

April 2013 Board Reports and Meeting Minutes

In attendance (12): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Webmaster Barbara McCrory, Safety Director Mac Cranford, Autocross Director Grady Carter, Sponsorship Director Simone Kopitzki, Events Director Dan Magdanz and Thorsten Kopitzki, Goodie Store Director David Bunch, and Membership director Bob Schoenherr

Absent (3): Past President Greg Maissen, Concours Director James Heisey and Social Media Kurt Fischer

Meeting called to order at 7:00 P.M.

By President Vern Rogers at Ghiringhelli Pizzeria Grill & Bar, Novato.

Motion to approve the March 2013 Board Reports was unanimous.

President's Report (Vern Rogers):

- Autocross Course Repairs
 - County Risk Management has denied proposal for the repairs using SBI. They sited a lack of contract with the county, lack of a county engineering study, and limited liability insurance by SBI.
 - We are going to wait a while before trying another approach.
 - **The above is only given as information. Further details should be in the Ax Director's report.**
- Ordered Insurance for May Ax.
- Attended and Filed Observer's report for Napa Lunch Run to Red Hen Cantina. Thanks to Greg Matsumoto for the route, and Don for the restaurant. Both were excellent. Brought an old friend who is now thinking about getting a Porsche.
- Attended April Ax.
- Let's have a more discussion of New Member event possibilities during membership report.
- Working with Fieldstone Winery in Alexander Valley for a wine tour on 8/3. This is the only wine club I still belong to, and have been drinking their Petite Syrah and Cabernet since the early '80s. I am hoping to get new member Scott Buchannan involved in planning the route. He has expressed an interest, and has planned many runs with other clubs.
- Attended 4/21 Zone 7 Concours School at Carlson Porsche in Redwood City. Big thanks to Bob Schoenherr, and the other PCA members that gave instruction. My '83 SC got to be the example of where to find dirt and grease on a 911...

Items for Discussion: none

Vice President's Report (Mike Hinton):

No report submitted.

Items for Discussion:

- Handed out business cards.
- Started to do National calendar updates, still behind with getting current info submitted.

Treasurer's Report (Jerry Gladstone):

Redwood Region -- Porsche Club of America for April 30, 2013 Board Meeting

Treasurer's Report

This report covers the period from March 22, 2013 through April 26, 2013.

The Redwood Region Treasurer reviewed the Region's finances with the Board of Directors. Current bank balances and details of expenditures and income for this period were detailed. Bertolli's Auto Body sent payment for their 2013 sponsorship. Anyone wishing to see any financial detail please contacts the Region Treasurer.

Notes:

- Upon checking after Vern's question, I found that the *Secretary of State's Statement of Information Amendment* was required to be filed this year. It was filed along with the necessary \$20 fee.
- MSR adds complexity to accounting as there is up to an 18-day delay in RR receiving funds they collect.

Submitted by: Jerry Gladstone, April 26, 2012

Items for Discussion:

- MotorsportReg only give Redwood region the money twice a month (3rd and 17th) causing our balances to lag behind.
- Ax needed a check stamp; Jerry volunteered to get one of two stamps to Mac Cranford.

Secretary's Report (Craig Steele):

Nothing to report

Items for Discussion:

- Collecting AX wavier forms and filing them with all printouts of any related electronic document stored in DropBox.

Past-President's Report (Greg Maissen):

No report submitted.

Items for Discussion:

- Discuss non PCA-RR event participation and what is the best way to respond to future inquiries to join their event.

der Riesenbaum Editor's report

(Barbara McCrory & Jerry Gladstone interim der Riesenbaum co-editors)

Barbara and Jerry completed their fourth issue as co-editors of der Riesenbaum. It was mailed April 14, 2013 to 680 email addresses. The April issue of der Riesenbaum is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1113056579776.html>

A schedule for producing the May issue of der Riesenbaum was emailed April 19, 2013.

As of April 25, the April issue of der Riesenbaum was opened 383 times for an opening rate of 56.9%.

There were 5 bounces, 77 (21.6%) unique clicks and 1 opt out.

An email blast announcing two upcoming events was sent April 2, 2013 to 672 email addresses. As of April 25, 2013 the email blast was opened 356 times for an opening rate of 53.3%. There were 4 bounces, 114 (29.8%) unique clicks and 1 forward.

Jerry interviewed John Fitzgerald for the next long-term member article.

Barbara McCrory & Jerry Gladstone, interim der Riesenbaum co-editors, April 26, 2013

Items for Discussion:

- Discussed future candidates for the role of der Riesenbaum Editor.
- Discussed Constant Comment and how it functions in unpredictable ways.

Membership Director's Report (Bob Scheonherr):

The March 2013 membership report ending March 30, 2013

Note from Membership

Welcome to our 8 new members and congratulations to Robert Sachs, 53 years as a PCA member! James Brown with 44 years and Frank Massick with 38 years. And the list goes on... look below at the anniversary list. Membership is strong with less and less non-renewals happening per month.

Now that the winter is gone time to get your Porsche out for a drive. All kinds of event schedule for you throughout the Redwood region and the regions inside of Zone 7. Take advantage of them!
707-995-5082 b_Schoenherr@yahoo.com

New members:	8
Xfer in:	0
Xfer out:	2
Renewal:	25
Non-renewal:	32
Dual members:	16
Official	487
Affiliate Members	344
Total Members	831

New Members

Name	location	Affiliate	Automobile	
Dedrick, Darnell	Santa Rosa		1986 911 Blue	
Fiore, Michael	San Rafael	Valentina Medda	2003 911 zc4S Silver	
Goller, David E.	Napa	Kristin Goller	2009 911 C4S Gray Black	
Gumm, Philip	Napa		1977 911S Green	
Johns, R Ronald	<i>Santa Rosa</i>		1988 Carrera	
Kreps, Steve	<i>Napa</i>		2001 911 turbo Black	
Kunzman, Matias	<i>Petaluma</i>	Russ Kunzman	1976 912E Black	

Zerrer, Cassidy	San Mateo	Jessica Zerrer	2003 996 Silver	
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Transfers

Name	Location	Affiliate	Automobile	Region

Anniversaries

Anniversaries (5 years and over)			
NAME	YEARS	LOCATION	ANNIVERSARY_DATE
Robert Sachs	53	SAUSALITO, CA	04/01/1960
James Brown	44	SAN RAFAEL, CA	04/01/1969
Frank Massick	38	TAHOE CITY, CA	04/01/1975
Don Nicoli	30	LAFAYETTE, CA	04/01/1983
Rodric Rehe	28	LAKEPORT, CA	04/01/1985
Peter Ritter	21	LARKSPUR, CA	04/01/1992
Daniel Boesch	20	Saint Helena, CA	04/01/1993
Dennis Scremin	16	SAUSALITO, CA	04/01/1997
Steve De jung	14	COTATI, CA	04/01/1999
Don Magdanz	14	SAN RAFAEL, CA	04/01/1999
Rhyne Beatty	13	TIBURON, CA	04/01/2000
Robert Hall	11	SAN RAFAEL, CA	04/01/2002
James Kennedy	11	SAN RAFAEL, CA	04/01/2002
William Reising	11	Novato, CA	04/01/2002
Tom Cordellos	9	Sonoma, CA	04/01/2004
Brian Morris	9	Napa, CA	04/01/2004

William Walters	9	Sausalito, CA	04/01/2004
Charles W. Yost	9	Mckinleyville, CA	04/01/2004
Gerald Connors	8	San Rafael, CA	04/01/2005
Hugh Carpenter	7	Napa, CA	04/01/2006
James Jordan	7	Santa Rosa, CA	04/01/2006
Tom Markovich	7	Napa, CA	04/01/2006
George Barsi	5	Bodega Bay, CA	04/01/2008
Ken Haupt	5	Novato, CA	04/01/2008
John Hollander	5	Santa Rosa, CA	04/01/2008
Jeff Runnfeldt	5	Belvedere Tiburon, CA	04/01/2008
Gregory Sieck	5	Mill Valley, CA	04/01/2008
Enrique Delgadillo	4	Fort Bragg, CA	04/01/2009
Graham Gillies	4	San Anselmo, CA	04/01/09
Dirk Kruidenier	4	Vallejo, CA	04/01/2009
Pat Sexton	4	Rohnert Park, CA	04/01/2009
Nikolai Korhummelstone	3	Inverness, CA	04/01/2010
David Paoli	3	San Rafael, CA	04/01/2010
Nicole Bohrer	2	Petaluma, CA	4/1/2011
Mark Campagna	2	Mill Valley, CA	4/1/2011
Raul Torres	2	Eureka, CA	4/1/2011
Dana Wailes	2	Fairfax, CA	4/1/2011

Items for Discussion:

- Discuss special new member events verses an AX free pass, a nametag and recognition at PCA-RR events.
- Discuss assigning a Porsche Pal to a new member to sustain interest in future club events. Bob will bring contact info and distribute list among board members.
- Spirited driving during PCA-RR events has created an unsafe feeling among some of the participants. Group insurance coverage is at risk when event participants drive unsafely.

- Vern emphasized setting the tone for being safe at our events by strictly following established event-driving protocols.
- Mac is going to send a paragraph on safe driving protocols to Don for inclusion into the Event Leader Guide.

Autocross Director's Report (Grady Carter):

1. Had 30 drivers at the April autocross. Just about at minimum (thanks for all the gate work Bill). Due to morning drizzle just did 5 runs per group in the morning. Did 10 runs on a dry course in the sunny afternoon.
2. Mac(?) conducted the novice course walk. Walks have been well attended so far.
3. Had 21 of 30 people reg via MSR. Still want to encourage everyone to register through MSR (pay or not) as it simplifies the process in the morning. How best to do this? Only two people (one is me) have reg'ed on MSR for the May Ax as of 3pm on Friday 4/26.
4. Created an Access database form for printing of time cards using the MSR reg list and Redwood Ax car number list.
5. Will continue work on a Redwood numbering list to include occasional autocrossers, again to simplify the morning registration process. Added seven #s at the last Ax.
6. Equipment: Ordered and received new canopy and bullhorn. Will be picking up new hitch mount, ball and pin in next few days to be kept in trailer.
7. Site Repair progress: In a holding pattern. Repair proposal was rejected based on the repair was not engineered by the County nor did it follow the County bid process.
8. Shall we continue to omit the go-kart section from the course layout?

Discuss the proposed Ax instructor school with Paul Czopek. Emphasis will be on communicating to the student. Will be held toward the end of the year.

Items for Discussion:

- Discuss future AX layouts without the go-cart path.
- Zone 7 meal location is going to be Windsor Mary's Pizza Shack.
- Discuss prizes (wine bottles) for the top men's and ladies AX times for each day for June's event. Saturday winners cannot win Sunday.

Webmaster's Report (Barbara McCrory):

During the month of April 2013, there were 4584 visitors. There were 3166 unique IP's that accessed the site.

Activity on the site was spread evenly during the month.

Autocross and Classifieds continue to be the most popular pages. The 2013 Mille flyer "It's all about the roads" was the popular download beating out the Autocross results at number 2.

Daily country activity was led by the United States, China, Canada, Germany, India and United Kingdom accounting for 90% of the visitors.

1308 visitors used iPads, iPhones, iPods, and Androids to access the site accounting for 29% of the total.

Prepared an ad Escape 2013 for the newsletter. Revised the autocross flyer for June Zone AX.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

Goodie Store did \$85 in Goodie Store Sales at the April AX.

Items for Discussion: none

Event Director's Report (Don Magdanz):

4-20-13 Lunch Run: Would like to get feedback from the Board about the drive, venue, etc. I would like to use this venue again.

6-29-13 VavaVaroom: Run to Pech Merle winery in Dry Creek. Hosted by Bruce and Cheryl Lawton. Cheryl suggested they do a meat BBQ (\$10 or so) and a Pot Luck under THE TREE. Bob Sherwood volunteered to help Cheryl come up with a route for the Driving Tour; it will probably start and end @ Pech Merle so that participants can drop off their "Pots" (as in Pot Luck) before the drive. Thinking of meeting mid afternoon which means the meal would be a dinner, which would make the event cooler and more relaxed. They plan to do a tasting upon arrival after the Driving Tour; they will sell bottles for consumption or take home under the tree, and offer glasses of wine for \$5-8 or so.

7-13-13 Porsches on the Plaza: Sonoma Square. Kurt Fischer is getting the permit; Joe Burroughs says it is practically automatic. Bicycle ride in the morning near Sonoma; **Cups:** about 35 miles (12-15 mph); **911's:** about 20 miles (9-11 mph); **356's:** about 8 miles (3.56 mph). Joe is looking for a BBQ truck/caterer for a picnic afterwards.

7-27-13 Far Niente Winery: Kurt Fischer is making the arrangements. May be picnic afterwards.

7-27-13 Dinner Run will be rescheduled: Joe Burroughs is calling Sonoma Bistro to determine their interest. Need a date.

8-3-13 Fieldstone Winery: Vern Rogers is making arrangements with the Winery. Two winery tours in successive weekends may affect participation at one or both events.

9-21-13 Maple Creek Winery tentative: Kurt Fischer is firming this up.

12-7-13 Holiday Party: Talked to Ray Kaliski @ Nourish; someone is taking over Nourish that night and

bringing in their own cooking crew; this leaves Ray's crew available to prepare @ Nourish during the day and cater anywhere we can find up north that night. He is talking to some venues that he knows and hopes to find something that would work for us.

Talked to Santa Rosa Golf & Country Club; they are booked for every Saturday in December except 12/28. Their facility will take 250 people; they do have a smaller room but 80 would be very tight. Need to find some more options.

Don Magdanz, [415-258-0242](tel:415-258-0242)

Items for Discussion:

- Discuss Kenwood Depot as possible venue for Holiday party.

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

I have only one note: followed up with Barsottis and Bertollis. Bertollis paid but I did not hear back about the Artwork.

Items for Discussion: none

Safety Director Report (Mac Cranford):

No report submitted.

Items for Discussion: none

Charity/CASA Report (Vern Rogers):

No report submitted

Items for Discussion: none

Social Media Report (Kurt Fischer):

The RR Facebook now has 391 friends...pushing 400 soon! We still have great response to our events...even Motorsportsreg is working better...people are getting used to it!

We are averaging 100+ people looking at our posts.

Items for Discussion: none

Meeting adjourned at 8:47 P.M.