

Redwood Region Board Meeting Minutes - February 28, 2012

In attendance: President Vern Rogers, Vice President and dR Editor Chris Harrell, Secretary Mike Hinton, Treasurer Jerry Gladstone, Past President Greg Maissen, Event Director Don Magdanz, Autocross and Goodie Store Director David Bunch, Webmaster Barbara McCrory, and members Tom Strobel and Alycia Strobel.

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

President's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- Worked with Simone on securing Hi Tec in various sponsorship roles for 2012
- Solicited Kurt Fischer's help in introducing Simone to Sponsorship contact at TRG
- Contacted Michael Rose at 9Elf to introduce Simone as new Sponsorship Director; Simone to follow up w/Michael over email regarding secondary sponsorship in some areas, and a tech session to be held at his shop (may be end of 2012 or into 2013).
- Worked with Chris on Ax T-Shirt design for 2012
- Completed and submitted Airport AOA badge and remote opener audit
- Worked with David, Don, Chris and other Board members in review/revision of:
 - Event Policy
 - Ax Procedures
 - Board Procedures Manual
- Delegated Board Historian duties to Secretary for all but Financial records (Treasurer keeps all financial records)
- Facilitated RRPCA open invite to Sonnen Porsche for 991 Launch Party
- Lead (and mis-lead) the 2/4/12 Brunch Run to Sonoma
- Rescheduled Board/EC meeting times at Ghiringhelli's
 - EC to meet at 6pm on the last Tuesday of the first month of each quarter
 - Board to meet at 7pm on the last Tuesday of each month
- Picked up 997 w/new engine from Sonnen Porsche - This puppy is smooth as glass!
- Purchased an '83 SC from Tom Strobel as an Ax project car - BIG FUN!
- Ordered, received and distributed insurance certificates for both TRG and Whale to Whale Tale
- Delegated waiver printing/signing to Event Leaders for TRG and Whale to Whale Tale events
- Ordered and received a second bound RPM (for VP), as well as 100 PCA applications. These will be available at the Board meeting for any members wishing to assist in building membership.

- Acknowledgments
 - David Bunch - lots of quality work and hours spent on both Redwood Region, and Ax Procedures manuals. Thank you for your continued exemplary service to the club.
 - Chris Harrell - taking on the completion of the T-shirt design for 2012 Ax.

Items discussed at Board Meeting:

- TRG expressed an interest in hosting a swap meet. Simone and Chris will work with Martin and Jay of TRG to coordinate.
- Importance of having "minor waivers" on hand at all events was emphasized.

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

Submitted prior to Board Meeting:

- Highlights
 - Picked up AOA badge on 2/3/12
 - Posted all confirmed 2012 Redwood Region Events (other than breakfast runs) to the PCA Zone 7 calendar
 - Posted all confirmed 2012 Redwood Region Events through 7/31/12 to the PCA National Calendar
 - Assisted with ongoing refinements to Redwood Region Event Policy
 - Working on t-shirt design for 2012 Redwood Region AX
 - Confirmed the Station House Café in Pt. Reyes Station as the venue for our 3/18 (SUNDAY) Brunch Run
- Open Items
 - Finalize venues for 2012 Brunch Runs and Dinner Run
 - Finish posting 2012 events to PCA National Calendar
 - Finalize AX t-shirt design

Treasurer's Report: Report stands as submitted.

Submitted prior to Board Meeting:

This report covers the period from January 28, 2012 to February 24, 2012.

- Certificate of Deposit (CD) total investment currently is \$10,121.55 (matures in March).
- Money Market Account stands at \$7,571.46
- Checking account stands at \$8,982.19 in total
 - \$5,539.43 in unrestricted funds
 - \$3,442.76 in funds restricted as the autocross reserve
- The major income items for the period were:
 - \$1,772 quarterly rebate from PCA National
 - \$500.00 from advertisers/sponsors
 - \$214.00 from Goodie Store sales
- Major expense items for the period were:
 - \$915.59 for Autocross (cones and airport badges)
 - \$239.90 for name badges (includes setup fee for new logo)
 - \$233.52 for meeting dinners
- Net income (loss) for the "period" was \$1,141.25

- Net income for 2011 was \$620.94
- Redwood Region's total assets are valued at \$29,378.88

Notes:

- Filed the California Secretary of State, Statement of Information form.

Discussion:

- Findings of the Financial Review Committee?

Attachments:

- Balance Sheet as of February 24, 2012
- Profit & Loss Statement for the period January 28, 2012 through February 24, 2012
- Profit & Loss Statement for 2012 through February 24, 2012

Items discussed at Board Meeting:

- A motion was approved to roll over the balance in the CD.
- Mike indicated that a written report containing the findings of the Financial Review Committee will be submitted prior to the next Board meeting.

Secretary's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- Assisted Chris (hopefully) with interview with Pete Stout.
- Created Event folders containing waivers, event reports and maps for first two Bruch Runs of 2012 (1/1 and 2/4).

Past-President's Report:

There was nothing to report this month.

Items discussed at Board Meeting:

- Greg indicated that one of his connections for 928 parts is interested in possibly advertising with the Club, or providing free goods to give as prizes. Greg will follow up.

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

Submitted prior to Board Meeting:

The February issue of der Riesenbaum was sent on 2/10/12 to 623 email addresses; 313 (50.2%) opened as of 2/24/12.

- Highlights
 - Member feedback about der Riesenbaum continues to be very positive
 - Interviewed Excellence Magazine editor Pete Stout for a feature in an upcoming issue of der Riesenbaum (issue TBD)
 - Email event reminders (aka "blasts") are getting members' attention, with over 350 people opening each of the reminders sent so far in 2012; this is more than the open rate we get for our newsletter
 - Made some refinements to the Newsletter Editor section of the Redwood Region Procedure Manual
- Open Items
 - 2012 sponsor ads needed

- Would like to take updated headshots for all 2012 Board members
- Will submit 2 newsletters from 2011 for this year's PCA National Newsletter Contest (deadline 3/15/12)
- Working on updates to 2012 format/layout - timing TBD

Items discussed at Board Meeting:

- The October and December 2011 newsletters were submitted for the PCA National Newsletter Contest.

Membership Director's Report: Report stands as submitted. Full report included in der Riesenbaum.

Autocross Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

Update on Procedures Manual

- Manual was emailed to entire board, still working on changes.
- Topics for discussion
 - A recommendation was received that we should organize the manual such that true "duties" for each Director are outlined in the body of the document, while supporting details and information are kept in the appendix.

Autocross Director's Report

- Insurance ordered for 1st AX from PCA.
- ESCA response regarding locking the Porta-potties was a "no".
- Planning to have the gate manned at all times this year.
- Got phone calls & emails from members who were upset that they could not get in to watch
 - during the events last year.
- The 50 additional cones that the board approved at the last meeting have arrived.
- Have put together an AX Manual and emailed to the AX Committee for feedback.
- Topics for discussion:
 - Do we wish to have some type of points competition in 2012?

Items discussed at Board Meeting:

- The idea of a point competition was discussed. David will attempt to refine the idea.

Webmaster's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- During the month February 2012 it is estimated that the count will be approximately 2250 about the same as last month. There were 881 unique IP's.
- Busiest day was February 21 with 164 visitors more than double the daily average.
- Classified continue to be a popular page followed by Autocross.- most popular flyer - Zone 7 Awards Lunch followed by the Parade flyer.
- Daily country activity was United States, Japan, Ukraine, Germany, France, and China accounting for 91% of the visitors.

- Other operating systems used to access the website, i.e. ipads, pods, and androids accounted for 133 visitors in February.
- Discobot was mainly interest in tours.

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

Submitted prior to Board Meeting:

- Mailed to Jerry \$55 from Sales from Sonoma Brunch Run.
- Received the order the board approved last meeting,
- Already have 4 items on "Hold" for buyers.

Event Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- I have been refining the Event Policy with President, VP, and Webmaster as we work on the Events. Once it is completed, I'll bring it to the Board for approval.
- I setup a Dropbox for documents that are being shared between the above Officers and Directors. It will contain all the documents for each Event as well as forms for waivers, reports, etc.
- Bob Schoenherr is the Event Leader for the Whale to Whale Tail Rallye on Saturday, 3/3/12. The Event Information Form and the Itinerary are attached. We have the Insurance Certificate and the Safety Chair Approval.
- Chris Harrell is the Event Leader for the Brunch Run on SU, 3/18. He plans to go to the Station House Café in Pt. Reyes Station for Brunch, but hasn't connected with the owner. Unless he submits the Event Information Form before the Board meeting on TU, 2/28, we'll send it out via email.

Items discussed at Board Meeting:

- Mike Hinton to be added to the Dropbox list in order to download and print documents needed for event folders.
- A motion was approved to set up an on-line payment mechanism, such as PayPal, to allow members to make payments electronically.
- Due to conflicts with a bicycling event in Sonoma County, the date of the proposed Alderbrook wine tour will be revised.
- Don informed the Board that the cost of the Holiday Party at Seghesio will increase from 2011. After discussion, a motion was approved to return to Seghesio for the 2012 Holiday Party, with no increase in cost to the members.
- Chris noted in his Vice-President's report that Station House Café is confirmed for 3/18.

Concours Director's Report: None

Sponsorship Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- The only change/update is that we had Deven (Hi Tec) sign up for the primary AX sponsor for the 2012 season. He paid \$500; another \$500 needs to be collected. I will contact Deven next week and ask him to mail the remaining money to Jerry.
- I sent an email for secondary AX sponsorship and for other sponsorship level opportunities to Mike from 9elf. Waiting for feedback.

Subsequent Events:

- Vern indicated that Deven had sent the \$500 sponsorship balance to Jerry on 3/5/12.

Safety Director Report: Report stands as submitted.

Submitted prior to Board Meeting:

- No incidents to report

Charity/CASA Report: Report stands as submitted.

Submitted prior to Board Meeting:

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

New Business: None.

Meeting adjourned at 8:44 p.m.

Our next Board Meeting is scheduled for 7:00 p.m. on March 27, 2012, at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato.