

## June 2013 Board Reports and Meeting Minutes

**In attendance (13):** 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, Concours Director James Heisey, Tom Short and Thorsten Kopitzki

**Absent (3):** Goodie Store Director David Bunch, Membership director Bob Schoenherr 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 May 2013 Board Reports was unanimous.

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

- Ordered Insurance for:
  - Dinner Run to Sonoma 6/29; requested cancellation of original Pech Merle insurance for same date.
- Continued planning 8/24 Fieldstone Winery Tour with new member Scott Buchanan. We have the route pretty well nailed down and will be presenting soon. Getting assistance on flyer creation from Barbara – Thanks B!
- Thanks also to Kurt Fischer for redoing his Far Niente route to avoid roads we are using for Fieldstone.
- Bought and installed a tail on the '83 SC. Also, purchased new double strut to hold up the new tail, as well as turbo tie rods. Both of these are yet to be installed. Awaiting arrival of SSI's w/in next week or so.
- Spoke with Andrew at Sonnen and they will bring a 2014 Cayman (if any are in stock) for display at Porsches on the Plaza. If not a Cayman, then a 981 Boxster.
- Applied for and received Charity Subsidy for CASA at Porsches on the Plaza.
- May have positive news on Ax repairs in the new future.

**Items for Discussion: none**

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

- Attended first day of Zone 7 autocross. Back in Barney (the '72 911T) this time. Went much faster, and had a great time, even with the hot weather.
- Attended Parts Heaven swap meet on 6/2. Found the engine compartment heater blower motor for the 914 for \$10! Now I can have heat, just in time for summer!
- Updated calendar data entry into PCA national calendar.

**Items for Discussion: none**

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

Redwood Region -- Porsche Club of America

This report covers the period from May 24, 2013 through June 21, 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 was received now paid in full for 2013.

Discussion:

- MotorSportReg.com fees: absorbed by event participants or the club? For some or all events?

**Motion:** Charge a uniform amount on all events including our cost of MSR registration, motion made by Mac and seconded by Simone. Vote was unanimous.

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

I have a comment from Ron Breeze concerning photography credits. In submitting my car of the month article, I fail to note credit for publication one of his photos. He just wanted to point out this issue for future photo submissions.

**Items for Discussion:**

- Craig shared getting photo credit for three photos of Laguna Seca Chump Car Race published in New Zealand's Autocar and his son, Sean's team won the race.

**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 sixth issue as interim co-editors of der Riesenbaum. It was mailed June 12, 2013 to 690 email addresses. The June issue of der Riesenbaum is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1113746850842.html>

This issue saw the reoccurrence of the Constant Contact "Gremlins" that plagued Chris Harrell from time-to-time. Much effort went into making sure that formatting remained stable and that the newsletter read properly in most browsers/email clients.

The new policy concerning use of event flyers and/or calendar pages was implemented to the best of our ability. There were no letters to the editors, comments or submitted articles except for Craig Steele's Personal Porsche article.

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

Publication date for the next issue of der Riesenbaum is approximately July 18, 2013 with all materials due by July 12th.

As of June 21st, the June issue of der Riesenbaum was opened 359 times for an opening rate of 52.3%. There were 4 bounces, 95 (26.5%) unique clicks and no opt outs or forwards.

The next email blast will be sent on July 1, 2013.

**Items for Discussion:**

1. Proposal: Add Don Magdanz to the newsletter review committee for the express purpose of checking notices/flyers of events under his responsibility as Event Director. Don agreed to perform this role.
2. Event sponsors/leaders need to make sure that adequate information, and preferably a flyer, is available with appropriate lead times to be included in the upcoming newsletter.
3. Need people that submit photos tell us who took the picture including a caption describing what and where of the photo.

**Membership Director's Report (Bob Schoenherr):  
The May 2013 membership report ending May 31, 2013**

**Note from Membership**

Summer is heating up! Events happening everywhere and 7 new members joining the Redwood Region along with 3 of our distinguished members enjoying 30 or more years in the club, Ray Fiore, Kim Fiori and Jerry Curry.

Anita and I just got back from the first Zone 7 concour in Hayward at PartsHeaven. Fantastic turnout including Redwood members, Barbara McCorry, John Jackson, Vern Rogers, Michael Hinton, Andy Brian and Anita and myself. Parts Heaven and LPR put on a good event. "The Green Machine" our 1971 914 did very well along with John entering the 911, and Barbara her 944 too. Barbara in the gold car and John with the black I thought I was back to the "John Player Special" days. A zone event just lets you know how lucky we are to have this many regions so close together, something for everyone.

Membership is very steady for the Redwood region with our numbers not varying any more than 2 % at any time.. We are the have fun region, maybe that is why we hang on to our members.

New members: 7  
Xfer in: 0  
Xfer out: 0  
Renewal: 34  
Non-renewal: 11

Dual members: 16  
Official 493  
Affiliate Members 347  
**Total Members 856**

**New Members**

| Name         | Location  | Affiliate         | Automobile       |  |
|--------------|-----------|-------------------|------------------|--|
| David Cotton | Sausalito | Marlena Weinstein | 1988 911 silver  |  |
| Robert Johns | Petaluma  |                   | 1975 911s silver |  |

|               |            |  |                        |  |
|---------------|------------|--|------------------------|--|
| Bryan Lawton  | Sausalito  |  | 2007 911 Red           |  |
| Henry Mattei  | Santa Rosa |  | 1989 Carrera           |  |
| Emma Ramshaw  | San Rafael |  | No car listed          |  |
| Donald Revere | Petaluma   |  | 1964 356C<br>coupe Red |  |

Transfers NONE

**\*Anniversaries (5 years and over)**

| NAME                | YEARS | LOCATION                 | ANNIVERSARY_DATE |
|---------------------|-------|--------------------------|------------------|
| Raymond Fiore       | 33    | GEYSERVILLE, CA          | 06/01/1980       |
| Kim Fiori           | 32    | HEALDSBURG, CA           | 06/01/1981       |
| Jerry Curry         | 30    | Santa Rosa, CA           | 06/01/1983       |
| Kevin Buckler       | 27    | Petaluma, CA             | 06/01/1986       |
| Lawrence Bennett    | 25    | MILL VALLEY, CA          | 06/01/1988       |
| Brent Klopfer       | 21    | GUALALA, CA              | 06/01/1992       |
| Andrew Brian        | 18    | Santa Rosa, CA           | 06/01/1995       |
| James Bruce         | 17    | Sonoma, CA               | 06/01/1996       |
| Jose-maria Castro   | 16    | Belvedere Tiburon,<br>CA | 06/01/1997       |
| Bret Boutet         | 13    | Novato, CA               | 06/01/2000       |
| Pansy Dea-Dair      | 13    | NOVATO, CA               | 06/01/2000       |
| Stephanie Del bosco | 12    | LAKEPORT, CA             | 06/01/2001       |
| Kathy Silverfield   | 12    | Tiburon, CA              | 06/01/2001       |
| Brian Vineys        | 12    | ROHNERT PARK, CA         | 06/01/2001       |
| Rob Woollen         | 11    | San Rafael, CA           | 06/01/2002       |
| Howard Low          | 9     | Mill Valley, CA          | 06/01/2004       |
| Jim McVicar         | 9     | Santa Rosa, CA           | 06/01/2004       |
| Bruce Lawton        | 8     | Rohnert Park, CA         | 06/01/2005       |
| Chris Vail          | 8     | Mill Valley, CA          | 06/01/2005       |
| JohnB Berg          | 7     | Fairfax, CA              | 06/01/2006       |
| Diane Einstein      | 7     | Petaluma, CA             | 06/01/2006       |
| Gary Fellers        | 7     | Novato, CA               | 06/01/2006       |
| George Kellar       | 7     | Sausalito, CA            | 06/01/2006       |
| Michael Lamb        | 7     | SAN ANSELMO, CA          | 06/01/2006       |
| Charles Stotler     | 7     | Eureka, CA               | 06/01/2006       |
| Penny Wolin         | 7     | Sebastopol, CA           | 06/01/2006       |
| Robert Coleman      | 6     | San Rafael, CA           | 06/01/2007       |
| Martin Detels       | 6     | Greenbrae, CA            | 06/01/2007       |
| Brian Nannery       | 6     | Larkspur, CA             | 06/01/2007       |
| Thomas Strobel      | 6     | Novato, CA               | 06/01/2007       |
| Penny Bair          | 5     | Sonoma, CA               | 06/01/2008       |
| Jim Lewis           | 5     | Petaluma, CA             | 06/01/2008       |
| Glen Marks          | 5     | Middletown, CA           | 06/01/2008       |
| Joan Robideaux      | 5     | San Rafael, CA           | 06/01/2008       |

|                       |   |                   |            |
|-----------------------|---|-------------------|------------|
| Gary Watts            | 5 | San Rafael, CA    | 06/01/2008 |
| Jim Gehrs             | 4 | Santa Rosa, CA    | 06/01/2009 |
| Brannon Klopfer       | 3 | Gualala, CA       | 06/01/2010 |
| Jonathan Kramer       | 3 | Mill Valley, CA   | 06/01/2010 |
| John Loftus           | 3 | Napa, CA          | 06/01/2010 |
| Stevie Cerami         | 2 | Petaluma, CA      | 6/1/2011   |
| Mike Illingworth      | 2 | Windsor, CA       | 6/1/2011   |
| Ryan Miron            | 2 | Santa Rosa, CA    | 6/1/2011   |
| Hartley Postlethwaite | 2 | Annapolis, MD     | 6/1/2011   |
| Chip Witt             | 2 | Cotati, CA        | 6/1/2011   |
| Jorge Filho           | 1 | Sausalito, CA     | 06/01/12   |
| Fred Giarrusso        | 1 | Napa, CA          | 06/01/12   |
| Cindy Gibbons         | 1 | The Sea Ranch, CA | 09/01/12   |
| Attonette Ginocchio   | 1 | Napa, CA          | 09/01/12   |
| Ron Guest             | 1 | Sonoma, CA        | 06/01/12   |
|                       |   |                   |            |

**Items for Discussion:**

- Simone brought up getting list of new members to create “Porsche Pals” assignments. Vern will send contact info to Simone. We discussed how to match interests of new members and board.

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

1. Zone event participation: 27 on Saturday, 41 on Sunday.
2. Thanks to Anita who went above and beyond and for the invaluable assistance of LaVergne with registration.
3. Late arrivals are presenting a “mad rush at the end” problem for tech and registration. Need to discuss possible solutions.
4. Closed gate again during run sessions. Experimented with leaving phone number at the gate on Sunday, as I was aware of people wanting to see what autocross was about. Not a perfect solution but worked okay in this instance.
5. Discuss if there is any advantage to preprinted time card.
6. Emailed Paula Williamson to get her bottle of wine to her as 6-9-13 Z7 Ladies TTOD.
7. Deposited \$50 collected so far this year for “Taste of Autocross”.

**Items for Discussion:**

- Enforce registration deadline to start autocross event on time.
- Board liked pre-printed cards for teching and registering cars and drivers.

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

During the month of June 2013, there were 4243 visitors. There were 3122 unique IP's that accessed the site.

Activity on the site was spread evenly during the month. The top time of day is from 6 a.m. to 9 a.m. on Wednesdays. Autocross and Classifieds continue to be the most popular pages. The Mille flyer was the popular download followed by the June Autocross flyer.

Daily country activity was led by the United States, Canada, China, United Kingdom, Germany, Japan, and Australia accounting for 91% of the visitors.

1295 visitors used iPads, iPhones, iPods, and Androids to access the site. One person used a PlayStation 3 to access the site

Revised the autocross flyer for August AX. Prepared a flyer for Porsches on the Plaza, started flyers for Far Niente and Fieldstone Tours.

**Items for Discussion: none**

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

Craig, on the road to Laguna, will submit report at the Board meeting.

**Items for Discussion: none**

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

6-29-13 Dinner Run Plaza Bistro Sonoma:

Joe Burroughs arranged for a dinner starting at 6PM at Plaza Bistro in Sonoma for \$33pp. Corkage is \$15 and they have a relatively inexpensive wine list. Joe and I are tweaking the Driving Tour. Joe is getting the permit for parking 20 cars @ the State Park just off the square.

7-13-13 Porsches on the Plaza: Joe and Kurt Fischer have applied for the permit from City of Sonoma for the oval parking area-facing Broadway. Jerry Gladstone and I have put together a 30-mile bicycle route to Cuttings Wharf in the Carneros region for the Cup ride; the 911 ride will do about half of that route. The 356 do not have a leader and may be a self-guided tour around town. Deven Wailes from Hi Tec has graciously allowed us to have an after party at his place in Sonoma; Joe is trying to find a food truck that would come out around 5PM for anyone who wants food.

- We decided to delete food truck at event and bring your own food to after event party.

7-27-13 Far Niente: Kurt Fischer has arranged for a tour starting at 10AM. He will lead a Driving Tour from Kal's beforehand. Afterwards, we will have lunch at the Red Hen Cantina.

8-24-13 Fieldstone Wine Tour: Vern Rogers is coordinating this event.

- Vern discussed route and Board decided to do the right turns version.
- Vern proposed bumping cost from \$15.00 to \$17.50 per person for better wine tasting selection and using \$20.00 as the MSR registration cost.

12-7-13 Holiday Party:

Ray Kaliski and I visited the **Jenner Inn**. This is in Jenner at the mouth of the Russian River. Spectacular views. Facility is nice and has a lot of charm; great layout for what we want. Meal with wine and facility is \$88 per person (pp). Add a band and the total is about \$100 pp. They have 21 cottages and suites ranging in price from \$118 - \$328 per night, plenty of parking. This location is not great for driving home after; it is about 25 minutes from Santa Rosa. Many would probably get overnight accommodations.

**MacArthur Place** (Saddle's) in Sonoma is a high-end place; Ray says the food is excellent. They will give us a room for \$350; Fruit/cheese Display for \$12.50 pp and a holiday buffet for \$65.50 pp. do not include wine, which we can buy or add onto the price. With a band, this should put us at \$100 pp. I haven't visited it, but they sound very cooperative.

**Kenwood Depot** has been rented for 12/7.

- Lodge at Sonoma is third venue being considered.

**Items for Discussion:** Need to decide venue by next meeting including final cost and then Board can decide what amount we subsidize? Board preferred Sonoma location.

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

No report submitted

**Items for Discussion:**

**Motion:** Charge cost of Ledson Concours (9/22/13) to \$35.00, motion made by Greg and seconded by Mike. Vote was unanimous.

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

Received an email from Lolita Amon from Mobile Works West. They are interested in the sponsorship. I emailed the category and pricing information. I followed up today and they are getting some information together for possible doing the sponsorship beginning July 1st. It's an expanding mobile technician workshop.

Other than that Thorsten is working now for Hi Tec. So maybe Dawydiak is not extending next year his sponsorship. We have to see...

**Items for Discussion: none**

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

No report submitted.

**Items for Discussion:**

Mac called lady in charge of Sonoma County Fairgrounds to put on the Street Survival School.

**Charity/CASA Report (Vern Rogers):**

No report submitted

**Items for Discussion: none**

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

**Items for Discussion: none**

**Meeting adjourned at 8:56 P.M.**