

March 2013 Board Reports

In attendance (11): 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 Dan Magdanz and Thorsten Kopitzki

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 7:01 P.M.

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

Motion to approve the February 2013 Board Reports was unanimously approved.

President's Report (Vern Rogers):

- Autocross Course Repairs
 - Airport Manager Jon Stout has denied proposal for the repairs using SBI.
 - Jon was on vacation until the week of 3/18, and Jim and Grady are attempting to set up a face-to-face meeting to appeal his decision.
 - **The above is only given as information. Further details should be in the Ax Director's report.**
- Ordered Insurance for April events.
- Attended March Ax.
- Sent Business Card mock-ups for Grady, Mike and Craig to Mike. Mike has ordered and received the cards.
- My Cousin Jeff will be driving in the April 6 Ax as my guest. He will bring my 997.
- RSVP's to and booked hotels for June – Its all about the roads tour.
- Booked the hotel for Escape to LA. Hope to have sizable attendance from Region Membership. Event Registration not open yet.
- Anticipating discussion of New Member event possibilities during membership report.
- Contested National decision to exclude Electronic Only Newsletters from Award competition, and got the decision rescinded.
- Is anyone planning on going to Parade?
- Is anyone going on Howard and LaVergne's Tour de Rhododendrons? 4/5-7

Items for Discussion:

- Discussed how approved Board Reports are being stored and named.
- The secretary will create three versions of the Board Reports:
 - **Pre-Meeting:** sent to the Board Members prior to the Board Meetings
 - **FINAL:** sent to the Board Members, the updated **Pre-Meeting** version for Board review prior to next Board Meeting approval.

- **APPROVED:** After the FINAL version is approved it will be renamed as APPROVED, and filed with the Secretary and copied into the shared RR-PCA DropBox's Approved Board Reports File

Vice President's Report (Mike Hinton):

- Attended 3/9 Autocross. Lots of fun, complete with spins!
- Ordered business cards for Craig, Grady, and Mike. Cards received last week, and will be distributed at Board Meeting. They were handed out at the meeting.
- Continued with calendar data entry, hope to have complete after April 15th.

Items for Discussion: none

Treasurer's Report (Jerry Gladstone):

This report covers the period from February 22, 2013 through March 22, 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. We received the quarterly rebate from PCA National this month. The two potential new sponsors have not yet submitted their payments. Anyone wishing to see any financial detail, please contact the Region Treasurer.

Notes:

- MotorsportReg.com was used for the first time for an Autocross event. Approximately half the participants pre-registered and paid via MSR. Autocrosses #2 and #3 are set up on MSR with the refinement that a second driver may be registered during the initial registration.
- Since the President, Vice President and Treasurer were the same people, as on the form filed last year, the Secretary of State's Statement of Information amendment was not required to be filed this year. The form will be due for a renewal next year.
- Federal tax form 990-N (e-Postcard) was e-filed and accepted on March 19, 2013. California tax form 199 was mailed on March 20, 2013 and the \$10.00 filing fee paid.

Items for Discussion:

- Jerry reported that the bank has issued us some interest that will be reflected in the April Treasurer's report.
- Simone was asked to check on outstanding sponsor's pledges and when we can expect their payments.

Secretary's Report (Craig Steele):

- Propose we investigate adding a Tire Rack Street Survival School to our 2014 RR-PCA calendar
 - Mac, Bob and Craig have volunteered to co-sponsor the event. Simone volunteered at the meeting to be co-sponsor.
 - We plan to go to at least one school to learn how to put one on.
- Craig will cover the basics at the meeting... Scope-Budget-Timeline.

Items for Discussion:

- After the presentation, there was lots of clarifying remarks and explanation of club impacts on resources and finances. The board agreed to allow Mac and Craig to move forward on their quest to research bring a Tire Rack Street Survival School to the Santa Rosa area.

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 third issue as co-editors of der Riesenbaum. It was mailed March 9, 2013. The March issue of der Riesenbaum is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1112699089351.html>

A schedule for producing the April issue of der Riesenbaum was emailed March 17, 2013. As of March 22, the March issue of der Riesenbaum was opened 356 times for an opening rate of 54%. An email blast announcing five upcoming events was sent March 18, 2013. As of March 22, 2013 the email blast was opened 333 times for an opening rate of 51%.

A submission to the PCA Newsletter Contest was sent to Wendy Shoffit (PCA National Newsletter Chair) on March 17, 2013 and was acknowledged as received on March 19, 2013. The July and September 2012 issues of dR were submitted along with the necessary entry forms. Chris Harrell was integrally involved in the submission.

Items for Discussion:

- Jerry posed the question of getting reimbursed for buying meals for people being interview for der Riesenbaum. Board agreed this is OK with the appropriate receipts.

Membership Director's Report (Bob Scheonherr):

The February 2013 membership report ending February 28, 2013

Note from Membership

Welcome new members and congratulations to Marvin Goss up in McKinleyville for his 31 years in PCA, and Todd Harter is enjoying his 30-year anniversary. I remember meeting Todd and his wife when they lived in Fort Bragg! Todd, I did sell you my white 1973 914 right? Looks like Todd still has the 914. Hope to see the car at an event someday.

Speaking of events and great people.

I have a great story for you. When I first moved to Northern California (1982) I eyed this cool 914 that I wished someday that I might have one as nice! That was John Fitzgerald's 914. Since then, in my stupidity I have bought and sold three 914s. Oh how I wish I had held on to a couple of those cars! I did have one that was almost as nice as John's. Lucky me, but sad John... John ran out of room for his treasured 914 and so Anita and I bought the car from John this past Saturday. John had owned this car for FORTY YEARS!!!!!!!

Believe me it was really hard for John to see the car go! Anita and I had tears in our eyes too as we drove

away. It only took John a full year to finally decide he would sell the car. John and I had been talking for at least a year maybe longer but we finally did it. The car will now represent the Redwood Region in Zone 7 concours this year.

Anita and I were very proud that John trusted us with his very valued “Irish Green Friend” and our hearts go out to him and Libby it's tough to see one of your Porsches go! But guaranteed the car is in good hands and John knows when he wants to take it for a spin he can come on up to the lake. Where we'll see that green 914 cruizin with John's spirit in the car forever!
707-995-5082 b_Schoenherr@yahoo.com

New members:	4
Xfer in:	1
Xfer out:	2
Renewal:	25
Non-renewal:	8
Dual members:	16
Official	483
Affiliate Members	342
Total Members	825

New Members

Name	Location	Affiliate	Automobile
Michael Becker	San Rafael	Lauren Becker	1972 911 White
Rhonda Comalli	Santa Rosa		No Make Given
Alexander Mazour	Belvedere		2013 Boxster s Black
David Spencer	Mill Valley	Dinah Dickson	2009 Boxster White

Transfers

Name	Location	Affiliate	Automobile	Region
Kevin Kroner	Novato		2001 911 turbo Silver	CAI

Anniversaries

NAME	YEARS	LOCATION	ANNIVERSARY_DATE
Marvin Goss	31	MC KINLEYVILLE, CA	03/01/1982
Todd Harter	30	NAPA, CA	03/01/1983
Raymond Bonneau	24	Novato, CA	03/01/1989
David Derr	22	Mill Valley, CA	03/01/1991
Donovan Albright	15	UKIAH, CA	03/01/1998
Lawrence Brackett	15	SONOMA, CA	03/01/1998
Kurt Fischer	14	Santa Rosa, CA	03/01/1999
William Johnson	14	Mill Valley, CA	03/01/1999

Dominic Arcuri	13	PETALUMA, CA	03/01/2000
John Rollings	12	KENTFIELD, CA	03/01/2001
Mitchell Rossi	12	San Rafael, CA	03/01/2001
Tancredi Damore	11	Corte Madera, CA	03/01/2002
Timothy Tilghman	10	Petaluma, CA	03/01/2003
Walter Vennemeyer	10	Mill Valley, CA	03/01/2003
Mitch Branson	9	Napa, CA	03/01/2004
Joe Burroughs	9	Santa Rosa, CA	03/01/2004
Doug McDonald	9	NOVATO, CA	03/01/2004
Craig Sarachene	9	San Rafael, CA	3/1/2004
Peter Schlosser	9	San Rafael, CA	03/01/2004
Steve Thomas	9	Healdsburg, CA	03/01/2004
Roy Thylin	9	Santa Rosa, CA	03/01/2004
Greg Chambers	8	Healdsburg, CA	03/01/2005
Derek Hooper	8	San Rafael, CA	03/01/2005
Eusebio Joves	8	Kenwood, CA	03/01/2005
Greg Ross	8	Santa Rosa, CA	03/01/2005
Rand Wintermute	8	Sausalito, CA	03/01/2005
Brad Cameron	7	Santa Rosa, CA	03/01/2006
Barry Kelly	7	Sonoma, CA	03/01/2006
Justin Rains	7	Healdsburg, CA	03/01/2006
Scott Reynolds	7	Windsor, CA	03/01/2006
Ed Brady	6	Windsor, CA	03/01/2007
Joe Brubaker	6	San Rafael, CA	03/01/2007
Keith Casale	6	Sonoma, CA	03/01/2007
Robert Deis	6	Santa Rosa, CA	03/01/2007
Ernie Jung	6	Larkspur, CA	03/01/2007
Donald Laudano	6	San Rafael, CA	03/01/2007
Timothy Shore	6	Mill Valley, CA	03/01/2007
Bruce Wint	6	San Anselmo, CA	03/01/2007
Roderick Moore	5	San Anselmo, CA	03/01/2008
Richard Roth	5	San Rafael, CA	03/01/2008
Tad Sanders	5	Santa Rosa, CA	03/01/2008
Wallace Westhafer	5	Ukiah, CA	03/01/2008
Richard Henley	4	Sonoma, CA	3/1/2009
Kenneth Ingels	4	Ukiah, CA	03/01/2009
Barbara McCrory	4	Windsor, CA	03/01/2009
Steven Perkins	4	Santa Rosa, CA	03/01/2009
Erlend Bo	3	Mill Valley, CA	03/01/2010
Bill Gemini	3	Glen Ellen, CA	03/01/2010
Yeunshin Lee	3	Napa, CA	03/01/2010
Lem Martin	3	Lakeport, CA	03/01/2010
Elizabeth Miller	3	Napa, CA	03/01/2010
Tom Pagano	3	Fieldbrook, CA	03/01/2010

Philip Thomsen	3	San Rafael, CA	03/01/2010
Peter Turner	3	Bolinas, CA	03/01/2010
Rick Castro	2	Novato, CA	3/1/2011
Bill Moore	2	Napa, CA	3/1/2011
Karl Seitz	2	Santa Rosa, CA	3/1/2011

Items for Discussion:

- Vern reiterated the focus on new members and their initial experience with the club's activities and membership. We discuss coupling new members with Redwood Region **Porsche Pals** to get them on-board with the benefits of membership.

Autocross Director's Report (Grady Carter):

1. Had 48 drivers at the opening autocross. Overall went well. Adjusting water/ice amounts for next event (Thanks Craig). Bob conducted a novice (beginner) course walk that seemed well received.
2. Want to encourage everyone to register through MSR (pay or not) as it simplifies the process in the morning. How best to do this? Would also make pre-printing of time cards a possibility.
3. Will continue work on a Redwood numbering list to include occasional autocrossers, again to simplify the morning process. This was one of the main problems for the registrars (Alycia and Anita). Blast email? Implement for May?
4. Equipment:
 - a. Need a new bullhorn.
 - b. One of the course worker radios is working at just half volume. Going through the manual and checking settings but no success yet.
 - c. Is a new ice chest needed? ... David donated his ice chest
5. United Site Services schedule adjusted to match the April date change.
6. Site Repair progress: Repair proposal was submitted at the end of February. Further information was requested by the Airport and was submitted on March 20. Awaiting response from the Airport.
7. Planning to go with an April course layout omitting the go-kart section and no crossover to facilitate more runs.

Items for Discussion:

- Grady will assign permanent Redwood Region AX car numbers based on last year's attendees.
- Can't use outdated helmets (2004 or older) at AX.

Webmaster's Report (Barbara McCrory):

- During the month of March 2013, there were 4107 visitors. There were 2586 unique IP's that accessed the site.
- Activity on the site was spread evenly during the month (except for the Mar 9 spike) picking up slightly at the end of the month.
- Autocross and Classifieds continue to be the most popular pages. The 2013 Mille flyer "It's all about the roads" was the popular download beating out the Autocross results at number 2.
- Daily country activity was led by the United States, China, Canada, Germany and United Kingdom accounting for 93% of the visitors.

- 1129 visitors used iPads, iPhones, iPods, and Androids to access the site accounting for 27% of the total.
- Prepared an ad for Mille 2013, Zone 7 Concours School, Red Hen lunch run, and completing the Sonoma Historics flyer for the newsletter. Revised the autocross flyer for May.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

No report submitted

Items for Discussion: none

Event Director's Report (Don Magdanz):

4-20-13 Lunch Run: I signed a contract with Red Hen Cantina off Highway 29 in the north side of Napa for a 12Noon lunch; attached is the menu; I suggest that we choose Banquet Menu B @ \$14.50 per person (pp.); participants choose the menu item upon arrival; with tax and gratuity, that is \$18.52 pp.; participants buy their own drinks from the server; I recommend that we collect \$20 from each participant. They have a banquet room that seats a maximum of 45; I requested outdoor seating, which is on the patio with sun cover; we will not be together but in close proximity. Greg Matsumoto is putting together a driving tour through the hills east of Napa.

6-29-13 VavaVaroom: Run to Pech Merle winery in Dry Creek. Hosted by Bruce and Cheryl Lawton. Potluck under THE TREE.

7-13-13 Porsches on the Plaza: Sonoma Square. Bicycle ride in the morning near Sonoma; Cups: about 35 miles (12-15 mph); 911's: about 20 miles (9-11 mph); 356's: about 8 miles (3.56 mph). Picnic following.

7-27-13 Dinner Run: Any ideas? If we could get a good deal at the Plaza Bistro in Sonoma, that would be FANTASTIC.

12-7-13 Holiday Party: Need to determine a venue; we could go back to Nourish in Mill Valley; would like to find a northern location around the Santa Rosa area; possibly a golf course or tennis club that would be less crowded during the holiday party period. Any ideas?

I will attend this meeting.

Items for Discussion:

- Vern discussed on the any future road event, the importance of food and notifying the attendees what are the eating plans, especially if there are no plans to stop at any food establishments.
- Barbara reinforced the importance for getting event articles into the newsletter staff before publication deadlines. You got to follow these deadlines in order to advertise the events with the final details.
- Don discussed the venues for the 2013 Holiday Party in Sonoma County.

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.

Items for Discussion: none

Charity/CASA Report (Vern Rogers):

No report submitted

Items for Discussion: none

Social Media Report (Kurt Fischer):

- We are up to 388 friends with a total out reach of 142,311 (Friends of Friends)
- We are averaging about 1800 looks at our posts per week.
- Event creation and RSVP's continue to make members aware of our upcoming events.

Items for Discussion: none

Meeting adjourned at 8:53 P.M.