

Redwood Region Board Meeting Minutes - May 29, 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, Past President Greg Maissen, and Concours Director James Heisey.

Meeting called to order at 6:58 p.m. by President Vern Rogers at Ghiringhelli Pizzeria Grill & Bar, Novato.

President's Report: Stands as submitted.

Submitted prior to Board Meeting:

- Spoke and/or met with Andy Brian, and various TRG folks regarding details of 7/14 Swap Meet. Finally sounds like all are on the same page, and clear specific points of contact between RRPCA and TRG have been established (at least for the next ten seconds...).
- Followed up with Sonnen, Whitmans, Cartronics, and Revolution Motorsports regarding sponsorship. Simone still in Germany until mid-June.
- Worked with Don, Chris and others on Lockbox transition and policy.
- Filed for and received Hospitality Park Subsidy (at Sonoma Historics) from National.
- I will be unable to attend the Sonoma Historics due to work commitments.
- Filed w/National for Charity Subsidy (\$385 for CASA at Porsches on the Plaza).
- Had numerous email exchanges with Scott Downey regarding Northern Tour (Oct 6/7). This will include a gimmick rally and some casual/optional activities.
- Big thanks to Ray Kaliski, owner of Nourish in Mill Valley. The breakfast was fabulous, and providing all attendees with a \$15 gift certificate to the restaurant put the icing on a real class act. We should discuss the possibility of this as a venue for a holiday party. Ray has offered.
- Continued to be in contact with Chris regarding this year's event at Kachina.
- Submitted Insurance request for Pech-Merle Winery Run.
- Third time with the '83 SC at Ax... time to save for suspension upgrades...
- We need to schedule the first Bylaws revision committee meeting.
- Need to touch base with Bob and others around the logistics involved in electronic voting for this year's Board election.
- I have added the (currently ad-hoc) Social Media Committee, chaired by Kurt and David. A report from this committee expected at the board meeting and/or in this set of pre-meeting reports.
- Please remember to re-read last month's minutes so that we can approve them.

Items discussed at meeting:

- Motion to approve April meeting minutes was passed.

Vice-President's Report: Stands as submitted

Submitted prior to Board Meeting:

- Highlights

- Handed-off planning for 7/14 Swap Meet to member Andy Brian and Event Director Don Magdanz
- Confirmed details of 7/28 Kachina Tour with member Greg Chambers
- Coordinated recent calendar changes/updates with Webmaster Barbara McCrory, as well as Z7 and National
- Reviewed draft of Electronic Data Storage policy with President Vern Rogers and Event Director Don Magdanz
- Attended 5/6 Breakfast Run
- Attended ALMS races and Porscheplatz at Laguna Seca 5/11-5/12. Veronica got to take her "new" 2005 Boxster on the track for the Parade Lap.
- Corresponding with Burt Misevic of PCA Parade Art Committee regarding submitting RR's 2012 AX t-shirt for this year's competition
- Participated in 5/19 AX. Great day!
- Discussing possible venues for 6/30 Dinner Run with member Joe Burroughs
- Met with President Vern Rogers on 5/23
- Open Items
 - Coordinate 7/28 Kachina Tour with other Regions in Z7
 - Determine venue and route for 6/30 Dinner Run (formerly 6/9)
 - Finalize locations for October and November Brunch Runs (Oct is also RR Annual Members' Meeting)
 - Submit 2012 AX t-shirt for Parade Art Competition

Treasurer's Report: Stands as submitted.

Submitted Prior to Board Meeting:

This report covers the period from April 20, 2012 to May 25, 2012.

- Certificate of Deposit (CD) total investment stands at \$10,162.58.
- Money Market Account stands at \$7,571.64.
- Checking account stands at \$12,353.84 in total.
 - \$8,321.08 in unrestricted funds.
 - \$4,032.76 in funds restricted as the autocross reserve.
- The major income items for the period were:
 - \$1,876.00 quarterly rebate from PCA National.
 - \$1,015.00 from AutoCross #3 (May 19, 2012).
 - \$400.00 from advertisers/sponsors.
 - \$220.00 hospitality support from PCA National for Historics.
 - \$104.00 from Goodie Store sales.
- Major expense items for the period were:
 - \$540.00 for AutoCross #3 (track rental).
 - \$161.05 for meeting dinners.
- Net income (loss) for the "period" was \$2,818.16.
- Net income for 2012 is \$4,033.80.
- Redwood Region's total assets are valued at \$32,791.74.
- Notes:

- Re-filed the California Secretary of State Information form, this time with the \$20 fee. (Last year they returned the submitted \$20 telling me it was not necessary. This year it was required as it was considered a change of information.)
- Restated the \$1,000 Hi-Tec sponsorship funds as autocross income to offset the cost of the autocross T-shirts.
- TO DO: Set up the first Bylaws review committee meeting. We can make the arrangements at the Board Meeting.

Item discussed at meeting:

- Attachments included with Board report were:
 - Balance Sheet as of May 25, 2012
 - Profit & Loss Statement for the period April 20, 2012 through May 25, 2012
 - Profit & Loss Statement for 2012 through May 25, 2012
 - 2012 Sponsors/Advertisers Log through May 25, 2012

Secretary's Report: Stands as submitted.

Submitted prior to Board Meeting:

- Created Event folders containing waivers, event reports and maps for April and May events
- Will distribute remaining business cards from second order at Board Meeting, which represent all cards ordered.
- Attended 5/6 Breakfast Run, and part of the post-meal drive
- Attended ALMS race and Porscheplatz, and participated in the Parade Lap. We were lucky and got to drive a couple of sections quickly
- Renewed "heated" rivalry with Chris at 5/19 autocross.

Past-President's Report: Nothing to report this month.

der Riesenbaum Editor's report: Stands as submitted.

Submitted prior to Board Meeting:

The May issue of der Riesenbaum was sent on 5/3/12 to 626 email addresses; 300 (47.9%) opened as of 5/25/12.

- Highlights
 - Sent event reminder (aka "email blast") on 5/16, focusing on 5/19 Autocross, 6/2-6/3 Sonoma Historics Porsche Corral, 6/16 Pech Merle Winery Tour
 - Submitted write-up for 4/7 Canepa Tour to Panorama (as a potential feature/note "From the Regions")
 - Discussed potential sponsorship with Cars Dawydiak in San Francisco
- Open Items:
 - 2012 sponsor ads needed (Whitman, updated ad from Sonnen)

Membership Director's Report: Stands as submitted.

(Full report included in Membership section of May der Riesenbaum)

Autocross Director's Report: Stands as Submitted.

Submitted prior to Board Meeting:

- AX #3 was another great success, 29 paid drivers and deposited \$1,015 to our account
- Insurance ordered from PCA National for June Zone 7 AX's.
- GGR scheduled a conflicting AX on 6/23 & an AX School on 6/24.
- Topics for discussion:
 - Per Tom, we need to buy some more radios

Items discussed at meeting:

- Four new radios to be purchased for autocross
- David will also look into getting a bid to dig out and replace the badly damaged portion of Go Kart section of track, which was recently patched.
- The location of the dinner following the Redwood Region Zone 7 autocross is not final yet.

Webmaster's Report: Stands as submitted.

Submitted prior to Board Meeting:

- During the month of May 2012 it is estimated that the visitor count will be approximately 3600, higher than last year. There were 1130 unique IP's that accessed the site.
- Busiest week was May 21 through 25 with 721 visitor, 20% of the total. Wednesday, Thursday, Friday are the busiest days.
- Classifieds was the most popular page followed by Autocross. If the results had been posted, it would have been reversed - 62 visitors downloaded the year-at-a-glance calendar.
- Daily country activity was led by the United States, China, Ukraine, Russian Federation, Japan and Germany accounting for 93% of the visitors.
- Our top referring sites were google (65), pca-national (61), pca-ggr (45) dedeporsche (22), and zone 7 (29). Search engines used primarily was Google.
- ipads, iphones and androids continue to access the site, 163 this month. Top browsers are IE and Firefox.

Goodie Store Director's Report: Stands as submitted.

Submitted prior to Board Meeting:

- Turning in \$30 from May sales
- No topics for discussion

Event Director's Report: Stands as submitted.

Submitted prior to Board Meeting:

- Events for June 2012
 - 6-2&3-12 Porsche Corral at Sonoma Historics.
 - Since this involves only setup of the Corral with Infineon, I didn't request an ELI.
 - 6-16-12 Winery Tour Pech Merle.
 - The Event Leader Instructions (ELI) and the Pech Merle flyer are attached. Cheryl Lawton and I drove the Tour and the Driving Tour Map and Itinerary will be available prior to the meeting. As per our Event Policy, this Event needs Board approval.
 - 6-30-12 Dinner Run Sonoma

- Chris is looking at restaurants in Sonoma. When that is completed, we will send the ELI and Tour Map and Itinerary to the Directors. This Event also needs Board approval.
- 7-1-12 Porsches on the Plaza
 - Attached is the ELI. No Board approval required.
- 7-14-12 Swap Meet at TRG.
 - We will do the ELI shortly; it is taking shape.
- 7-28-12 Winery Tour Kachina.
 - I am waiting for the ELI. Greg Chambers is inviting other car clubs, etc. This may be our last year to be involved with this Event if it becomes more than just PCA members.

Items discussed at meeting:

- The 6/16 Pech Merle Winery Tour was approved.
- Additional discussions will occur concerning the Swap Meet, including size of stalls, and whether or not reservations will be required to have a selling stall.

Concours Director's Report: Nothing to report.

Sponsorship Director's Report:

- Simone is presently in Germany. No report this month. Vern was contacted by Revolution Motorsports, who expressed interest in becoming a sponsor. Vern will do initial follow-up.

Item discussed at meeting:

- CarTronics contacted Vern regarding potential advertising.

Safety Director Report: No incidents to report.

Charity/CASA Report: No report this month.

Other items discussed at meeting:

- David Bunch has circulated a draft of the Region Procedures Manual, and is awaiting additional comments and edits from the EC before finalizing.
- The Board also agreed to give sponsors exposure on the Region's Facebook page.

Meeting adjourned at 8:46 p.m.

Subsequent to the meeting, a meeting of the Bylaws Review Committee was scheduled for June 19, 2012.

Our next Board Meeting is scheduled for 7:00 p.m. on June 26, 2012, at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato.