

Redwood Region Board Meeting Minutes - June 26, 2012

In attendance: President Vern Rogers, Vice-President/Newsletter 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, Safety Director Mac Cranford, and members Grady Carter and 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:

- In discussion w/Andrew Ratto @ Sonnen regarding Club invite to 981 Release. Date not yet set.
- Met w/Jerry and other EC members to discuss Bylaws revisions.
- Decision made w/EC to use electronic voting for 2012 Board Elections and Bylaws change.
 - These two to be combined into one election.
 - Chris to put together a test of the process.
- Filed for and received Charity Subsidy (Porsches on the Plaza for CASA) from National.
- Submitted Insurance request for Porsches on the Plaza. This requires a special endorsement that is different than the standard certificate.
- Took the '83 SC to HiTec for new Bilsteins and to get it lowered. Really looking forward to Zone 7 AX...
- Received and distributed (to badge holders) revised AOA badge rules/regulations from Lidia @ Sonoma County Airport.
- Enrolled Ray Fiore (at last month's AX) to coordinate group of RRPCA folks heading to Parade.
- Revised AX Course Template for use in 7/7 Ladies Day AX (my first course design).
- Had a GREAT time driving on the Pech Merle run!
- Please remember to read last month's minutes so that we can approve them.

Items discussed at meeting:

- Motion to approve May meeting minutes was passed.
- Release date for the 981 is Friday, June 30.

Vice President's Report: stands as submitted.

Submitted prior to Board Meeting:

- Highlights
 - Shared 7/28 Kachina Tour flyer with all Regions in Z7; requested Z7 Rep Sharon Neidel's help to get the word out to the other regions, which she has done
 - Reviewed Electronic Data Storage policy with President Vern Rogers and Event Director Don Magdanz
 - Submitted RR's 2012 AX t-shirt for this year's PCA Parade Art competition; designated AX Director David Bunch to be our Region's contact for said competition in SLC in July

- Provided feedback and possible dates (10/13) for Lunch Run to Lake Berryessa, suggested by member Greg Matsumoto
- Created flyers for all RR AX for the remainder of 2012
- Finalized venue and route for 6/30 Dinner Run with member Joe Burroughs
- Pre-ran 6/30 Dinner Run route twice (once with Veronica, once with Secretary Mike Hinton); made a few adjustments
- Attended 6/16 Pech Merle Winery Tour
- Met with Bylaws Review Committee on 6/19
- Open Items
 - Finalize locations for October and November Brunch Runs (Oct is also RR Annual Members' Meeting)

Treasurer's Report: stands as submitted.

Submitted prior to Board Meeting:

This report covers the period from May 25, 2012 to June 22, 2012:

- Certificate of Deposit (CD) total investment stand at \$10,162.58. Money Market Account stands at \$7,571.70.
- Checking account stands at \$10,584.21 in total.
 - \$6,551.45 in unrestricted funds.
 - \$4,032.76 in funds restricted as the autocross reserve.
- There are \$14.00 in undeposited funds (badge fee)
- The major income items for the period were:
 - \$385.00 charity support from PCA National for Porsches on the Plaza.
 - \$30.00 from Goodie Store sales.
- Major expense items for the period were:
 - \$1,196.64 for AutoCross #4 (two day track rental and wine for prizes).
 - \$349.00 for permit for Porsches on the Plaza
 - \$206.96 for meeting dinners.
 - \$162.75 for a new banner.
 - \$90.00 for reserved parking permits for the Sonoma Dinner Run.
- Net income (loss) for the "period" was (\$1,769.57).
- Net income for 2012 is \$2,264.23.
- Redwood Region's total assets are valued at \$31,022.17.
- Notes & Questions
 - The first Bylaws review committee meeting was held. The first round of revisions to the existing Bylaws were agreed upon and are being drafted into the 2012 Bylaws.
 - There is a link on the website to Coastal Driving School. Is this an endorsement or what?
- Attachments
 - Balance Sheet as of June 22, 2012
 - Profit & Loss Statement for the period May 25, 2012 through June 22, 2012
 - Profit & Loss Statement for 2012 through June 22, 2012
 - 2012 Sponsors/Advertisers Log through June 22, 2012

Items discussed at meeting:

- The Coastal Driving School is a Loma Prieta Region event.

Secretary's Report: stands as submitted.

Submitted prior to Board Meeting:

- Created Event folders containing waivers, event reports and maps for May and June events.

- Distributed remaining business cards from second order at Board Meeting.
- Attended Sonoma Historic Motorsports Festival, and assisted with Paddock setup.
- Attended Pech Merle Winery tour on 6/16.
- Drove the major portion of the proposed 6/30 Dinner Run with Chris, and proposed revisions to the route.
- Attended first meeting of the Bylaws Review Committee on 6/19.

Past-President's Report:

Nothing to report this month.

der Riesenbaum Editor's report:

Submitted prior to Board Meeting:

The June issue of der Riesenbaum was sent on 6/5/12 to 633 email addresses; 320 (50.6%) opened as of 6/21/12.

- **Highlights**
 - Sent event reminder (aka "email blast") on 6/13, focusing on 6/16 Pech Merle Winery Tour, 6/23-6/24 RRZ7 AX, 6/30 Dinner Run, 7/1 Porsches on the Plaza
- **Open Items**
 - Need to begin succession planning for Newsletter Editor position 2013 forward
 - 2012 sponsor ads needed (Whitman, updated ad from Sonnen)
 - Transpose interviews with Pete Stout and Kevin Buckler for future issues of dR
 - Create sample electronic ballot for Board review

Item discussed at meeting:

- Chris will coordinate the search and transition for the next der Riesenbaum editor.

Membership Director's Report: stands as submitted.

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

Autocross Director's Report:

Information to be provided at Board Meeting.

Items discussed at meeting:

- There were 29 drivers participating in the May autocross.
- There was discussion concerning level of participation in PCA-only autocross events. If participation declines, the Board will consider options to increase the car count.

Webmaster's Report: stands as submitted.

Submitted prior to Board Meeting:

- In June PCA National migrated the Redwood Region website along with all the others hosted to a new server with more capacity and speed. With the assistance of National staff, the log files were reestablished.
- During the month of June 2012 it is estimated that the visitor count will be approximately 4300. There were 1300 unique IP's that accessed the site.
- Busiest week was June 10 through 16 with 1068 visitor.

- Concours and Autocross were the most popular pages. The most popular flyer was Pech Merle followed by Porsches on the Plaza.
- Daily country activity was led by the United States, China, Ukraine, Japan and Germany accounting for 88% of the visitors.
- ipads, iphones and androids continue to access the site, 232 this month. Top browsers are IE and Firefox.

Goodie Store Director's Report:

Nothing to report this month.

Event Director's Report:

Submitted prior to Board Meeting:

- The EC approved the updated Event Electronic Storage Policy. I will implement this as soon as I have time. Presently, we are using my Dropbox account.
- Normally we start our Events with a Driving Tour at either Chevy's @ Rowland Plaza in Novato or Kaffe Mocha near Charles Schultz Airport. I have thought that RR wanted to have consistent locations so that participants don't have to "find" a new location to start an Event. Obviously, these locations don't work or we have something before the Driving Tour at another location (i.e. free breakfast @ Sonnen in Mill Valley). Feelings from the Directors?
- 6-16-12 Winery Tour Pech Merle. Great event, except the heat drove us away right after lunch. We had 40 cars and split into 2 groups, each with a Tour Leader and Sweep. If we have more than 25 cars, we plan to split them into 2 groups. We are talking about a Dinner Run, selling wine by the glass after tasting, etc.
- 6-30-12 Dinner Run Plaza Bistro, Sonoma: Attached are the Event Leader Instructions, the Driving Tour Map, and Itinerary. Joe Burroughs secured a parking area in the State Park parking lot near the restaurant. This Event requires Board approval.
- 7-1-12 Porsches on the Plaza: Attached are the Event Leader Instructions and the flyer.
- 7-14-12 Swap Meet TRG: Attached are the Event Leader Instructions and the flyer. Andy Brian attended the Swap Meet at Parts Heaven in June. He has a plan for setting up the parking lot for sellers. I plan to help him that morning; we need a couple more volunteers. I invited Andy to the Board meeting; he is returning from vacation and wasn't sure that he could make it.
- 7-28-12 Winery Tour Kachina: Attached are the Event Leader Instructions and the flyer. Ralph Thomas has volunteered to help with creating a Driving Tour; I asked him to send me some ideas and talk to Greg Chambers. The Event requires Board approval.
- 8-4-12 Brunch Run Lake County: I put together the Driving Tour Map and Itinerary based on Bob Schoenherr's route; after he reviews them, I'll send them to Mac for approval. I'll send them to the Board along with the Event Leader Instructions for the Board Meeting on TU, 7/31.
- 10-13-12 Brunch Run Lake Berryessa: Although not officially on the Calendar, I am talking to Greg Matsumoto about having a potluck at a park.
- 12-1-12 Holiday Party Seghesio: I haven't talked to Dana @ Seghesio; probably won't until August. I did ask Ray Kalisky about his capacity at Nourish; he can

have a band and about 100 people for an Event. Sounds like we have a future option, and a fallback this year in case Seghesio doesn't work out.

Items discussed at meeting:

- The Board approved the 6-30-12 and 7-28-12 events.

Concours Director's Report:

Nothing to report this month.

Sponsorship Director's Report:

Simone just returned from Germany. No report this month.

Safety Director Report:

No incidents to report.

Charity/CASA Report:

Nothing to report this month.

Redwood Region Procedure Manual (David Bunch):

1. Submitted updated RPM to EC on 4/26/2012 for their review.
2. Completed Chris's and Jerry's changes.
3. Awaiting Vern's & Michael's changes.
4. Once those are completed the RPM will be distributed to entire Board.

Social Media Report:

As of today, we have 344 friends. Most of the articles are being read by between 20-30% of our friends. I have looked for other pertinent stats from Facebook on average readership of posted articles...but to no avail...this is a hidden Facebook fact!

Some of our weekly stats that are interesting...

We are being seen by 126,000 + people (friends of our friends)

This last week we are up 164% on readership

This last week we are up 158% on total reach!

I would say that our Facebook page is working quite well...compared to other PCA regions that have Facebook pages! I am still working on the specific app that will allow us to add a "sponsors" page. It is quite detailed and requires knowledge of FB apps!

Meeting adjourned at 9:04 P.M.

Our next Board Meeting is scheduled for 7:00 p.m. on July 31, 2012, at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato.