

## Redwood Region Board Meeting Minutes - January 31, 2012

In attendance: President Vern Rogers, Vice-President Chris Harrell, Secretary Mike Hinton, Treasurer Jerry Gladstone, Past President Greg Maissen, Membership Director Bob Schoenherr, Event Director Don Magdanz, Sponsorship Director Simone Kopitzki, Autocross Director and Goodie Store David Bunch, Safety Director Mac Cranford, Webmeister Barbara McCrory, and members Craig Steele, Mike Beavers and Thorsten Kopitzki.

Meeting called to order at 7:30 P.M. by President Vern Rogers at Ghringhelli Pizzeria Grill & Bar, Novato.

President's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- Welcome and Thanks!
- Vision for 2012
  - Healthy, engaged, competent, committed Board of Directors
  - Fun - If we can't make it fun, we shouldn't be here
  - Acknowledgement - We are all volunteers
  - Board Meeting Efficiency
  - Board Meeting Discussion vs. Committee Work
    - If it takes more than 15 minutes, it should go to committee
- Ground Rules
- Increased Membership
- More interaction with members from Northern Counties
- Summary of EC Meeting
  - Committee Chair Reappointments
  - Committee Membership
    - Newsletter
    - Bylaws Review
    - Sponsorship
- EC and Board meeting times

Items discussed at Board Meeting:

- Vern reviewed the "ground rules" to be observed in the conduct of Board Meetings
- The Executive Committee decided to hold its quarterly meetings at 6:00 P.M., allowing all Board Meetings to begin at 7:00 P.M.
- An additional 2012 goal will be to improve relations with Sonnen Porsche, the local dealer.

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

Submitted prior to Board Meeting:

- Highlights
  - Applied for AOA badge; ready to be picked up as of 1/11/12
  - One One Fun Run was a successful event to start 2012, with 45 cars and 60+ people!
  - Met with Vern to discuss 2012 vision, planning, and immediate priorities
  - Hosted 2012 Calendar Planning Meeting on 1/17 - 10 people in attendance (myself, Vern Rogers, Greg Maissen, Kurt Fischer, David Bunch, Mike Hinton, Don Magdanz, James Heisey, Barbara McCrory, John Fitzgerald, Bob Schoenherr via audio conference)
  - Created preliminary draft of 2012 calendar based on the planning meeting

- Open Items
  - Pick up AOA badge
  - Finalize 2012 calendar
  - Post Region events to PCA Zone 7 and National calendars

Treasurer's Report: Report stands as submitted.

Submitted prior to Board Meeting:

Since there was no Board Meeting in December and thus no monthly Treasurer's report, this report covers the two month period from November 21, 2011 through January 28, 2012.

- Certificate of Deposit (CD) total investment currently is \$10,121.55.
- Money Market Account stands at \$7,571.20
- Checking account stands at \$7,841.20 in total
  - \$4,054.43 in unrestricted funds
  - \$3,786.77 in funds restricted as the autocross reserve
- The major income item for the period was:
  - \$1,200.00 from advertisers/sponsors
- Major expense items for the period were:
  - \$4,800.28 for the Holiday Party
  - \$3,000.00 donation to CASA
  - \$286.33 for meeting dinners
  - \$198.10 for name badges
- Net income (loss) for the "period" was (\$5,665.39)
- Net income for 2011 was \$5,269.61
- Redwood Region's total assets are valued at \$28,230.63
- Goodie Store inventory as of January 1, 2012 was \$2,703.68

Notes:

- Negotiated a waiver of the \$7.00 monthly service fee from WestAmerica Bank
- Set Vern up as signer on all accounts and ended Greg's signature authority. Secured a Club debit card for Vern.
- Correctly accounted for Goodie Store inventory including purchases and sales. Net GS profit for 2011 was \$187.47
- Submitted the 2011 "Books" to the Financial Review Committee

Secretary's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- Sent PCA Observer's Report for One One Fun Run to National.
- Met with Chris to map out tentative route for February Brunch Run.
- Picked up AOA badge.

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

Submitted prior to Board Meeting:

- Completed and submitted to PCA National the 2012 Annual Region Report Form Annual Region

### Continuity Checklist.

- Met with incoming President Vern Rogers to hand off the Presidency and deliver the Redwood Region Historical Documents.
- Attended the Annual Calendar Meeting to outline the events planned for 2012.
- Met with the Sponsorship/ Advertising Committee to outline the "Duties of the Sponsorship/ Advertising Director".

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

Submitted prior to Board Meeting:

The December issue of der Riesenbaum was sent on 12/19/11 to 619 email addresses; 291 (47.0%) opened as of 1/27/12.

The January issue of der Riesenbaum was sent on 1/23/12 to 624 email addresses; 262 (42.0%) opened as of 1/27/12. The lower open rate at the time of this report is due to the timing of the newsletter.

*Editor's note: As of 2/8/12, open rates for the December and January issues of der Riesenbaum are 48.6% and 51.6%, respectively.*

#### • Highlights

- Newsletter Committee meeting 11/27/11 to discuss 2012 der Riesenbaum
- To date, we have received 35 responses to RR Member Survey - see separate attachment for details
- Assisted Loma Prieta Region with the migration of their newsletter, the Prieta Post, to an electronic format (Constant Contact)
- Bringing back Kurt's Korner for 2012!
- Kurt Fischer joined the Newsletter Committee for 2012

#### • Open Items

- 2012 sponsor ads needed
- I would like to take updated headshots for all 2012 Board members
- I request each member of the Board to review 2011 newsletters and select the two best ones for consideration in this year's PCA National Newsletter Contest
- Working on updates to 2012 format/layout - timing TBD

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

Items discussed at Board Meeting:

- We will attempt to discern trends in membership renewals and turnover with a view of retaining as many members as possible.

Autocross Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- Finalized pricing for the Porta-potties for 2012 with ESCA.
- Two (2) standard restrooms be delivered on March 1, 2012
- Total of \$154.00 per billing cycle, plus tax.
- Awaiting ESCA response regarding locking the Porta-potties.
- Grady Carter will be taking care of doing the AX Results.

Items discussed at Board Meeting:

- It was determined that 50 additional cones are needed to replace damaged cones. A motion was

approved to purchase 50 new cones for approximately \$5.25 each, plus shipping.

- Dave determined that the Company servicing the Porta-potties has an AOA badge, so servicing will be scheduled the week before an Autocross event.

Web mistress's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- During the month of December 2011, there were 1993 visitors, January 2012 it is estimated that the count will be approximately 2260. There were 886 unique IP's.
- Busiest day was December 18 with 1,427 hits, 1,149 page views and 72 visitors. In January the visitor level was about the same for each day. Thursday is still our busy day.
- Classified continue to be a popular page followed by the Board.- most popular flyer - Holiday Party for December, 2012 Parade flyer for January.
- Daily country activity was United States, China, Japan, Russian Federation, France, and the Ukraine accounting for 90% of the visitors. The Ukraine edged out the others in January with 6.46% of the visitors.
- Other operating systems used to access the website, i.e. ipads, pods, and androids accounted for visitors 77 in December, 91 in January.
- A new spider showed up in December Ezooms Robot which was mostly interested in the main page and autocross - I understand they drive autobots
- The search phrase subcutaneous pca infusions led one searcher to our website in January

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

Submitted prior to Board Meeting:

- Turning in \$159 in Sales. \$110 from the Holiday Party & \$49 for January.
- Submitting updated photos & prices to the website this weekend.

Topics for discussion:

- Will be presenting an order to board for approval.
- Items discussed at Board Meeting:
- A motion was approved to purchase men's and ladies' polo shirts in black and white, and denim shirts with a total cost of approximately \$650.00.

Event Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- Attached is the Event Policy and the blank Event Information Form, which hopefully have both Vern's and Chris' suggestions. I'm using the Policy and Form for 2012 Events, and at some time we need to adopt it. I plan to tweak them as they are used.
- Chris suggested that we use some kind of system to record responses for each Event; I suggested something like eVite, and I think Chris is looking into the options.
- For the pot luck dinners, the Event Leader has been collecting \$5 for the chicken (or other entre), misc. stuff, etc. I suggest that for each event with a small amount to collect (like \$5 or \$10) that is going into the RR Treasury, we add an extra \$5 that goes into the Event Budget; we could use this for the Holiday Party. If the Event Leader wants to run his own budget (I think Greg does this for Kachina), there wouldn't be any additional collection.

Items discussed at Board Meeting:

- With respect to the use of eVite to track event responses, Vern pointed out that eVite exposes the e-mail addresses for all invitees, and therefore violates the Club's privacy policy.

Concours Director's Report: None

Sponsorship Director's Report: Report stands as submitted.

Submitted prior to Board Meeting:

Primary Autocross Sponsor includes:

- Banner
- T-Shirts with Logo
- Ad in Newsletter/ Blast email
- Logo and link on Autocross Webpage (double size)
- Logo and link on Sponsor Webpage (double size)
- Logo on Timing Slips
- Announcement in drivers meeting (Ax only)
- Cost: \$1,000.00

Secondary Autocross Sponsor includes:

- Banner
- Announcement in drivers meeting
- Ad in Newsletter/ Blast email
- Ad on Autocross Webpage
- Ad on Sponsor Webpage
- Announcement in drivers meeting (Ax only)
- Cost: \$500.00

Basic Sponsor includes:

- Ad in Newsletter
- Logo and Link on Sponsor Webpage
- Cost: \$200.00

Basic Sponsor add-ons includes:

- Ad in Blast email
- Announcement in drivers meeting (Tours only)
- Cost: additionally \$100.00 can only combined with Basic Sponsor

Event sponsor includes:

- Cover Fees of Event
- Ad in blast email (Event Reminder)
- Eventually flyers or other printed documents
- Cost: Cost of the event + \$100.00

Donation Sponsors:

- Will donate goods or services for an event. This may include the auto cross events. There will be no other things provided from the club in exchange for that, such the opportunity to sell products or promote his/her/their business at that special event. There will be no fixed price agreement but the display or promotion of the sponsor depends on the value of the goods or service that is provided from

the sponsor.

- Sponsors shall receive an invoice of the sponsorship costs and/or an acknowledgement receipt for goods that are provided. The Sponsorship Director shall create these documents and provide them to the sponsor. Copies shall be sent to the treasurer.
- All sponsorship fees, including the goods, discount cards, and gift certificates for services should be paid/provided to the club 2 months prior the event whenever possible.
- The sponsorship director shall be the primary contact for the sponsor. Club members wanting to bring in a potential sponsor with whom they are familiar, shall be responsible for arranging a meeting to introduce the Sponsorship Director to this sponsor. This specifically pertains to existing sponsors that are more familiar with other club members than the sponsorship director. The goal is to establish a better relationship between the sponsor and the sponsorship director.

Meeting Follow-up Tasks:

- The sponsorship director shall create a document that provides all sponsor information, including contact names and phone numbers that can be easily used for future sponsorship directors.
- Additional items can be reviewed in the "Duties of The Sponsorship Director", formerly named Advertising Director.
- Simone has scheduled meeting with Vern and Deven at Hi Tec regarding his sponsorship relationship with the club.
- Vern to contact Sonnen to introduce Simone as the sponsor contact person

Safety Director's 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 8:56 P.M.

Our next Board Meeting is scheduled for 7:00 p.m. on February 28, 2012, at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato.