

## January 2013 Board Reports

**In attendance (11):** President Vern Rogers, Vice President Mike Hinton, Secretary Craig Steele, Webmaster Barbara McCrory, Past President Greg Maissen, Concours Director James Heisey, Sponsorship Director Simone Kopitzki, Safety Director Mac Cranford, Autocross Director Grady Carter, Goodie Store Director David Bunch and Thorsten Kopitzki.

Meeting called to order at 7:02 P.M. by President Vern Rogers at Ghiringhelli Pizzeria Grill & Bar, Novato.

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

Welcome and Thanks to ALL

#### 1. Board of Directors Appointments

(Motion by Mike Hinton, Second by Greg Maissen, and vote was unanimous)

- a. Grady Carter as Ax Director
- b. Bob Schoenherr as Ax CoDirector
- c. Bob Schoenherr as Membership Director
- d. Jerry Gladstone as Newsletter Editor
- e. Barbara McCrory as Newsletter Co-Editor
- f. Barbara McCrory as Webmaster
- g. Simone Kopitzki as Sponsorship Director
- h. Mac Cranford as Safety Director
- i. Don Magdanz as Event Director
- j. David Bunch as Goodie Store Director
- k. Sharon Neidel as Goodie Store Co-Director
- l. James Heisey as Concours Director
- m. Scott Downie as Northern Rep
- n. Deven Wailes as Technical Advisor

#### 2. Approval of November 2012 Minutes

(Motion by Mac Cranford, Second by David Bunch, and vote was unanimous)

### **Items discussed at meeting:**

- Autocross Course Repairs
  - Both Region banners, and the HiTec banner are now in the Ax trailer.
  - Met Jim Winston at Ax course to review, mark sites for Ax repair and discuss likely sq. ft. costs for removal and replacement of asphalt surface at these sites. A company owned by a friend of Jim did the last repairs. Still need to get them to the site for a bid on the identified areas.
  - Met Grady, Tom Strobel, Mac and Becky Cranford Ax course to review marked sites, add others if necessary, and discuss/set priorities for Ax repair. All agreed that Go-Cart areas were of primary concern, with an area to the West site of the rear sweeper turn as secondary.
  - Square footage identified as part of both on-site meetings is as follows:

- Go-Cart → Two areas of approximately 1500 sqft each
- Western Rear Sweeper → One area of approximately 1700 sqft
- Eastern Inner Corner of Rear Sweeper → One area of approximately 170 sqft
- An overhead picture of the course with repair areas identified below.
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- Corresponded with Steve Searles, Yosemite Region VP, and Ghillotti employee regarding these. Still need to schedule a time for Steve and/or other Ghillotti staff to see the proposed areas and give a bid for repairs.
- Still need to clearly establish if ESCA will be willing to split repair costs with PCARR as they did last time.

Jerry has provided an analysis of funds available to us, and a recommendation for possible Ax fee increase.

***CORRECTION to Minutes (2013-02-27): The board voted unanimously at the January meeting to repair the go-cart sections (1, 2 & 3) as our number one priority. This approval was subject to ESCA getting on board and getting a final repaving bid.***

- Met with Mike Hinton at his house to go over direction for 2013. Thanks for hosting, Mike (and Brenda).
- Met with Craig Steele to discuss his new role as Secretary. Thanks Craig next dinner is on me.
- INSURANCE
  - Ordered insurance for One One Fun Run, but did not receive certificate from National
  - Ordered insurance for 2/9 Brunch Run and 2/23 TRG Tech Session – Thanks Don for the reminder on these.
  - At Meeting, both insurances were received.
- Handoff of Responsibility for Redwood RPM.

- We need to discuss who should take over this task from David.
- At Meeting, Mike Hinton volunteered to take over.
- Level of detail in financial reporting put into dR/Website needs to be discussed as per Jerry.
- Received National RPM in the mail. Plan to order a second copy for the VP, and to distribute portions specific to director roles at some time before the February meeting.
- Communicated several times with the new Zone 7 Rep. Paul Czopek.
- I will have to miss the 2/23 Tech Session to attend the Zone 7 President's meeting in Livermore.
- Discussed submissions for National Awards Competition
  - Contact Vern to coordinate submissions for newsletter and individual award candidates
- Get business cards for Craig Steele and Grady Carter

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

- Participated in One One Fun Run
- Met with Vern to discuss 2013 vision, planning, and immediate priorities
- Created preliminary draft of 2013 calendar based on the planning meeting
- Worked with Don to organize 2/9/13 Brunch Run to Two Bird Cafe

**Open Items:**

1. Add new events to 2013 calendar
2. Post Region events to PCA Zone 7 and National calendars
  - Ax flyer will be produced every month for distribution to National and Zone 7 clubs
  - Bud Barrens is zone 7 liaison for event communication
  - MotorsportReg.com is working well to register our events.

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

Sorry I cannot attend the first Redwood Region Board meeting of 2013. I am away on a long overdue vacation. This report should provide sufficient information for the meeting.

A complete financial package including a narrative and quantitative analysis of all 2012 was sent to the Executive Committee on January 10, 2013.

**Items for Discussion:**

1. How much Redwood Region financial information should be made readily available to the public on the website?
2. A motion was made by Mac Cranford and Second by David Bunch to reveal only a brief summary. The treasurer will be responsible for the exact amount of financial information to be printed. The motion passed unanimous.
3. Who is responsible for collecting and organizing 2013 updates to the Redwood Region Procedures Manual (RRPM)? The answer is Mike Hinton.

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

- Learning my duties and responsibilities

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

- No report this month.

**der Riesenbaum Editor's report  
(Barbara McCrory & Jerry Gladstone interim der Riesenbaum co-editors)**

- Barbara and Jerry completed their first issue as co-editors of der Riesenbaum. It was mailed out January 11, 2013 -- a little ahead of our estimated completion date.
- The January issue of der Riesenbaum is archived at:  
<http://archive.constantcontact.com/fs114/1101594196247/archive/1112096802159.html>
- A schedule for producing the February issue of der Riesenbaum was sent out January 13, 2013. Barbara and I are pleased to report that we are well on our way to a working coordination after getting in each other's way a couple of time (all Jerry's fault – not really B).
- As of January 20, the January issue of der Riesenbaum was opened 362 times for an opening rate of 55%.

**Open issue:**

1. When should Sponsor ads in both der Riesenbaum and website be deleted for non-renewal/payment? This was discussed with the intention to ask all sponsors to pay their pledge or lose their ad space on the web page and newsletter.

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

The December 2012 membership report ending December 31, 2012

- Bob Sherwood 42 years as a Redwood member!! Congratulations! Always great to see Bob and the black Targa on the road! Malcolm and Pete with 37 years right behind Bob. May want to talk to Bob the next time you see him about the summer he had in Germany.
- Anita and I had fun at the **one one fun run** tour for 2013. Good drive the weather was perfect. We got to see plenty of Porsches, Harleys, and bicycles on the roads but very few tourists. Check out the article that Anita and I wrote for more information.
- Now winter is here good time to do things to your car and recruit a Porsche owner into the club. Send them to the [www.pca.org](http://www.pca.org) site and be sure to also have them see the activities on the Redwood Region site too. [red.pca.org](http://red.pca.org)

New members:	2
Xfer in:	4
Xfer out:	2
Renewal:	24
Non-renewal:	9
Dual members:	16
Official	488
<u>Affiliate Members</u>	<u>349</u>
<b>Total Members</b>	<b>837</b>

**New Members**

Name	Location	Affiliate	Automobile
Kate Palmer	Redwood City	Joe Muscat	2006 Cabriolet White
Shelley Wheeler	San Francisco		1999 Carrera Red

Transfer

Name	Location	Affiliate	Automobile	Region
Chet Klingensmith	San Rafael		1968 911 Coupe	CCC
Mike Purvis	Santa Rosa	Brock Purvis	1989 911	SVR
David Sands	Mill Valley		2006 Cayenne S Silver	NST
Eric Schmidt	Santa Rosa		1984 911 Cabriolet Blue	CCC

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

A group, including Vern and I, met at the AX site on Friday the 18<sup>th</sup> to evaluate, which areas of the course are in need of repair. Consensus was as follows:

**#1 Priority** --> Remove and replace asphalt surface in two sections of the 'go-kart' section of the track totaling approximately 3000 sq. ft.

**#2 Priority** --> Remove and replace asphalt surface in an area of approximately 1700 sq. ft. at the South East corner of the track.

**#3 Priority** --> Remove and replace asphalt surface in an area of approximately 180 sq. ft. at the South West corner of the track.

- There are two small areas that we were intending to do ourselves using concrete, but that will not be possible so these two areas will need to be addressed during repaving. One area (north opening to the Go-Kart section is ~75 sq. ft.). The other area is the inside of the main curve in the Go-Kart and will need to be addressed when that area is paved. These should add a small amount to the repaving costs.
- Vern has sent this information on to Steve Searles. Next step is to get a quote from Steve.
- Working with ESCA to get a second contact for the repaving for when Jim Winston is not available.
- It is necessary to complete these repairs within the next two to three years to maintain the versatility of the site and the enjoyment of our autocross participants.
- Is it necessary to increase our autocross fees to accomplish the needed maintenance of the site within this time period?
- **Restrooms:** ESCA, Marci Jenkins, has been getting the restroom contact set up with United Site Services. I'm still clarifying the details but it would seem that our share of the total cost will be approx. \$600 to be paid to ESCA towards the end of the year (Oct./Nov.).

**Item discussed at meeting:**

- Proceed with #1 Priority this year and complete #2 and #3 the following year.
- After much discussion, a motion was made by Mac Cranford and Second by Mike Hinton to increase the AX fee to \$40. The motion was passed unanimous.
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**Webmaster's Report (Barbara McCrory):**

- During the month of December 2012, there were 4800 visitors, January 2013, 4802 visitors. There were 1650 and 1685 respectively unique IP's that accessed the site.
- Activity on the site was spread evenly during December and January with spike days being December 16 and 17, 682 visitors and January 11 and 12, 689 visitors. (See explanation at the end)
- For both December and January, Autocross and Classifieds were the most popular pages. The Year-at-a-Glance calendar for 2013 was the popular download.
- The United States, China, Japan, France, Germany, Russian Federation, and Ukraine accounting for 95% of the visitors led daily country activity.
- iPads, iPhones, and Androids continue to access the site 16% December, 22% January.
- Visitor and activity statistics are not going to be comparable to past years as the website is now hosting the images for der Riesenbaum due to storage issues with Constant Contact. For example, the most requested images in December 2012 were the photos in the Dillon Beach article and the CASA letter. This coincides with the publication date of the newsletter, December 16, 2012, and the two busiest days, December 16 and 17. The statistics are the same for January.
- Completed work on the Sponsor ad for BusiBee Bookkeeping, new for website and newsletter, Whitman's Auto body for the newsletter, reorganized the sponsor page to highlight the autocross sponsors and prepared an autocross flyer for event advertising for 2013.
- Grady will take over as the Ax contact in achieving the repairs of the airport site.

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

- Submitted the Goodie Store's "Year End Inventory" to Jerry on Jan. 9th total of \$2,074.00.
- Mailed Jerry a check for \$110 in sales from the Holiday Party.

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

- **2-9-13 Run Two the Bird:** Mike Hinton is Event Leader. All the details are on the website. Need to get the route finalized, Safety, and Insurance.
- **2-23-13 TRG Tech Session:** Kurt Fischer is Event Leader. All the details are on the website. Need to get Safety and Insurance.

#### **Dropbox:**

- Either someone changed all the folders on Dropbox or there was some automatic reset. If anyone did it, I would like to talk to him/her about how I would like to have the Events folder(s) organized. If not, I'll develop a plan and send it to the Board Members who share Dropbox for approval.
- RR is using a folder on my Dropbox account. In order to set it up on a RR account, we would need an email address for RR. My dropbox is less than 10% used, which includes both my and RR's stuff. I would like to be able to add a lot more of my folders to Dropbox.
- There are some RR pictures in Dropbox; knowing the way pictures are taken, they could greatly increase the space that we are using; I don't know whether they will cause us to exceed the space that I have. Would appreciate ideas on what we really need to save, whether there are other sites/locations for pictures, videos, etc. Could the Board discuss this?

*I will not attend the meeting on TU, 1/29.*

#### **Topics for discussion:**

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

- No report this month.

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

- Send reminders to outstanding balances from Sponsors for 2013 (HiTech, TRG, Sonnen, Proshop). Per Jerry we received payments from TRG and Proshop. Betsy Albers (BA Travel) does not want to continue the ad this year. They are dealing with Paul's health issues and do not have time to focus on the business. Betsy asked if we can save her Ad for future references. I forwarded this to Barbara.
- We are still having outstanding balances for HiTech \$1,000 and Sonnen \$200. I called HiTech and spoke with Greg, he wanted to talk to Deven and remind him of the payments/emails/mail I sent. I offered Deven two rates for his sponsorship. I did not hear back yet. I sent a letter in the mail to Sonnen. Vern offered to follow up with Sonnen since I have personal issues with them and cannot follow up personally.
- We definitely need to discuss the Banner for Cars Dawydiak. I sent an email to Walter and asked if he has already one. The banner is included in the sponsorship level, if he doesn't have one we need to get one. We need to make sure that the AX Sponsors have everything ready for the AX Season.
- I reviewed the financials from the Redwood Region. I found everything accurate and properly recorded. I did not find any usual postings or transactions on the books. Thanks Jerry for doing a fantastic job!

**Additional items:** Maybe discussed at the board meeting.

**Safety Director Report (Mac Cranford) :**

- No incidents to report.

**Charity/CASA Report:**

- No report this month.

**Social Media Report (Kurt Fischer):**

- As of today, January 25th... We have 384 friends of the Redwood Region on Facebook!
- Articles being posted are well read and the events pages continue to gather more people to our events. The Redwood Region continues to outshine the other PCA Regions in Zone 7 as far as posts, etc.!
- We have a total reach of 140,280 people (friends of fans).

**Meeting adjourned at 9:25 P.M.**