

Redwood Region Board Meeting Minutes - July 31, 2012

In attendance: President Vern Rogers, Vice-President and der Riesenbaum Editor Chris Harrell, Secretary Mike Hinton, Treasurer Jerry Gladstone, Event Director Don Magdanz, Autocross Director and Goodie Store David Bunch, Webmaster Barbara McCrory, Past President Greg Maissen, Concours Director James Heisey, Sponsorship Director Simone Kopitzki, Membership Director Bob Schoenherr, Safety Director Mac Cranford, and member Thorsten Kopitzki.

Meeting called to order at 7:05 P.M. by President Vern Rogers at Ghiringhelli Pizzeria Grill & Bar, Novato.

President's Report: stands as submitted.

Submitted prior to Board Meeting:

- Handled last minute invite to 981 Release Party at Sonnen. Shared invite w/Board.
- Attended both July Ax's
- Missed a fabulous Dinner Run to Sonoma... Sorry Chris.
- Attended and sold/bought parts at our Swap Meet. Big thanks to Andy Brian for all his work in putting it together.
- Designed my first Ax course (Ladies Day 7/7/12). We ran the event with less than 20 attendees. BIG thanks to all who made it.
- Submitted Insurance request for 8/4/12 Brunch Run to Lake County.
- Third EC meeting will be at 6pm, prior to our Board meeting, on 7/31/12.
- EC will be discussing Redwood Region's Procedure Manual, Ax Chair and dR Editor positions/possibilities for next year. Possible recommendations at the Board Meeting.
- Will be attending the Porsche World Roadshow in Sept @ Area51 on Alameda Point with Chris Harrell; hoping to get to drive 991, 981, and Panamera.
- Please remember to read last month's minutes so that we can approve them.

Items discussed at meeting:

- Motion to approve June meeting minutes was approved.
- \$260 collected at 7/14 swap meet was given to Jerry Gladstone, Treasurer

Vice President's Report: stands as submitted.

Submitted prior to Board Meeting:

- Highlights
 - Redwood Region won 2nd place for our AX t-shirt design in this year's PCA Parade Art t-shirt competition!
 - Led very successful 6/30 Dinner Run to Sonoma; thanks are in order to Joe Burroughs, Mike Hinton, and Don
 - Magdanz for their help with planning the event
 - Took my 914 out for its first-ever AX on 7/7/12 and had a GREAT TIME!!
 - Attended 7/14 RR Swap Meet at TRG. Thanks to Andy Brian for stepping up to lead the event!
 - Continued to support and "evangelize" the 7/28 Kachina event
 - Continued to assist Greg Matsumoto with feedback regarding a 10/13 Dinner Run to the Napa Area (was originally a Brunch Run idea, but we've switched to a Dinner Run based on the success of our 6/30 event)
- Open Items
 - Finalize locations for October and November Brunch Runs (Oct is also RR Annual Members' Meeting)

Items discussed at meeting:

- Chris brought in the second-place trophy from the PCA Parade Art t-shirt competition!

Treasurer's Report: stands as submitted.

Submitted prior to Board Meeting:

This report covers the period from June 22, 2012 through July 27, 2012:

- Certificate of Deposit (CD) total investment stands at \$10,162.58.
- Money Market Account stands at \$7,571.76.
- Checking account stands at \$13,971.79 in total.
 - \$9,319.03 in unrestricted funds.
 - \$4,652.76 in funds restricted as the autocross reserve.
- The major income items for the period were:
 - \$3,750.00 from Autocrosses #4, #5 and #6.
 - \$940.00 from Porsches on the Plaza.
 - \$286.00 from Goodie Store sales.
- Major expense items for the period were:
 - \$1,209.60 for Autocrosses #4, #5 and #6. (Track rental for #5 and #6 plus miscellaneous)
 - \$230.92 for meeting dinners.
 - \$121.90 for member name badges.
- Net income for the "period" was \$3,387.64.
- Net income for 2012 is \$5,651.87.
- Redwood Region's total assets are valued at \$34,409.81 (includes Goodie Store inventory).
- Goodie Store sales for 2012 to date were \$931.65
- Total funds collected and earmarked for CASA currently stand at \$1,325.00 (funds included in all numbers).
- Notes
 - Autocross #5 -- Ladies Day -- had income of \$590.00 and expenses of \$585.82 for a net gain of \$4.18.
 - Autocross #6 had income of 1,045.00 and expenses of \$544.78 for a net gain of \$500.22.
 - At least 17 drivers are required for an autocross to break even.
 - Attached is a rough cash flow projection for the rest of 2012. It is estimated that we could donate \$4,000 to CASA, have \$2,500 to support the Holiday Party and carryover about \$1,300 "profit" into 2013.
- Discussion Item: We should discuss cash flow and a review assumptions.
- Due to family obligations I was unable to make any progress on the rewrite of the 2012 Bylaws.
- Attachments
 - Balance Sheet as of July 27, 2012
 - Profit & Loss Statement for the period June 22, 2012 through July 27, 2012
 - Profit & Loss Statement for 2012 through July 27, 2012
 - 2012 Sponsors/Advertisers Log through July 27, 2012
 - Cash flow projections for the remainder of 2012

Items discussed at meeting:

- The Executive Council reviewed the cash flow projections for the remainder of the year. Based on these projections, it appears that the Club will be able to donate \$4,000 to CASA, and will be able to subsidize the Holiday party by \$2,500. Each of these amounts represents a \$500 increase from 2011.

Secretary's Report: stands as submitted.

Submitted prior to Board Meeting:

- Created Event folders containing waivers, event reports and maps for June and July events.
- Attended 6/30 Dinner Run

- Met with Executive Council to work on by-laws revisions.
- Attended 7/14 swap meet, but made no purchases.
- Attended both the 7/7 and 7/21 autocross events.

Past-President's Report:

Nothing to report this month.

der Riesenbaum Editor's report:

Submitted prior to Board Meeting:

The July issue of der Riesenbaum was sent on 7/10/12 to 645 email addresses; 304 (47.1%) opened as of 7/24/12. Lower open rates are typical for us during the summer, as many people are on vacation.

- **Highlights**
 - 2012 PCA National Newsletter Contest Results (for 2011 newsletter) are in. Redwood Region placed 5th out of 15 Regions in Class IV. We did a fabulous job considering that 2011 was a transitional year. Key points:
 - Our total score was 543 out of 636
 - We lost 27 points due to no technical articles and 3 points because we only produced 11 issues.
 - The winner (Santa Barbara) scored a 590. 2nd place was 571.
 - We received consistent feedback on our excellent editing, quality of content, and making the most of the email marketing platform (Constant Contact) that we use
 - Judges requested more photos!!
 - Sent event reminder/"email blast" on 7/19, focusing on 7/21 AX, 7/28 Kachina Winery Event, 8/4 Brunch Run to Lake County, 8/11 AX
 - Member Gordon Reynolds will do the write-up for our 6/30 Dinner Run, for the August dR
- **Open Items**
 - Need to begin succession planning for Newsletter Editor position 2013 forward
 - 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 July der Riesenbaum)

Autocross Director's Report:

Submitted prior to Board Meeting:

- AX #6, Ladies Day AX. 17 paid drivers and deposited \$590 to our account + \$5 Gift. Cert.
- AX #7, 29 paid drivers and deposited \$1,005 to our account + \$10 Gift. Cert.
- Insurance has been ordered from PCA National for both the August & September AX's.
- Ordered 8 NEW Motorola radios on-line \$354.85
- Bill Newton is sending the club a \$100 for the expense of Tristan's OIL DOWN.
- Sent Jerry \$40 from the "Taste of the Autocross".
- Topics for discussion
 - Need to replenish Kitty Litter. Do we buy more Kitty Litter or get an "oil absorbent"?

Items discussed at meeting:

- David will evaluate the alternatives to cat litter to clean up oil or coolant spills.

- We received a preliminary bid to repave sections of the go-kart. The proposal was confusing with respect to the proposed dimensions to be repaired. David will follow up with the contractor for clarification.

Webmaster's Report: stands as submitted.

Submitted prior to Board Meeting:

- During the month of July 2012 it is estimated that the visitor count will be approximately 4410. There were 1300 unique IP's that accessed the site.
- Activity on the site was spread evenly during the month with the two busiest days being July 18 and 19.
- Concours and Autocross were the most popular pages. The most popular flyer was Porsche Parts, Pickles and Wine. Tied for second were Artisan Winery Tour and Ledson Concours.
- Daily country activity was led by the United States, China, Ukraine, Japan and Germany accounting for 93% of the visitors.
- ipads, iphones and androids continue to access the site, 222 this month. Top browsers are IE and Firefox.

Goodie Store Director's Report:

Submitted prior to Board Meeting:

- Sent Jerry \$286 from "Porsches on the Plaza" Goodie Store Sales.
- Need to place an order for approx. \$500.

Event Director's Report:

Submitted prior to Board Meeting:

- 7-14-12 Parts Swap TRG: about 12 vendors and 25 people attended. If we want to continue this event, we need to do some extensive marketing and outreach.
- 7-28-12 Wine Tour Kachina: Awaiting participants' reaction and Event Leader Instructions from Greg.
- 8-4-12 Brunch Run Clear Lake: Attached are ELI, flyer, Map, and Itinerary. Safety check needs to be done.
- 10-13-12 Dinner Run Lake Berryessa: added to Calendar; Greg Matsumoto is Event Leader.

Items discussed at meeting:

- The Board approved a motion to implement a pre-registration vehicle such as Motorsportreg.com to enable members to RSVP and pay for events in advance. Bob Schoenherr and Jerry Gladstone to work with Don Magdanz to get this setup.

Concours Director's Report:

Nothing to report this month.

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:

- Porsches on the Plaza
 - Sent Jerry a total of \$940 in entry fees.

Redwood Region Procedure Manual (David Bunch):

- Submitted updated RPM to EC on 7/26/2012 for "Final Approval".
- If RPM is approved at the Board Meeting, the RPM will be distributed to entire Board.

Items discussed at meeting:

- The Board approved a motion to accept the RPM in its current form, and distribute it to all Board members.

Social Media Report:

- We are up to 351 friends of the RR FB page..gaining about 2-3 new friends on a weekly basis.
- Still working with the LPR Region on getting a "sponsor" page up. It requires extensive knowledge of FB apps which are beyond my knowledge! We should have a solution soon!

Items discussed at meeting:

- Bob Schoenherr will assist Kurt in implementing an application that will allow us to add a sponsorship page.

Meeting adjourned at 8:29 p.m.

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