

Redwood Region Board Meeting Minutes - March 27, 2012

In attendance: President Vern Rogers, Secretary Mike Hinton, Treasurer Jerry Gladstone, Event Director Don Magdanz, , Autocross Director and Goodie Store David Bunch, Webmaster Barbara McCrory, Sponsorship Director Simone Kopitzki, and member Thorsten Kopitzki.

Meeting called to order at 7:05 p.m. by President Vern Rogers at Ghringhelli Pizzeria Grill & Bar, Novato.

President's Report: Report stands as submitted.

Submitted prior to Board Meeting:

- Our first Ax of the season had a GREAT turnout with almost 50 participants. Great course, and lots of afternoon runs. THANK YOU, DAVID.
- It was my first time with the '83 SC at Ax; I had a really great time!
- Jim Giampaolo's Northern Rep Position - I recommend that the Board to officially accept the email below (forwarded from Scott Downie) as Jim's resignation. I have had no further communication, but this seems clear enough.

From: Scott Downie <SDownie@dfg.ca.gov>
To: Vern Rogers <rogersvern@hotmail.com>; >
Cc: Jim Giampaolo <Dukdoggggg@aol.com>
Sent: Tuesday, January 17, 2012 10:34 AM
Subject: Northern news

Hi Vern,
FYI, here is the news from Jim Giampaolo. Sounds like he has transplanted to Redding.
Sd

Scott,
My new adventures with Ducks Unlimited has taken me to Redding. Sold my home here and I am planted in the valley. I don't know how much I can help, I probably should resign my volunteer position. Are you ready to take over..LOL
Talk soon, Jim
We (Don, Chris and I) are working on ways to do a better job at supporting members who bring us event ideas. Some thoughts are to be clear about expected/reasonable fees/costs, and to assure that the appropriate contact is used for the venue (Owner/Manager as opposed to regular staff).

I would like to amend the 'Tour Routes Approval list' (procedurally) to consist of EC and Safety Director, no longer requiring full board approval.

We need additional Board members to take on responsibility for Tour and B-Run leadership.

Thank you Chris for handling so many thus far.

Thank you David for taking on the 4/21 B-Run.

Please pay attention to the subject line of emails making sure that it applies to the content of the message. Also, please keep to a single subject area in any one email. These two simple things make it much easier to find an email again after a first reading. We are a very busy Club and rely heavily on email communication to coordinate all of our events, as well as policies and procedures that we are working to create. Lastly, please take a moment when doing a 'Reply All' to an email. If we all need to be in the loop, that is great, but if not, perhaps just replying to the sender would be better.

Items discussed at Board Meeting:

- Motions to approve January and February meeting minutes were passed.
- Steve Glenn of the Wine Country Car Club has offered to have Redwood Region members participate in a "mille-style" event with their club. He has also offered to organize a similar event for the Redwood Region if there's interest. Webmaster Barbara McCrory is planning to participate, and will report back to the Board after the event.
- Vern will ask Chris to produce a current "one-page" calendar with a view to having other members lead future events.

Vice-President's Report:

Submitted Prior to Board Meeting:

- Highlights
 - Posted all confirmed 2012 Redwood Region Events to the PCA National Calendar
 - Assisted with ongoing refinements to Redwood Region Event Policy
 - Finalized t-shirt design for 2012 Redwood Region AX
 - Confirmed details for 4/7 Canepa Motorsports Museum Tour
 - Met with President Vern Rogers on 3/14/12
 - Talked to TRG about scheduling a swap meet on 7/14
 - Assisted Sponsorship Director Simone Kopitzki with sponsorship information for TRG

- Talked to Greg Chambers about ideas for 7/28 Kachina Vineyard event
 - Led 3/18 Brunch Run to Pt. Reyes Station
- Open Items
 - AX t-shirts to be produced prior to 4/14 AX
 - Review Event Policy and related forms and provide feedback to Event Director

Items discussed at Board Meeting:

- Mike Hinton agreed to keep track of AX t-shirt distribution.
- The proposed 7/14 swap meet held in conjunction with TRG is confirmed. Chris will talk to Andy Brian about participating.

Treasurer's Report:

Submitted Prior to Board Meeting:

This report covers the period from February 24, 2012 to March 23, 2012.

- Certificate of Deposit (CD) total investment will be \$10,162.23 when the account is updated upon renewal of CD (see below).
- Money Market Account stands at \$7,571.52
- Checking account stands at \$9,648.56 in total
 - \$5,960.80 in unrestricted funds
 - \$3,687.76 in funds restricted as the autocross reserve
- The major income items for the period were:
 - \$1,715.00 for AutoCross #1 (March 10, 2012)
 - \$500.00 from advertisers/sponsors
 - \$312.00 from Goodie Store sales
- Major expense items for the period were:
 - \$787.31 for AutoCross #1 (track rental and various supplies)
 - \$727.70 for Goodie Store purchases
 - \$184.98 for meeting dinners
- Net income (loss) for the "period" was \$781.43
- Net income for 2011 is \$1,287.37
- Redwood Region's total assets are valued at \$30,045.31

Notes:

- Established a business PayPal account for the Club. Will need to work with event leaders who want to use PayPal for payments to set up payment "buttons".
- Reinvested the Certificate of Deposit at WestAmerica Bank. New term is 5 years at 1.26% APY. Why 5 years? Interest for a 1 year CD is 0.23% APY, thus even if we "break" the 5 year CD at 1 year and forfeit 6 month's interest, we will still have earned

0.63% on the money. We should plan on "breaking" the CD when and if interest rates improve to a more favorable level.

- Started keeping a log of sponsors/advertisers; copy attached.
- Need to work on tax filing this month and might need help from Barbara as last year.

Outstanding Items:

- Findings of the Financial Review Committee?

Items discussed at Board Meeting:

- Mike Hinton will include the written report of the Financial Review Committee in the March Board Minutes - report will state that nothing unusual was noted in the review.

Attachments included with Board report were:

- Balance Sheet as of March 23, 2012
- Profit & Loss Statement for the period February 24, 2012 through March 23, 2012
- Profit & Loss Statement for 2012 through March 23, 2012
- 2012 Sponsors/Advertisers Log through March 23, 2012

Secretary's Report:

- First time out at autocross in '72 911T. It's a fun car!
- Created Event folders containing waivers, event reports and maps for February and March events.

Past-President's Report:

Nothing to report this month.

der Riesenbaum Editor's report:

Submitted Prior to Board Meeting:

The March issue of der Riesenbaum was sent on 3/7/12 to 618 email addresses; 312 (50.5%) opened as of 3/15/12.

- Highlights
 - Interviewed TRG's Kevin Buckler for a feature in an upcoming issue of der Riesenbaum (issue TBD)
 - Sent event reminder (aka "email blast") on 3/15, focusing on 3/18 Brunch Run, 4/7 Canepa Museum Tour, 4/14 Autocross
 - Newsletter images are now being hosted on dropbox
- Open Items
 - 2012 sponsor ads needed
 - Updated headshots for all 2012 Board members

Items discussed at Board Meeting:

- An ad for "Proshop" will be included in 2012 dR issues. The owner had paid for sponsorship in 2011, but never had an ad appear in dR.
- Simone will follow up with three advertisers that currently have ads in dR, but have not yet paid.

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

Autocross Director's Report:

- First AX was a great success, 49 drivers.
- Insurance ordered & already received for April AX from PCA.
- Had a "Vote" at the Driver's Meeting and we will have a "AX Competition" this year based by class using the "PAX" numbers.
- Made copies & distributed the AX Manual

Webmaster's Report:

Submitted Prior to Board Meeting:

- During the month of March 2012 it is estimated that the visitor count will be approximately 3400 about the same as last year. There were 1020 unique IP's accessing the site
- Busiest day was March 16 with 159 visitors (autocross results posted March 14).
- Now that Autocross season has started, it is the most popular page followed by Classifieds.- most popular flyer - Zone 7 Awards Lunch followed by the Autocross Results pdf. 47 visitors downloaded the year-at-a-glance calendar.
- Daily country activity was led by the United States, China, Japan, Germany, France, and Ukraine, accounting for 96% of the visitors.
- Our top referring sites were google.com (60), pca.org (59), facebook (40) and dedeporsche (35).
- iPads, iPhones and androids continue to access the site, 165 this month

Goodie Store Director's Report:

- Already mailed to Jerry \$267 & have additional \$40.65 from Goodie Store sales.
- Sales from TRG Tech- \$30, Whale Tail Tour- \$155, AX- \$82 & member's order- \$40.65.

Event Director's Report:

Submitted prior to Board Meeting:

- Event Policy: this is in the process of being reformatted. Chris road-tested the new Event Leader Instructions at the Brunch Run to Pt. Reyes Station on SU, 3/18; I sent him the revised

Event Policy. Hopefully it will come before the Board at the April meeting.

- Canepa Design trip on SA, 4/7: Attached is the Event Information Form and the Driving Tour Map and Itinerary.
- Brunch Run to Northwood, Monte Rio, SA, 4/21: this replaces the Alderbrook Winery tour. David Bunch is getting the Event Leader Instructions together. Will be emailed to Board.
- Alderbrook Winery on SA, 5/5: this was moved to 4/21 due to a bicycle event near Healdsburg and eventually canceled due to issues with the host.
- Breakfast Run to Nourish, Mill Valley SU, 5/6: this was moved from 4/21; owner Ray Kaliski is a RR member; Event Information Form is attached; trying to do a Photo Op to get the GG Bridge and SF Skyline. Suggest that the Board discuss serving alcohol (Bloody Marys, Mimosa's) at Breakfast Run prior to a Driving Tour.
- Holiday Party on SA, 12/1: I called Dana Macauley @ Seghesio. She is holding SA, 12/1 for us; we plan to get a contract signed in May, unless she has a serious inquiry prior to that time. Since the Sausage festival starts 12/15, we can use the museum in the basement for whatever we want; we can start earlier; she suggested that we not get a 2nd entre to hold down the costs; might want to do a response from the membership. Also, we could have a DJ instead of the band, or have another activity. Any ideas?

Items discussed at Board Meeting:

- The 5/6 Breakfast Run to Nourish, Mill Valley will begin with a photo shoot near the Golden Gate Bridge, followed by breakfast, followed by the drive. Because the drive will occur after breakfast, the Board voted to not have alcohol served with breakfast.

Concours Director's Report: None

Sponsorship Director's Report:

- Invoices sent to existing sponsors 3/7/12
 - Sonnen Porsche
 - BA Travel
 - Proshop
 - Whitman's Auto Body
 - Received no payment as of 03/23/12 Jerry to verify
- Letters sent to potential sponsors
 - Barsotti Auto Body
 - Elephant Racing
 - Snap On

- No feedback as of 03/23/12
- I self declined secondary sponsorship opportunity, I re-offered other sponsorship opportunity - awaiting feedback
- TRG is still checking, sent reminder to Rob last week
- Adobe Wine still no information - also still waiting for feedback regarding wine discount

Safety Director Report:

No incidents to report.

Topic for discussion:

Need to discuss repair of "go-kart" portion of autocross course.

Item discussed at Board Meeting:

- Board members in attendance agreed that repairs of the "go-kart" portion of the course were not critical at this time. All autocross attendees will be encouraged to monitor the condition of the pavement as the year progresses.

Charity/CASA Report:

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

Meeting adjourned at 8:25 p.m.

- Subsequent to adjournment, the Executive Council unanimously accepted the resignation of Jim Giampaolo as one of Redwood Region's two Northern Reps.
- Subsequent to the meeting, Secretary Mike Hinton submitted the following report of the Financial Review Committee:

"Craig Steele and I obtained a copy of the Club's detailed general ledger, balance sheet, and income statement for the year ended December 31, 2011. We independently looked over entries made in the general ledger, and agreed that there appeared to be nothing of an unusual or incorrect nature in the financial records.

Respectfully submitted by Mike Hinton, Secretary of Redwood Region"

Our next Board Meeting is scheduled for 7:00 p.m. on April 24, 2012, at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato.