 Ax, and Brunch Run to Lake County.
- Enjoying a brief respite from having a Redwood event every weekend.
- Looking forward to Benbow next month. Booked two nights for Susan and I.
- Also looking forward to our annual party at Bergman's. Submitting insurance form for this today.
- Tracking our (mainly Jerry's) progress with Motorsport.reg. Thanks for sticking with this Jerry!
- Thanks to Jerry as well for the first draft of Bylaws changes which I have been reviewing.
- We need to continue to work on assuring Ax Directorship, and Newsletter Editor positions for next year.

Items discussed at meeting:

- Motion to approve July meeting minutes was approved
- Vice President's Report: stands as submitted.

Submitted prior to Board Meeting:

- Highlights
 - Attended Kachina Winery event on 7/28/12
 - Took my 914 out for its second AX on 8/11/12
- Open Items
 - Finalize locations for October and November Brunch Runs (Oct is also RR Annual Members' Meeting; November Brunch Run may become a winery event)

Treasurer's Report: stands as submitted.

Submitted prior to Board Meeting:

This report covers the period from July 28, 2012 through August 24, 2012:

- Certificate of Deposit (CD) total investment stands at \$10,162.58.
- Money Market Account stands at \$7,571.83.
- Checking account stands at \$16,154.39 in total.
 - \$11,758.43 in unrestricted funds.
 - \$4,395.96 in funds restricted as the autocross reserve.
- The major income items for the period were:
 - \$2,046.00 from the quarterly rebate from National.
 - \$1,015.00 from Autocross #7.
 - \$260.00 from the Swap Meet.
- Major expense items for the period were:
 - \$995.86 for Autocrosses #7 (track rental) and other expenses(radios, vests).
 - \$226.39 for meeting dinners.
- Net income for the "period" was \$2,189.67.
- Net income for 2012 is \$7,834.54.
- Redwood Region's total assets are valued at \$36,592.48 (includes Goodie Store inventory).
- Goodie Store sales for 2012 to date were \$931.65.
- Total funds collected and earmarked for CASA currently stand at \$1,700.00 (funds included in all numbers).
- Notes:
 - An account at MotorsportReg.com was set up for the Region. I was original the administrator; Don Magdanz was later added as an administrator with identical privileges to mine. The September 2nd Pool Party at the Bergman's was used to prototype our use of MSR. The posting has been changed three times since the original as I learned more

about how to use the application. MSR does have tremendous versatility and some great features; there is a learning curve though. So far we have a total of 33 people signed up for the Pool Party through MSR. P.S. The people on the MSR help line are very friendly and available, but not that knowledgeable.

- o Discussion about MotorsportReg.com:
- o Should there be additional people with full administrative privileges? Please note that the chair of any particular event can be named so that they receive headcount reports (RSVP's), option choices and email queries directly. In the case of the Pool Party, Kurt Fischer is the event chair.
- o What should we use MSR for:
 - Paying and/or non-payment events?
 - Parties, tours and other social events?
 - Concours?
 - Autocross?
 - Other?
- The first draft of a 2012 revision to the Region Bylaws was completed on August 21, 2012 and emailed to the Bylaws Revision Committee members. The draft attempted to incorporate all the items discussed at the first meeting of the Committee. A second, and hopefully final, meeting of the Committee needs to be called after the Committee members have time to review the draft.
- Action Item: set a date for the second meeting of the Region Bylaws Revision Committee.
- The spreadsheet of Sponsors/Advertisers is absent from this report as there was no change from last issuance.
- A spreadsheet keeping track of funds specifically collect for the benefit of CASA exists, but has never been circulated. It is attached to this report.
- WestAmerica Bank will be refunding the \$7.00 service fees charged for July and August.

Items discussed at meeting:

- Extensive discussions concerning the use of MotorsportReg.com to manage responses and funds collections for remaining 2012 events were held. The Board agreed to use MSR on a "pilot" basis for most remaining 2012 events, but for now, autocross registration and payment procedures will remain unchanged from current practices.

Secretary's Report: stands as submitted.

Submitted prior to Board Meeting:

- Created Event folders containing waivers, event reports and maps for July and August events.
- Attended Legends of the Autobahn in Carmel Valley. Congratulations to Bob and Anita for winning their class in Concours
- Reviewing by-laws revisions.

Past-President's Report:

Nothing to report this month.

der Riesenbaum Editor's report: stands as submitted.

Submitted prior to Board Meeting:

The August issue of der Riesenbaum was sent on 8/7/12 to 652 email addresses; 310 (47.5%) opened as of 8/23/12. Lower open rates are typical for us during the summer, as many people are on vacation.

- Highlights
 - Talked to Mark and Joan Campagna at 7/28 Kachina Event regarding their interest in potentially assuming the editorship of dR in 2013
 - Sent event reminder ("email blast") on 8/23, focusing on 8/31 GGR/Porsche Design Reception, 9/2 Pool Party, 9/15-16 Benbow Inn Tour, 9/22 AX
- Open Items
 - Meet with Mark and Joan Campagna in August, to give a general overview of the Editor position and how Constant Contact works
 - Create sample electronic ballot for Board review
 - Need more PICTURES from our events!

Membership Director's Report: stands as submitted.

(full report included in Membership section of August der Riesenbaum)

Autocross Director's Report:

Submitted prior to Board Meeting:

- AX #8, 30 paid drivers and deposited \$1015 to our account + \$35 Gift. Cert.
- Insurance received for September AX's.
- Chris Harrell is designing the course for the Sept. AX.

- Working on getting some trophies for the October Enduro.
- Awaiting clarification on Asphalt paving bid.
- Topics for discussion
 - Do we want any awards for AX?

Webmaster's Report: stands as submitted.

Submitted prior to Board Meeting:

- During the month of August 2012 it is estimated that the visitor count will be approximately 4300. There were 1200 unique IP's that accessed the site.
- Activity on the site was spread evenly during the month with the two busiest days being August 3 and 23.
- Autocross and Classifieds were the most popular pages. The most popular flyer was the GGR Concours. Tied for second were the Benbow Tour and the Redwood Pool Party.
- Daily country activity was led by the United States, China, Ukraine, Japan and Germany accounting for 93% of the visitors - same as last month
- iPads, iPhones and androids continue to access the site, 187 this month. Top browsers are IE and Firefox.

Goodie Store Director's Report:

Submitted prior to Board Meeting:

- Turning into Jerry \$80 from August AX Goodie Store Sales.
- Placed an order for approx. \$500.

Event Director's Report:

Submitted prior to Board Meeting:

- 9-2-12 Pool Party Bergmans: Kurt is Event Leader; everything is setup. Some participants are responding via MotorsportReg.com; others have already RSVP'd to Kurt.
- 9-15&16/12 Tour to Benbow Inn: Sent forms to Rob & Mary, Event Leaders. This is a real simple event; drive up the Freeway to Benbow and have dinner. No other driving tours; Sunday is Open.
- 9-29-12 Oktoberfest: Sent forms to Kirk and Holger, Event Leaders.
- 10-6&7-12 Northern Tour: Sent forms to Scott Downie, Event Leader. Scott sent Event Leader Instructions and flyer. Forwarded to Barbara for including on website.
- 10-13-12 Dinner Run to Napa: Sent forms to Greg Matsumoto, Event Leader. He is working on driving tour

and will get the menu setup with the restaurant. He is putting together info for a flyer.

- 12-1-12 Holiday Party: Have called Dana @ Seghesio; I assume that she is very busy with events.

Items discussed at meeting:

- The Board discussed the proposed menu and cost of the Holiday Party currently scheduled to be held at Seghesio. Don discussed the menu and costs with Dana at Seghesio. Given the fact that the meal will be more expensive than in 2011, and also that the menu selections appear to be inferior to those in 2011, the Board authorized Don to explore the possibility of having Nourish host the party. Don will contact Ray (the operator of Nourish) and report his findings.

Concours Director's Report:

No report submitted. Greg Maissen had some conversations with Concours Director James Heisey, who currently is experiencing health issues and may not be able to perform his customary duties at the upcoming Ledson Concours. Several Board members, including Vern, Chris, Mike and Greg agreed to assist with coordinating trophies and vehicle staging.

Sponsorship Director's Report:

- Followed up with Zack from Revolution Motorsports and Marty from cartronics. Zack doesn't want to sponsor yet. Did not hear back from Marty. Called several times.

Safety Director's Report:

Nothing to report this month.

Charity/CASA Report:

CASA has been asked to send a representative to the Ledson Concours

Redwood Region Procedure Manual (David Bunch):

- August 6, RPM was emailed to the entire Board

Social Media Report:

- We are up to 356 likes for the RR FB page! Still trying to get the Sponsor page up and running...having problems with HTML! I am having problems getting all the sponsors listed!
- Working with LPR on getting it fixed!

- We still are one of the most viewed PCA regions with lots of good Porsche articles and posting of event pictures, etc.
- Events are still a problem...people just don't read all the details and FOLLOW instructions like for the Pool Party and the use of Motorsportsreg website! I've sent special emails to all the people that have said yes on the invite list!
- As always... it takes several months to beat it into the heads of the members on new procedures like Motorsportreg!

Meeting adjourned at 9:24 p.m.

Our next Board Meeting is scheduled for 7:00 p.m. on September 25, 2012, at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato.