

May 2013 Board Reports and Meeting Minutes

In attendance (11): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Autocross Director Grady Carter, Past President Greg Maissen, Sponsorship Director Simone Kopitzki, Events Director Dan Magdanz, Goodie Store Director David Bunch, Membership director Bob Schoenherr and Thorsten Kopitzki,

Absent (4): Webmaster Barbara McCrory, Safety Director Mac Cranford, Concours Director James Heisey, and Social Media Kurt Fischer

Meeting called to order at 7:07 P.M.

by President Vern Rogers at Ghiringhelli Pizzeria Grill & Bar, Novato. Russell, the new chef introduced himself and share future menu offerings.

Motion to approve the April 2013 Board Reports was unanimous.

President's Report (Vern Rogers):

- Ordered Insurance for June Events:
 - Zone 7 Two Day Ax 6/8,9
 - All About the Roads Tour 6/21-23
 - VaVaVRoom – Pech Merle Winery Tour 6/29
- Began planning 8/24 Fieldstone Winery Tour with new member Scott Buchanan, still working on a route; cost will be \$17.50/person for tri-tip and sausage bbq w/beans and cole slaw; winery tour and tasting included as well as a glass of wine with the meal. Additional will available for purchase.
- Replaced SC 37 lbs standard battery with a 15 lbs dry cell battery now mounted in the smugglers box. Fabricated the aluminum mount, as well as an aluminum replacement for the cardboard fresh air blower in the trunk. Also removed the front 2 gallon washer fluid tank in the driver's side front fender well.
- Attended the 2013 Porsche World Roadshow at Sonoma Raceway with PCA member Tom Markovich. Tom has written an article for the June dR detailing our experience. Pictures from PCNA and Gary Bayless.
- Still need to speak with Andrew at Sonnen to see if they will bring a 2014 Cayman for display at Porsches on the Plaza.

Items for Discussion:

- We discussed getting a Porsche bike for the Sonoma Plaza event, Bob volunteered to ask Niello's.

Vice President's Report (Mike Hinton):

- Attended 5/4 autocross. First time in the 914. Need to get new tires. The 480 treadwear, all-season doughnuts were terrible!
- Attended 5/19 event at Sonoma Raceway. The Porsche paddock had lots of cool cars!
- Completed calendar data entry into PCA national calendar, with the exception of the pool party.

Items for Discussion: none

Treasurer's Report (Jerry Gladstone):

This report covers the period from April 26, 2013 through May 24, 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. Anyone wishing to see any financial detail, please contact the Region Treasurer.

Notes:

☑ The Hi-Tec sponsorship second payment of \$500 is still outstanding. Greg handed Jerry at the meeting the \$500 check making Hi-Tec current.

Items for Discussion:

- Discussed leaving a high balance in the checking because saving accounts pay so little interest.

Secretary's Report (Craig Steele):

No Report submitted.

Items for Discussion: none

Past-President's Report (Greg Maissen):

No report submitted.

Items for Discussion:

- Greg has been encouraging Hi-Tec customers to bring their Porsches to our AX events.
- Encourage our club involvement with the 2014 Marin Concours.

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

Barbara and Jerry completed their fifth issue as interim co-editors of der Riesenbaum. It was mailed May 12, 2013 to 688 email addresses. The May issue of der Riesenbaum is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1113374350051.html>

A schedule for producing the June issue of der Riesenbaum was emailed May 12, 2013.

As of May 24, the May issue of der Riesenbaum was opened 370 times for an opening rate of 53.9%.

There were 2 bounces, 116 (31.4%) unique clicks and 2 opt outs.

An email blast announcing four upcoming events was sent May 23, 2013 to 688 email addresses. As of May 24, 2013 the email blast was opened 307 times for an opening rate of 44.8%. There were 2 bounces, 45 (14.7%) unique clicks and 2 opt outs.

Issues for Discussion & Decisions:

A. der Riesenbaum:

1. Feedback: what is liked, not liked, needed improvements?
 - a. Ask for 'car of the month' articles, Craig volunteered a story about his 99' 911 Cab.
 - b. The board voice glowing accolades for the quality of the newsletter.
2. Policy: do we list non-PCA events in the newsletter either as calendar items and/or by publishing their flyers?
 - a. There was much discussion with Jerry making a future report on this issue.

3. Style: with all the cross-region events to be posted, would it be preferable to segregate the non-Redwood events?
 - a. Board agreed to have an 'Other PCA Regions' section highlighting and linking their PCA events in the newsletter from non Zone 7 clubs.

B. website & der Riesenbaum; flyers for July events:

1. Need information from Don on 7/13 Porsches on the Plaza -- MSR and bike ride.
2. Need information from Kurt on 7/27 Far Niente Tour.
3. Autocross #6 flyer is done and awaiting Grady's approval.
4. There was a spirited discussion of flyer and their informational value, Vern gave an excellent description of timing and relevance to the Board and translated Don's comments.

**Membership Director's Report (Bob Scheonherr):
The April 2013 membership report ending April 30, 2013**

Note from Membership

Welcome to our 9 new and transfer in members. Congratulations to Robert and Christie Chalton, 41 years as a PCA members! Maybe we'll see that 67 912 at an event one of these days soon. Good to see such longevity from the northern part of our state.

Just finished assisting with the concours school at Carlsen's Porsche. Great group of people as always. Try your hand at prepping your car for a show or concours, it is fun! We have the Porsche's on the Plaza and Ledson Concour in the Redwood region. Enjoy the day with Porsche friends! I'd be more than happy to get you started just email or call me.

New members: 6
 Xfer in: 5
 Xfer out: 0
 Renewal: 24
 Non-renewal: 13

Dual members: 16
 Official 493
Affiliate Members 348
Total Members **857**

New Members

Name	Location	Affiliate	Automobile	
Ken Adams	Napa		2005 Carrera	
Todd Annell	San Rafael		1999 Carrera 4 White	
Sharon Castle	Santa Rosa	Kristin Goller	2010 Boxster Green	
Dennis Duddles	Belvedere	Terri Duddles	1996 993 C4S Black	

Byron Hovis	Petaluma	Melinda Hovis	2005 Boxster S Black	
Marc Opulencia	Santa Rosa		2002 911 Blue	

Transfers

Name	Location	Affiliate	Automobile	Region
Elvin Ambler	Napa	Bruce Ambler	1980 911SC 2000 911	LPA
Michael Breslin	Mill Valley	Barry Frankel	1995 911 Blue	GG
David King	Sausalito	Inge Ivens	2007 Carrera S Silver	GG
Steve Sommer	Hanalei, HI	Nicole Sommer	2004 911 Blue	HI
Michael Wang	Tiburon		2005 Carrera 2s Gray	CCC

Anniversaries

Anniversaries (5 years and over)

NAME	YEARS	LOCATION	ANNIVERSARY_DATE
Walter Chalton	41	FORTUNA, CA	05/01/1972
Peter Young	35	Napa, CA	05/01/1978
Mike Beavers	28	SANTA ROSA, CA	05/01/1985
Tom Whitaker	25	SANTA ROSA, CA	05/01/1988
Peter Bohns	22	GREENBRAE, CA	05/01/1991
Lloyd Murphey	20	SANTA ROSA, CA	05/01/1993
David Johnson	17	PETALUMA, CA	05/01/1996
Gary Altenbach	15	SANTA ROSA, CA	05/01/1998
Claude Boulware	14	SANTA ROSA, CA	05/01/1999
John Burns	13	NAPA, CA	05/01/2000
Stanley Carley	13	Windsor, CA	05/01/2000
Randolph Leathers	13	Belvedere Tiburon, CA	05/01/2000
John Bennett	12	Eureka, CA	05/01/2001
Scott Peterson	12	SANTA ROSA, CA	05/01/2001
Chris Barriscale	10	MILL VALLEY, CA	05/01/2003
Edward Boracchia	10	Petaluma, CA	05/01/2003
James Meyer	10	SAUSALITO, CA	05/01/2003
Bruce Rocco	10	SANTA ROSA, CA	05/01/2003
Charles Alegria	9	Napa, CA	05/01/2004
Adrian Papajohn	9	Glen Ellen, CA	05/01/2004
Trekkor Wills	9	Napa, CA	05/01/2004
Paul Fuerst	8	Sebastopol, CA	05/01/2005

Mitchell Nichter	8	Novato, CA	05/01/2005
Daniel Waugh	8	Santa Rosa, CA	05/01/2005
Walter George	9	Sonoma, CA	04/01/2004**
William Barton	7	Bolinas, CA	05/01/2006
Peter Benjamin	7	Sausalito, CA	05/01/2006
Carol Burnham	7	San Rafael, CA	05/01/2006
Don Davidson	7	Novato, CA	05/01/2006
Richard French	7	Belvedere, CA	5/1/2006
Frank Harwood	7	Novato, CA	05/01/2006
Gregg Kellogg	7	San Rafael, CA	05/01/2006
Preston Sitterly	7	Sonoma, CA	05/01/2006
Gerard Bourguignon	6	Mill Valley, CA	05/01/2007
Aaron Duda	6	Eureka, CA	05/01/2007
Brett Hamner	6	Petaluma, CA	05/01/2007
John Long	6	Arcata, CA	05/01/2007
Donald McGreevy	6	Mill Valley, CA	05/01/2007
Ron Ray	6	Sebastopol, CA	05/01/2007
Vern Rogers	6	San Rafael, CA	05/01/2007
Martin Ignatowski	5	Vallejo, CA	05/01/2008
James Mehew	5	Sonoma, CA	05/01/2008
Stacy O'Connell	5	Corte Madera, CA	05/01/2008
Terry Rawls	4	Tiburon, CA	5/1/2009
Vlad Tsyn	4	San Rafael, CA	05/01/2009
Tom Anderson	3	Nicasio, CA	05/01/2010
Samantha Foster	3	Novato, CA	05/01/2010
Mark Gaterud	3	Santa Rosa, CA	05/01/10
Val Hanchett	3	Cloverdale, CA	05/01/2010
Ray Kaliski	3	Mill Valley, CA	05/01/2010
Lee Lampalnd	3	Larkspur, CA	05/01/2010
Kris Mendenhall	3	Ferndale, CA	05/01/2010
Bill Nayes	3	Mill Valley, CA	05/01/2010
Vlado Skibola	3	Novato, CA	05/01/2010
Bill Smith	3	Kelseyville, CA	05/01/2010
Laura St. Leger-Barter	3	Sonoma, CA	05/01/2010
Kurt Stahr	3	Napa, CA	05/01/2010
Dean Bosche	2	San Francisco, CA	5/1/2011
Jorge Filho	1	Sausalito, CA	06/01/12
Wayne Freedman	1	San Anselmo, CA	05/01/12

