

## August 2013 Board Reports and Meeting Minutes

**In attendance (10):** President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Webmaster Barbara McCrory, Autocross Director Grady Carter, Past President Greg Maissen, Events Director Don Magdanz, Concours Director James Heisey and David Yusem

**Absent (6):** Safety Director Mac Cranford, Sponsorship Director Simone Kopitzki, Goodie Store Director David Bunch, Membership director Bob Schoenherr, Social Media Kurt Fischer and Thorsten Kopitzki

### **Meeting called to order at 7:10 P.M.**

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

**Motion** to approve the July 2013 Board Reports was unanimous.

### **President's Report (Vern Rogers):**

- Ordered Insurance for:
  - 9/1 Bergman Party
  - 9/14 Ax
  - 9/21 Maple Creek Run
  - 9/28 Oktoberfest
- Pre-Ran Fieldstone route w/Scott Buchannan the day before the event. With Scott's help the actual run, including road paving and regroupes went off like clockwork. Fieldstone staff and volunteers provided enough wine and BBQ to have all members happy and greatly satisfied. The winery did well on sales and wine club memberships. I think their inclusion of special discounts, and the special treatment of our membership greatly influenced this outcome. I had personally delivered the disclaimer of no guarantees for sales etc., and yet, this proved unnecessary.
- Missed Legends of the Autobahn this year.
- Attended 8/10 Ax.
- UPS tracking shows expected delivery of my SSI's on the day of our August Board Meeting.
- Still need to follow-up w/Gloria at the airport regarding asphalt repairs.
- We have one AOA badge holder who still needs to either renew or hand in his badge by 8/31.

### **Items for Discussion:**

-This event netted \$125 for CASA, including a donation from one of the couples that couldn't attend the event.

- Greg to renew his AOA badge by Friday, 8/31/13 or surrender back to the airport.

### **Vice President's Report (Mike Hinton):**

- Attended Legends of the Autobahn in Monterey. Congratulations to Bob for his concours victories!
- Attended 8/10 autocross event. Another great course designed by Bob.
- Got new air conditioning installed in '87 Carrera. Worked great on our short trip to Laguna Beach.

**Items for Discussion: none**

**Treasurer's Report (Jerry Gladstone):**

This report covers the period from July 27, 2013 through August 23, 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 and accepted. Finances remain strong and are in accordance with expectations. Anyone wishing to see additional financial details, please contact the Region Treasurer.

**Items for Discussion:**

-There was a brief discussion about money markets and CD investments and Jerry issuing a check for the Holiday Party room reservation in December.

**Secretary's Report (Craig Steele):**

Please get your reports into me by the Friday 5pm before Tuesday's Board Meeting. I will send an e-mail on the Monday before the Friday 5pm deadline.

**Items for Discussion:**

- I attended the 'Legends of the Autobahn and the succeeding Reunion races for two days.

**Past-President's Report (Greg Maissen):**

No report submitted.

**Items for Discussion: none****der Riesenbaum Editor's report**

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

Barbara and Jerry completed their eighth issue as interim co-editors of der Riesenbaum. It was mailed August 9, 2013 to 705 email addresses. The August issue of der Riesenbaum is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1114461440777.html>

A schedule for producing the September issue of der Riesenbaum was emailed August 17, 2013. Publication date for the next issue of der Riesenbaum is approximately September 12, 2013 with all submissions and materials due by September 5th.

As of August 23rd, the August issue of der Riesenbaum was opened 375 times for an opening rate of 53.7%. There were 7 bounces, 65 (17.3%) unique clicks and no opt outs nor forwards.

An email blast announcing ten upcoming events was sent August 1, 2013 to 698 email addresses. As of August 23rd the email blast was opened 360 times for an opening rate of 51.9%. There were 5 bounces, 82 (22.8%) unique clicks and 2 opt outs.

The next Event Reminder email blast is scheduled for release on September 1, 2013.

**Discussion & Action Items:**

1. We must have one person identified as the author of event articles before the event takes place. This will preclude having to scramble to find someone to write the article or having two submissions on the same event (like this past month). Whose responsibility is this? Events Director or Event Leader?

-Resolution of discussion- this will be handled by event leaders with coordination by the Event Director. President to assist as needed.

2. We need to set some expectations about submitting event information, including flyers and MSR.com sites, in a timely manner. Both der Riesenbaum and the Event Reminder email blast have established routine publication dates: the 12th of the month for dR and the 1st of the months for the Event Reminder. Please allow sufficient lead time for submission of information for both communications vehicles; i.e. 5th of the month for dR and the 26th for the Event Reminder (shorter as there is no committee review).

-Discussion: Jerry reiterated that being more proactive is the only way to lessen the staff stress of meeting publication deadlines. E-mail blasts and newsletters submission windows are between 30-45 days prior to events. When an event falls in the first 15 days of the month the submission deadline is 45 days prior to the event. If the event falls, after the 15<sup>th</sup>, the submission deadline is 30 days. The Event Director will track event schedule deadline and ensure they are met by event leaders. If the Event Director requires assistance, he will contact the President.

3. An article on Far Niente/Red Hen was submitted to *Panorama* for inclusion in *FROM THE REGIONS*. Linda Goodman, who edits the FTR, requested a photo of people with cars as an illustration - I had such among the photos I took.
4. Jerry was contacted by member David Yusem about getting involved in producing der Riesenbaum as apprentice/assistant editor. During telephone and email contacts it was learned that he has really great experience, David wrote: *"I was also a founding member of a newspaper and worked for a number of years in magazine publishing. More recently, I've been intimately involved in broad areas of digital media and I've been accused of being a very good editor; I'm also an amateur photographer."* David might be attending the Board Meeting on Tuesday.
5. An informal "license" agreement allowing Redwood Region to use members' photographs in non-commercial Club publications will be prepared and proposed for use going forward. This would aid in precluding some difficulties we encountered this past month.

-Vern suggested adding the options to choose whether photos must remain exactly as submitted or may be edited by editorial staff.

**Motion** to approve the "license" agreement drafted by Jerry including Vern's amendment was moved by Greg and seconded by Mike; it was unanimous approved.

*The Approved revised "license" agreement will be attached to this board reports and minutes.*

**Membership Director's Report (Bob Schoenherr):**

The July 2013 membership report ending July 31, 2013

**Note from Membership**

I have to apologize for being late with Junes report and missing out in highlighting all our 40 year + members.

John Fitzgerald	
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John Hefler	
Richard Mattos	
David Merz	

Hard to believe you can be a member of anything that long. Thank You Guys. And special thanks to Fitz we have the "Green Machine leading the Zone 7 Concours.

Anita and I just came back from Germany. I had to work in the charming city of Leipzig and then we vacationed our way to Munich and Stuttgart. Yes we went to three car museums; Porsche Mercedes, and BMW. We got to see where our kids (the 912e and our 914s) were born. Sort of cool!

Germany was wonderful and beautiful. The food amazing and the beer 'wow' the beer! You have to like a place that the beer is cheaper then water. Great trip but were back ready to jump right into Redwood and Zone 7 activities. Come join us!

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New members: 6  
 Xfer in: 3  
 Xfer out: 0  
 Renewal: 38  
 Non-renewal: 10

Dual members: 16  
 Official 497  
Affiliate Members 351  
**Total Members 864**

New Members

Name	Location	Affiliate	Automobile	
Derryck Diaz	San Rafael		1998 993 C4S Silver	
Frank Espina	Sonoma	Andrea	1999 911 Silver	
Paige Gaines	San Anselmo	Eileen	1985 911 Gold	
Matthew Herrmann	San Rafael	Tezza	2011 Carrera S Gray	
Lawerence Jackson	Napa		1967 911S Green	

Transfers In

Name	Location	Affiliate	Automobile	Region
Christina Berry	Tiburon		1991 911 Silver	CC
Joseph Dalton	Mendocino	Andria Richey	1989 911 2002 911	GGR
Sharon Neidel	Petaluma	David Bunch	1994 968 1991 962C2 1972 914	GGR

Anniversaries

\*Anniversaries (5 years and over)

Name	YEARS	LOCATION	ANNIVERSARY_DATE
John Fitzgerald		PETALUMA, CA	
John Hefler		SAUSALITO, CA	
Wayne Shomaker		SANTA ROSA, CA	
Brian Burry		San Francisco, CA	
Jonathan Whitehead		SAN ANSELMO, CA	
Robert Neidel		PETALUMA, CA	
Don Tompkins		EAGLE POINT, OR	
Gerald Murphy		PETALUMA, CA	
Gene LeFevre		NOVATO, CA	
Wayne Graner		WINDSOR, CA	
Mike Obley		Belvedere Tiburon, CA	
Jeffrey Ledger		SANTA ROSA, CA	
Mike Walsh		Santa Rosa, CA	
William Osterland		GUALALA, CA	
Craig Branigan		ROSS, CA	
Buddy Ward		RIO VISTA, CA	
Lori Brundick		POPE VALLEY, CA	
Jon Dugan		Hayward, CA	
Jean Danjoy		St Helena, CA	
Denis Hemmerle		Mill Valley, CA	
John Jackson		Larkspur, CA	
Joe McCrary		Angwin, CA	
William Paukovitz		Novato, CA	
Werner Palm		Santa Rosa, CA	
Larry Armstrong		Santa Rosa, CA	
Steve Howe		The Sea Ranch, CA	
Stephen Lash		Santa Rosa, CA	
Michael Rose		Sonoma, CA	
Randolph Rush		Santa Rosa, CA	
John Thane		Sebastopol, CA	
Tom Cooper		Napa, CA	
Pete Duda		Sebastopol, CA	
Ron Lustig		Napa, CA	
Joe Borruso		Fairfax, CA	
Jeff Burkhart		Novato, CA	
Jack Carlson		Graeagle, CA	
David Crivelli		McKinleyville, CA	
Cameron Fox		Mendocino, CA	
Steve Janachowski		Mill Valley, CA	
David Lemoine		Hidden Valley Lake, CA	
Richard Maxey		Corte Madera, CA	

Chris Morse		Bayside, CA	
Nick Stameroff		Santa Rosa, CA	
Rick Hanson		Saint Helena, CA	
Tom Jutzy		Ukiah, CA	
Ace Robey		Santa Rosa, CA	

June Anniversary

	Name	ANNIVERSAR	CITY	Years
Richard	Mattos	07/01/72	Penngrove	
David	Merz	07/01/72	PENNGROVE	
Donald	Canardo	07/01/78	SEBASTOPOL	
Kit	Kersch	07/01/83	Santa Rosa	
John	Kiger	07/01/83	Santa Rosa	
Bela	Thury	07/01/84	SAN FRANCISCO	
Peter	Kane	07/01/85	PLEASANT HILL	
Debra	Kiger	07/01/88	LOS ALTOS	
Michael	Ross	07/01/94	San Rafael	
William	Ravina	07/01/97	NOVATO	
Paul	Simmons	07/01/97	SAN RAFAEL	
Sylvia	Ross	07/01/99	Greenbrae	
Roger	Sampson	07/01/00	Penngrove	
Daniel	Madigan	07/01/01	SANTA ROSA	
William	Thomas	07/01/01	NOVATO	
Nicole	Vineys	07/01/01	ROHNERT PARK	
Tim	Hensel	07/01/03	ROHNERT PARK	
Russell	Zink	07/01/03	Sausalito	
Tony	Taylor	07/01/04	San Francisco	
Michael	Elliot-Jones	07/01/05	Santa Rosa	
Paul	Alber	07/01/06	SAN RAFAEL	
Betsy	Alber	07/01/06	SAN RAFAEL	
Judy	Montero	07/01/07	Novato	
David	Montero	07/01/07	Novato	
Candace	Washing	07/01/07	Belvedere Tiburon	
Jason	Washing	07/01/07	Belvedere Tiburon	
Pam	Williams	07/01/07	Santa Rosa	
Jeanine	Nadel	07/01/09	Ukiah	
Paul	Nadel	07/01/09	Ukiah	
Judson	Rounds	07/01/09	Mill Valley	
Robert	Zimmermann	07/01/09	Belvedere Tiburon	
Spencer	Branigan	07/01/10	ROSS	
Mike	Dowling	07/01/10	Greenbrae	
Eileen	Murray	07/01/10	Greenbrae	
Galen	Myers	07/01/10	Stinson Beach	
Tom	Schoeneman	07/01/10	Redwood Valley	

Fred	Stout	07/01/10	Greenbrae	
Dana	Aftab	07/01/11	San Rafael	
Jason	Alexandridis	07/01/11	Mill Valley	
Paul	Pierson	07/01/11	Sebastopol	
Wick	Schoeneman	07/01/11	Redwood Valley	
Kathleen	Stanton	07/01/11	Bayside	
Steve	Astle	07/01/12	San Rafael	
Kim	Blackseth	07/01/12	Napa	
Hunter	Kane	07/01/12	PLEASANT HILL	
Diana	Merz	07/01/12	PENNGROVE	
Michael	Miyaki	07/01/12	Napa	

**Items for Discussion: none**

**Autocross Director's Report (Grady Carter):**

1. Event participation: 36, several did half days.
2. Another seven "Taste of Autocross" riders. More next Ax.
3. Attended SVR Zone 7 event on Aug. 25. Collin did an excellent job with low attendance. Having pre-registration was as great help in this. Could be template for us as well.
4. Our position on other region's disciplinary actions.
5. Discuss participation rate, possible survey, etc. Participation rate is inconsistent.
6. Discuss a process for unfamiliar entrant ride-alongs, maybe referrals? (an iteration)
7. Will purchase final tow vehicle item (tow strap) prior to next Ax.
8. Would like to have "Garage" info added to MSR Redwood autocross registration this year, next year? Garage info would include Vehicle (year, make, model) and color. (a repeat)

**Items for Discussion:**

- Grady discussed using a three groups format with two groups manning the course and one driving. This would work when attendance is low and you want to maintain a safe Ax.
- Grady asked what is the protocol allowing registration of PCA Ax drivers suspended from other Zone 7 Ax's. Vern will contact Zone 7 leadership for their opinion and report back.
- Jerry indicated that he could change MSR to reflect the additional information Grady wants.

**Webmaster's Report (Barbara McCrory):**

During the month of August 2013, there were 4564 visitors. There were 3499 unique IP's that accessed the site.

Activity on the site was spread evenly during the month. Friday was the big winner this month with 1033 visitors, 500 of them on August 9 (newsletter spike). Autocross and Classifieds continue to be the most popular pages. The Legends flyer was the popular download followed by the GGR Concours .

Daily country activity was led by the United States, China, Canada, United Kingdom, Germany, Ukraine, and Australia accounting for 92% of the visitors.

1534 visitors (34%) used iPads, iPhones, iPods, and Androids to access the site. The PlayStation3 visitor was back this month. Spiders continue to crawl through the site

Prepared flyers for Pool Party, Maple Creek Wine Tour, Oktoberfest and the October Autocross. Made a photo display for the newest Autocross sponsor.

**Items for Discussion: none**

**Goodie Store Director's Report (David Bunch):**

Goodie store report- \$60 in sales

**Items for Discussion:** Concours Discussion point--

We are the only region charging \$35 for the Concours.

Most are \$30 & 2 Concours charge \$25 including

Monterey Bay region that includes a BBQ lunch.

**Event Director's Report (Don Magdanz):**

9-1-13 Pool Party Bergmans: Kurt Fischer is the Event Leader. [MSR.com](http://MSR.com) is setup. As far as I know, nothing more needs to be done.

9-21-13 Maple Creek: Kurt Fischer is the Event Leader. [MSR.com](http://MSR.com) is setup. Driving Tour is set.

9-28-13 Oktoberfest: Kurt Fischer is the Event Leader. No [MSR.com](http://MSR.com); Kurt is receiving emails for RSVP. Driving Tour is set. They are having a second band (not German) later in the day and serving dinner. Kurt chose to stay with the Lunch.

10-5-13 Wine Event: Since we have Maple Creek and Oktoberfest the 2 weeks before, I suggest that we cancel this event.

*-Vern asked all if OK to delete event, there were no objections.*

10-20-13 Annual Meeting: Need to get with Vern and Michael to determine where to go. Union Hotel in Occidental was the location for the last year. Is there interest to change this to a Dinner Run? Daylight Savings Time ends on 11/3.

*-Michael or Vern volunteered to be event leader for Annual Meeting which will be brunch/lunch run.*

11-9-13 Brunch Run: No plans. Any ideas?

*-Dillon Beach was suggested as a venue, still need an event leader.*

12-7-13 Holiday Party (6-11PM): I talked to Tracy Curnette, who is our Event Manager. She needs 3 decisions from us:

- Entrees choices: there are 2 plus vegetarian/vegan. Contract expects this decision by 11/7.
- Bar & Bartender: there is a \$150 fee for 5 hours; there is a bar in the lobby, but not readily accessible indoors.  
*- An informal decision was made not to pay for a bar tender at the Holiday party.*
- Ballroom configuration: dance floor, band, table size(s), extra linens, extra centerpieces, etc.
- Decorations: need to find out what they will have; Ray Kaliski has volunteered to be in charge of adding some if needed.
- Separate from Lodge @ Sonoma, PCA RR needs to decide on:
- Wine: Get donations from PCA RR Wineries; buy some before the party; have participants bring their own; buy some from Lodge @ Sonoma.
- Band: Facility includes baby grand piano; what band/musicians, what time, play for cocktail hour, bring their own sound system (if not, arrange through Lodge @ Sonoma); as I remember,

Bob Schoenherr has volunteered to coordinate this.

- Hotel: Lodge @ Sonoma has a rate of \$189 for SA night only. Best Western has a rate of \$115 for SA night only; should I negotiate a better rate with Best Western or some other hotel?
- Amount to Charge Participants: \$75 has been the figure for the last 2 years; now that we have a reputation, could we go \$80?

**Items for Discussion:**

*-We voted last meeting to make the Holiday Party \$75 per person.*

**Concours Director's Report (James Heisey):**

Event is September 22, 2013 at Ledson Winery. Gates will open at 8:00 a.m.

- Will be meeting with the Winery the week before the event to finalize last minute details.
- Awards have been ordered from NorMar – would be helpful if someone in the area could pick them up a few days before the event.
- Need to confirm with Deven that HiTec is going to sponsor the two cases of wine awarded as prizes as he did last year – if not, we could use two sponsors at \$300 each for the wine awards.
- Need a volunteer to collect entry fees and generally assist Z7 Concour director with registration.
- Need anyone with judging experience to come and help out.
- Need car number cards to stay with the cars for People's Choice Award (David?).

As always, any volunteers to help out with car placement, etc., will be appreciated.

**Items for Discussion:**

- Discussed sponsorship of two cases of wine is confirmed. Greg to confirm sponsor will covers the NorMar award costs.
- Vern will assist the Zone 7 concours director with registration.

**Motion** to rollback Ledson Concours fee to \$30 was moved by Greg and seconded by James; it was unanimous approved.

**Sponsorship Director's Report (Simone Kopitzki):**

I have nothing to report and unfortunately I will not be able to attend this time. We have visitors here from Germany. But we will attend the pool party.

**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):**

No report submitted.

**Items for Discussion: none**

**Meeting adjourned at 9:16 P.M.**

