

April 2014 Board Reports and Meeting Minutes

In attendance (10): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Past President Greg Maissen, Webmaster Barbara McCrory, Autocross Director Grady Carter, Concours Director James Heisey and members Bob Pringle and Chet Klingensmith.

Absent (7): Safety Director Mac Cranford, Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, Events Director Don Magdanz, Goodie Store Director David Bunch, Membership Director Bob Schoenherr, and Social Media Director Kurt Fischer

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

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

Motion to approve the March 2014 Board Reports was unanimous

President's Report (Vern Rogers):

- Approval of minutes of March Board Meeting.
 - Corrections?
- Insurance ordered by Mike
 - Ordered insurance for Pt. Reyes Run.
 - Ordered insurance for 5/3 AX.
 - Ordered insurance for 5/10 Run for the Crab.
- Attended annual Neidel family wine bottling in Morgan Hill (their 34th year)
- Sonoma Historics – should I file for a Hospitality Subsidy? – Can we even do a table?
- Need to file for Charity Subsidy (Porsches on the Plaza in July)
- Attended Saturday of Zone AX weekend.
- Missed Pt. Reyes Lunch run.
- 5/10/14 Run for the Crab location resolved – Oakmont Golf Club.
- Skipped Thunderhill DE on 3/29 due to rain, rescheduled for 7/13-14
- Looking forward to 911: 50 years book!

Items for Discussion: none

Vice President's Report (Mike Hinton):

- Completed registration for Parade.
- Ordered insurance for 6/7 Plaza Bistro dinner run.
- Worked with Vern to order insurance for July autocross and Field Stone winery tour.
- Led one group in the 4/19 run to Point Reyes Station.
- Almost forgot. Took delivery of a new 991 Carrera in Sapphire Blue! It's an amazing car!

Items for Discussion: none

Treasurer’s Report (Jerry Gladstone):

This report covers the period from March 22, 2014 through April 25, 2014

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. Finances remain strong and are in accordance with expectations. Anyone wishing to see additional financial detail; please contact the Region Treasurer.

Notes:

1. Responded to a notice from the California Secretary of State that we needed to file their Information Form or become delinquent. Though their records showed we last filed 3/29/2013 and we only need to file every other year, this was a surprise. A new form was filed 4/12/2014 and a \$20 fee paid.
2. All members have paid for their copies of the *Porsche 911: 50 Years* book.

Items for Discussion:

Motion to approve \$100 Facility charge for Crab Feed at Oakmont GC by Jerry and seconded by Mike; vote was unanimous.

Motion to approve \$90 Parking charge for Sonoma Plaza Bistro Run by Jerry and seconded by Mike; vote was unanimous.

Motion to approve approx. \$85 Sales Tax for Porsche 911: 50 Years books ordered for the membership by Mike and seconded by Grady; vote was unanimous.

Secretary’s Report (Craig Steele):

I sold my Red 1999 Carrera Cabriolet on April 17th and purchased my son, Sean’s Black 2006 Cayman S. I will be missing the May 3rd AX to fly down to San Diego to pick up the Porsche. I will drive it back to Santa Rosa taking a leisurely route up Highways 1 and 101. Staying for two nights in San Luis Obispo arrive back home on Wednesday, 5/7. I will now be in AX9 group with Grady and company for future autocrosses.

Items for Discussion: none

Past-President’s Report (Greg Maissen):

Delivered the Sponsorship final payment of \$500.

Items for Discussion: none

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

The April 2014 issue of der Riesenbaum was mailed April 12th to 749 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1117079088221.html>

As of April 25th the April 2014 dR had the following the distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
April 2014	749	0.3% (2)	52.7% (394)	21.8% (86)	0.0% (0)

The April Event Reminder was sent on March 29, 2014 to 742 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
April 2014 Event Reminder	742	0.4% (3)	52.8% (390)	23.4% (91)	0.0% (0)

A schedule for producing the May issue of der Riesenbaum was emailed April 16, 2014. Publication date for the next issue of der Riesenbaum is approximately May 12th with all submissions and materials due by May 5th.

The next Event Reminder email blast is scheduled for release on May 1, 2014.

Notes, Discussion & Action Items:

1. The *Porsche 911: 50 Years* books previously ordered have been partially delivered. 11 were picked up locally, 17 distributed before the Station House Cafe Lunch Run and 5 more will be distributed at the Board Meeting. There are still 3 books in my possession that need to be distributed (1 in Napa, 1 in Tiburon and 1 in San Rafael). Two of these 3 might be picked up before the Board meeting. 7 of the 10 extra books ordered have been sold; 3 books have been reserved for use as prizes/awards as per Board discussion.
2. Still looking for a story (preferably stories) on Parade. The stories requested should be recollections of activities and good times had at previous Parades and is intended to create interest among never-before attendees.
3. Content requests were detailed in the May 2014 der Riesenbaum production plan.

**Membership Director's Report (Bob Schoenherr):
The March 2014 membership report ending March 31, 2014**

Note from Membership

Robert and Phyllis Sachs with their 68 911 have 50+ years with PCA, WOW! Congratulations you two! And James Brown with his 58, 356 has 45 years in. Membership is very strong with our numbers over 900. This growth is due to everyone's hard work by the present and past board members. Let's keep it going.

By now you may have tried to register for Parade in Monterrey. A mad rush always occurs on the first days of registration. Hope those of you that put up with the web-traffic got in. But for those of you that didn't we have our own Parade all year long in Zone 7!! Try some of the events in other regions and get the same flavor of great people and Porsches you would get in Monterrey this year.

Anita and I can't make Parade this year because of my work schedule, but we sure are going to take advantage of our Redwood and Zone 7 events. We have our Redwood Zone 7 AX the first weekend of April; we both can't wait to see if our cv-joints hold together for those two days. Yes, I sheared one at the last AX, probably because it was a 40-year-old part and our wheel combo worked real well. Was a great day; fun to watch a F150 tear it up an Anita in a very nice Cayman. Thanks Tom Markovich for insisting on Anita to drive your car. Thank you to everyone that offered help when we broke; best part about our club are our members. See yah at the next AX, tour, or concurs.

If you need any help with name badges or membership email Bob at b_schoenherr@yahoo.com

Name	Affiliate	City	Year	Car	Prior Region
Steven Black		Santa Rosa	2014	911 Turbo Silver	
Paul Kranhold	Donna	Mill Valley	2002	911 Silver	
David Massey		Fairfield	1987	911 Black	
Maunuel Pires	Christina	ST Helena	2014	Cayenne Black	CAI
Bob Ragozzino		Penngrove	2002	Carrera	
Jon Richards		Santa Rosa	1988	911 Red	
Stephen Ruggenberg	Shana	Angwin	1999	Carrera Gray	
Catherine Smith		Sausalito	2014	Boxster White	
Brian Urey		Mill Valley	2006	Cayman S Silver	
Gordon Carter	Ann	Sebastopol	1971	911 Grand Prix	SDO

New Members	9	Primary Members	531
Transfers in	3	Affiliate Members	365
Transfers out	3	Dual Members	18
Renewals	36	Total Members	914
Non-renewals	10		

Items for Discussion: none

Autocross Director's Report (Grady Carter):

Autocross Director's April 2014 Report

1. Very good Zone 7 weekend turnout (two day total of 78).
Saturday night dinner had an unofficial get together on the patio prior to dinner. Should schedule this in for next year with good weather. Request dinner table set up in "L" shape again next year. Add 5 to signup count, as table was not setup for enough people (more showed than signed up).
2. Compiled and emailed information package to the Public Safety Training Center, Charisse Arnold. Package included:
 - 1) Autocross Description, AX safety and benefits addendum, sample course, insurance certificate (from last event), remaining AX schedule, contact info for Vern, and asking pertinent questions: dB limit, usage fee, possible use of skid pad just for parking.
 - 2) Street Survival School – PCA Organizer's Kit
3. Bob researched time display repair/replacement (\$400+ up to \$1800). Costs lead him to do extensive investigation into alternative systems. The FarmTek system impressed us. The system has very good reviews and for a cost of \$2500 (~1/3 that of RaceAmerica) for a complete system: timer, wireless start/stop sensor and tripods, and wireless LED display plus the capability to automate results and potentially do live results with addition of a laptop computer.
 - Addendum: Purchased FarmTek timing and display system.
4. All 2013 AX awards have been presented. Thanks again Barbara and Dave.

5. Looking at trailer options. Need to determine single or double axle for load rating and trailer size (w, h, and l). One option is to get an enclosed cargo trailer and then put a window in. Does anyone in the club have contacts in this area?
6. Need a temporary fill-in for the Ice Man, a Temp Ice Man.
7. Participant question.

Items for Discussion:

Motion to approve \$75 Max for toner cartridge for AX Chair's printer for printing various documents for each AX by Jerry and seconded by James.

Webmaster's Report (Barbara McCrory):

	April 2014
Visitors	7311
Unique IP's	5685
Country Activity	United States, China, Canada, United Kingdom, Germany 87%
iPads, iPhones, iPods, Androids	2340 32% of users

Completed flyer for Run for the Crab, Sonoma Historic Motorsports Festival and May Autocross.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

Redwood's Goodie Store had sales of \$188 at the Zone 7 AX. Check was already mail to Jerry. Plan on being at the meeting Tuesday night to show the different options we have for the Goodie Store since our supplier is out of business.

Items for Discussion: none

Event Director's Report (Don Magdanz):

5-10-14 Run for the Crab: Sharon Castle has made arrangements for the crab and steaks at the Oakmont Golf Club; I have asked Kurt Fischer to lead the Tour.

6-7-14 Dinner Run to Sonoma: I have arranged for Dinner on SA 6/7 @ Plaza Bistro in Sonoma. The attached menu is either \$50 fixed price or ala Carte; tax and 18% gratuity is not included in these prices. Participants will order off of the menu when they arrive. Martin will give us separate checks. I have requested corkage fees (they were \$15 last year) and a 6:30PM arrival at the restaurant. I would like to get parking @ the State Park as we have done in prior years.

7-6-14 Porsches on the Plaza: Joe Burroughs and Kurt Fischer are organizing this; we are waiting for City of Sonoma to issue a permit. I suggest I schedule a bicycle ride.

7-26-14 Field Stone Wine Tour: Vern Rogers is the Event Leader.

8-31-14 Pool Party: John and Wynne's place is not available. Charlie Alegria suggested we contact Alan Mueller, who has a possible location in St. Helena. Mike Hinton is contacting him to determine if he will host the party. Kurt Fischer has helped with this event for years

and has contact with the caterer.

I will not be at the meeting on TU 4/29.

Items for Discussion: none

Concours Director's Report (James Heisey): No report submitted

Sponsorship Director's Report (Simone Kopitzki): No report submitted

Safety Director Report (Mac Cranford): No report submitted

Charity/CASA Report (Vern Rogers): No report submitted

Social Media Report (Kurt Fischer): No report submitted

Meeting adjourned at 8:48 P.M.