** Error Walter and Carolyn were missed last month in the report.

Items for Discussion:

- Lots of enquiries about membership, we have good retention in our membership stats.
- Any Porsche Pals update? There was more process on contacting new members.

Autocross Director's Report (Grady Carter):

1. Used preprinted timings cards for the first time for all MSR registrants at the last autocross. One issue was did not have all the information for all registrants to completely fill out the cards. Techs will need to verify that registrant has filled in any blank fields.
2. Reservations have been made for the banquet room at Mary's Pizza Shack for the Saturday's Zone dinner.
3. Working on an easy way to get the new canopy to the autocross site.

That's all I can think of for the moment. I'm down south at Buttonwillow for track and I can't think of anything else at the moment

Items for Discussion: none

Webmaster's Report (Barbara McCrory):

During the month of May 2013, there were 4399 visitors. There were 2871 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 Sonoma Historics flyer was the popular download followed by the Sonnen Cayman flyer.

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

1347 visitors used iPads, iPhones, iPods, and Androids to access the site accounting for 31% of the total.

Revised the autocross flyer for July AX.

Items for Discussion:

Discussed plans for looking for another AX location with the approval of the SoCo Airport expansion and potential loss of current AX location. The Sears Point go-cart was suggested.

Goodie Store Director's Report (David Bunch):

No report submitted

Items for Discussion: none

Event Director's Report (Don Magdanz):

6-21-13 It's All About the Roads: The Event Leader Instructions were sent to Steve Glenn and Vern Rogers. I offered to put the routes into RidewithGPS.com and deliver the Driving Tour Maps and Itineraries.

6-29-13 Va Va VROOM: Sadly Bruce and Cheryl Lawton requested a reschedule to October due to a Special Use Permit from Sonoma County. I am waiting for word that they can have the Winery Tour Event on the calendar for SA 10/5. I sent an email to Joe Burroughs to determine if the Plaza Bistro in Sonoma is available to do a dinner run that night.

7-13-13 Porsches on the Plaza: Kurt Fischer is getting the permit from the City of Sonoma. Jerry Gladstone and I are working on the routes for the bicycle rides: Cup: about 30 miles; 911: about 15 miles; 356: around Sonoma, 7 miles. I can include the Ride Map and Itinerary on the website so that

participants can see the routes. Deven Wailes has invited us to his place in Sonoma for a no host party (i.e. BYOBeer or BYOWine). Joe Burroughs is looking for a food truck or caterer to serve food; if we can't get one, we could do a pot-luck.

7-27-13 Far Niente Winery Tour: Kurt has arranged for this tour; he is looking for a venue for a pot-luck afterwards. Event Leader Instructions were sent to Kurt.

8-24-13 Fieldstone Winery Tour: Vern Rogers is arranging this tour.

12-7-13 Holiday Party: The Kenwood Depot @ \$950 is still the best choice we have; this includes tables and chairs. Ray Kaliski and I are looking at other alternatives. Ray has an event planner/caterer that can provide food, servers, table settings, linens for \$70-75 per person. Kenwood Depot has the space for 140 people. and would rent the facility and hire the band, for about \$700. Participants would bring their own wine, beer, drinks. For 80 participants the cost would be around \$100 per person.

Safety Director Mac Cranford wrote some guidelines for Driving Tours. Mac and I met to discuss these changes. I changed the Event Leader Instructions (underlined in the attachment) to include some more information for the Drivers Meeting as well as a method for splitting into groups randomly and not by pace.

Items for Discussion:

- Vern to apply for PCA charity subsidy
- Don's report shattered previous brevity durations

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

No report submitted.

Items for Discussion: none

Safety Director Report (Mac Cranford):

No report submitted. Will not be attending meeting

Items for Discussion: none

Charity/CASA Report (Vern Rogers):

No report submitted

Items for Discussion: none

Social Media Report (Kurt Fischer):

On Facebook, we have 394 friends as of today! Some interesting stats...

1. Male - 72.5% - Female 26.9%
 2. Ages - the 45-54 age set makes up 23.9% - our largest audience!
- Pictures from racing venues are well received by all.

Items for Discussion: none

Meeting adjourned at 9:00 P.M.