

July 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, Past President Greg Maissen, Sponsorship Director Simone Kopitzki, Events Director Don Magdanz and Thorsten Kopitzki, and Zone 7 Rep. Paul Czopek

Absent (4): Concours Director James Heisey, Goodie Store Director David Bunch, Membership director Bob Schoenherr and Social Media Kurt Fischer

Meeting called to order at 7:05 P.M.

by President Vern Rogers at Chevy's, Novato. We changed locations due to property damage at Ghiringhelli Pizzeria Grill & Bar, Novato. We will return to that location for our August meeting.

Motion to approve the June 2013 Board Reports was unanimous.

President's Report (Vern Rogers):

- Welcome to Paul Czopek, Zone 7 rep. for attending our meeting
 - Paul presented the Redwood Region's der Riesenbaum with the 2012 newsletter contest second place trophy. Vern proposed loaning the trophy to Chris when they see him at Escape.
 - Vern Roger was presented with the Zone 7 Dumkopf trophy for his driving without safety cover during an AX event.
 - Paul updated the Board on the latest National PCA news and Legends of Autobahn.
- Ordered Insurance for:
 - 7/20 Ax
 - 7/27 Far Niente Run
 - 8/10 Ax
- Finalized route, completed Event Leaders Information, worked w/Barbara regarding a flyer (BIG thanks B!) for the 8/24 Fieldstone Winery Tour.
- Attended Porsches on the Plaza and Ax 6, will have attended Far Niente /Red Hen event by the time we meet.
- Still need to follow-up w/Gloria at the airport regarding asphalt repairs. This will happen the week of 7/29.
- Contacted three of our AOA badge holders regarding renewal of badges expiring in August.
- Need to discuss Redwood Nominees for Zone 7 Wall of Fame.

Items for Discussion:

- Vern will submit Kurt Fischer and David Bunch to Paul Czopek for nomination to Zone 7 Wall of Fame.

Vice President's Report (Mike Hinton):

- Attended dinner run to Plaza Bistro Sonoma, and wrote the article for der Riesenbaum
- Attended 7/20 Autocross event. Great time on a really fun course!
- Attended Porsches on the Plaza event in Sonoma.

- Attended Far Niente driving event and lunch. Many thanks to Kurt for organizing such a successful event!

Items for Discussion: none

Treasurer's Report (Jerry Gladstone):

This report covers the period from June 21, 2013 through July 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 and accepted. The semi-annual Treasurer's Report was published in the July der Riesenbaum as per Bylaws requirements. Anyone wishing to see additional financial detail, please contact the Region Treasurer.

Discussion:

- 2013 Holiday Party -- financial considerations (in support of Don Magdanz)
 - Financial analysis worksheet; price considerations.
 - Marriott Reward Points?
- Payment practices, policies and MSR (postpone to a future meeting).

Submitted by: Jerry Gladstone, July 26, 2013

Items for Discussion: none

Secretary's Report (Craig Steele):

No report submitted.

Items for Discussion:

- Updated Board on AOA 2 year renewal process and \$25.00 registration expense.

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)

*June 26, 2013 - from our Zone 7 Rep Paul Czopek at the Porsche Parade in Michigan:
 "Redwood Region's der Riesenbaum won second place in the newsletter contest for 2012.
 Congrats go out to Chris Harrell, 2012 editor."*

Barbara and Jerry completed their seventh issue as interim co-editors of der Riesenbaum. It was mailed July 17, 2013 to 699 email addresses. It was published about five days later in the month than usual as Jerry was out of town attending to family matters. The July issue of der Riesenbaum is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1114192182196.html>

A schedule for producing the August issue of der Riesenbaum was emailed July 19, 2013. Publication date for the next issue of der Riesenbaum is approximately August 12, 2013 with all submissions and materials due by August 5th.

As of July 26th, the July issue of der Riesenbaum was opened 350 times for an opening rate of 50.4%. There were 5 bounces, 66 (18.9%) unique clicks and no opt outs or forwards.

An email blast announcing six upcoming events was sent June 30, 2013 to 691 email addresses. As of July 26th the email blast was opened 363 times for an opening rate of 52.8%. There were 4 bounces, 109 (30.0%) unique clicks and 1 report as spam.

Discussion:

1. HELP! Two of the photos in the Porsches on the Plaza event article (Kurt's Korner) were apparently incorrectly labeled. A correction needs to be published in the August issue: does anyone know the correct owners and model designations of the two 356's shown?
2. HELP (again)! Authors for event articles need to be assigned and acknowledged no later than the day after the event; same goes for photographs. All photos submitted must have accompanying information and suggested captions. We have been lacking illustrative photos for many articles - photos have been hard to come by. We also need contributed articles on all matters Porsche.
3. The search for permanent dR editor(s)...what can we do?

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

Items for Discussion:

- Mike volunteered to write article for 7/27 Far Niente Run by August 5th.
- Discussed assigning attendees to an event to photograph and write articles.
- Still looking for permanent editor, no solution yet.
- Simone was volunteered to write an article about the Porsche Oktoberfest event in her native language, German followed by the English translation.
- Jerry proposed adding a staff position to der Riesenbaum to assist in newsletter production.

Membership Director's Report (Bob Schoenherr):

The June 2013 membership report ending June 28, 2013

New Members	8
Transfer ins	2
Transfer outs	1
Renewals	26
Non-renewals	14

Primary Members 493

Affiliate Members 346

Total Members 839

Sorry for the abbreviated membership report. I'm doing this from Leipzig Germany where Anita and I have had the pleasure of experience the World Skills championships and the fabulous city of Leipzig. I'll have an updated anniversary list in the next edition having both June and July anniversaries. The work here was great but very long days. If you ever get a chance to take in this city please do. More to come in future stories from Anita and myself.

Name	City	Year	Car	Color	Type
Rob Anglin	Yountville	2002	Carrera 4	Silver	Cabriolet
John Bohan	Sonoma	2002	Boxster	Gray	Other

	Andrew	Brooks	San Rafael	2005	997	Silver	Coupe
	Doug	Cameron	Santa Rosa	2004	911	Silver	
Associate	Nicole	Cameron	Santa Rosa				
Associate	Mila	Chaname	Santa Rosa				
Associate	Peggy	Hackney	Yountville				
	James	Hahn	Santa Rosa	Black			Coupe
Associate	Zelda	Kelly	Sonoma				
	James	Phelan	Fairfax	1997	993	Silver	Cabriolet
	Chuck	Rait	Santa Rosa	2003	Boxster	Red	Roadster
	Lloyd	Stefani	Sonoma	2014	Cayman	Gray	Coupe
	Paul	Stefani	Sonoma				
	Riley	Yusem	Mill Valley				

Items for Discussion:

- Simone sent e-mails to the latest new members and invited them to the current club events. She is willing to do this on a regular basis.

Autocross Director's Report (Grady Carter):

1. Event participation: 27
2. Closed gate again during run sessions. Did not leave phone number at the gate. Looking for feedback.
3. 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.
4. Another three "Taste of Autocross" ride.
5. Looking to purchase final tow vehicle item, a tow strap, for trailer.
6. Discuss unfamiliar entrant ride-alongs, maybe referrals.
7. Discuss participation rate, possible survey, etc.

Items for Discussion: none

Webmaster's Report (Barbara McCrory):

During the month of July 2013, there were 5273 visitors. There were 3779 unique IP's that accessed the site.

Activity on the site was spread evenly during the month. The top time of day is in the afternoon during the summer months but still on Wednesday. Autocross and Classifieds continue to be the most popular pages. The Escape 2013 flyer was the popular download followed by the Year-at-a-Glance Redwood Calendar and the Monterey Bay Concours Flyer just edging out the July Autocross flyer.

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

1648 visitors (31%) used iPads, iPhones, iPods, and Androids to access the site. Spiders continue to crawl through the site - Bing Robot tried to find a page that has never existed on the site 9 times - slow learner? Sosospider learned after the first time. Alexa Robot only hits the front page.

Prepared a flyer for Ledson Concours, completed flyers for Far Niente and Field Stone Tours and started others. Added information regarding the new Autocross sponsor to website.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

No report submitted

Items for Discussion: none

Event Director's Report (Don Magdanz):

8-24-13 Field Stone: Vern and Scott have created the final Driving Tour Map and Itinerary. As far as I know, all arrangements have been made. Registration is open on MSR.com. I wish all events were this smooth and planned almost a month ahead.

9-21-13 Maple Creek: Kurt is running this event.

12-7-13 Holiday Party: Attached is the contract, Entree options, and Jerry's take on the expenses with the Lodge at Sonoma. The Lodge has included a ballroom that will seat 250+ people, dance floor, grand piano, and foyer and outdoor patio for drinks prior. Meal is \$88 per person (all prices include tax & gratuity). We buy wine from them or bring our own for \$16 per bottle corkage fee. There is a bar around the corner, but if we want our own no host bartender, it is \$150. Rooms (\$212) and Cottages (\$247) are available at the Lodge at Sonoma; Best Western (\$133) is a few blocks away; all prices include tax and they can be for 1 night. We need to approve this now. It is 4+ short months before the party.

I would like to solicit another RR member to join the Board as ass't or co-Event Director. There are too many times this year where I have been slammed on other things (ski season and June/July) and the pressure of getting these events together; I have been behind on RR Events all year.

Items for Discussion:

- Jerry reviewed the various cost per person cost options.
- Don discussed adding co-chair to manage events.
- Discussed the challenges of collecting money at the events. This discussion was table for August meeting.

Motion to approve the contract with the Lodge at Sonoma was unanimous. Jerry is authorized to sign the contract and make a deposit to the Lodge on 7/30. The club will subsidize \$3000 toward the contract reducing the cost per person from \$110 to \$75. The wine expense (need 4 cases) is still under discussion.

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

Received payment from Mobile Autoworks for secondary AX sponsor.

Sent out emails to new members.

Helped out on Porsche on the Plaza event. Collected money and forwarded to Jerry.

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):

We finally have broken our record...now have 408 friends of the Redwood Region Facebook page! We are still having the best participation of any of the Regions in Zone 7. We need to STRESS to all of our members the importance of using MSR for our events that require advance payments!

Items for Discussion: none

Meeting adjourned at 9:14 P.M.