

August 2014 Board Reports and Meeting Minutes

In attendance (11): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Webmaster Barbara McCrory, Safety Director Mac Cranford, Past President Greg Maissen, Events Director Don Magdanz, Autocross Director Grady Carter, Goodie Store Director David Bunch, and Concours Director James Heisey

Absent (4): Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, Membership Director Bob Schoenherr, and Social Media Director 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 July 2014 Board Reports was unanimous

President's Report (Vern Rogers):

- Approval of minutes of July Board Meeting.
 - Corrections?
- Insurance
 - Ordered insurance for Sept 7 AX.
 - Ordered insurance for 8/31 Pool Party.
- Attended August AX and ran Drivers Meeting
 - Big thanks to Anita, Bob, Mac, Craig and others that helped this run smoothly without Grady.
- Attended Werks Reunion
- Attended Rolex Motorsports Reunion
- Attending 9/6-7 GGR DE at Thunderhill
- I will miss the 9/7 AX
- Spoke with Tom Short regarding running for 2015 Secretary. He tentatively accepted the nomination, but travel for new job may be a problem. Greg and Tom have communicated.

Items for Discussion:

- Sent an e-mail request to Gloria at SoCo Airport to add Anita, Andy, Dana and James as possible AOA badge holders
- Talked to a new member about getting a member's badge for he and his wife. They hadn't received and they joined in Nov 2013. Board decided to cover the \$16 cost of the badges for Dan Goulart and his wife
- Special thanks to Bob for communicating promises of assistance to our Napa member shaken by 6.1 Sunday quake.

Vice President's Report (Mike Hinton):

- Participated in August autocross. Another good course, especially considering course limitations

- Attended Werks Reunion and other events during Monterey Historics Week. Congratulations to Bob on another Concours victory for the green 914!
- Mike got to demo the Taste of the Autocross to one of the AX visitors

Items for Discussion: none

Treasurer's Report (Jerry Gladstone):

This report covers the period from July 26th through August 22nd 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 details; please contact the Region Treasurer.

Items for Discussion: none

Secretary's Report (Craig Steele):

- Attended the Monterey Week Events starting on Tuesday through Sunday
 - Sandy and I volunteered for Werks Reunion (Thu-Fri) doing registration prep, corral parking and manning volunteer tent
 - We volunteered for both days (Sat-Sun) at the PCA tent at Rolex Reunion
- My Cayman S has a new rebuilt engine that will be picked-up in LA and transported to San Diego next week. My mechanic will verify engine's factory specs then have the Cayman towed to San Diego for change out. I'm estimating getting my car back in late October.
- Attended August AX as Iceman, registration helper and did my 1st Iceman report photo essay for dR. Plan to do same for September AX including delivering new white boards I will pick-up for Grady at Board meeting.
- Will not be at **November meeting**, going to Parker CO for family Thanksgiving. Need to have the VP take minutes.

Items for Discussion:

- Heard at Werks Reunion, Paul Czopek discussing a future AX site at the Crows Landing Aux. Naval Air Station. It's South of the city of Patterson between I5 and CA33 off Bell road (see attachment of aerial) He is considering recommending this location to Regions loosing access to their home AX tracks. I stopped by the airstrip on Friday 8/22 from my work travel and drove the runway. It has a lot of concrete to create some very fast courses. However, it is 3 hours plus from Santa Rosa.
- May have two location candidates for Street Survival Training at SRJC Training facility and Aux. Metronic parking space in Santa Rosa round barn area.

Past-President's Report (Greg Maissen):

No report submitted

Items for Discussion:

- Discuss candidates for board secretary and will be organizing the nominations committee
- Greg discuss one of our members hosting an AX on his property in Shasta county, Greg will reveal more info next meeting

- Vern pointed out to the important of doing our events planning end of this year and have the VP and Secretary manage the 2015 Calendar. Mike and Craig to re-schedule 11/11/14 date because of a conflict with Craig's travel to San Diego

der Riesenbaum Editor's report

(Barbara McCrory & Jerry Gladstone der Riesenbaum co-editors)

The August 2014 issue of der Riesenbaum was mailed August 12th to 778 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1118180601762.html>

As of August 22nd the August 2014 dR had the following distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
August 2014	778	0.1% (1)	50.2% (390)	18.5% (72)	0.0% (0)

A schedule for producing the September issue of der Riesenbaum was emailed August 20, 2014. Publication date for the next issue of der Riesenbaum is approximately September 12th with all submissions and materials due by September 5th.

The August Event Reminder was sent on July 31, 2014 to 768 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
August 2014 Event Reminder	768	0.7% (5)	54.0% (412)	26.5% (109)	0.0% (0)

A special Event Reminder was sent on August 20, 2014 to 770 email addresses highlighting the change of date for Autocross #7 and to encourage signups for the Pool Party.

	Sent	Bounces	Opens	Clicks	Opt Outs
August Special Event Reminder	770	0.3% (2)	45.3% (348)	9.5% (33)	0.0% (0)

The next regular Event Reminder email blast is scheduled for release on or about September 1, 2014.

Items for Discussion:

- A brainstorming session on the evolution of dR is happened on Tuesday, August 26, 2014 before the board meeting. Invited are Chet Klingensmith, David Yusem, Barbara McCrory and Jerry Gladstone. Jerry reported it was a very productive meeting and will report the results in the near future. He stated that the changes will occur in a two steps using the existing platforms to broadcast initial intent and switch to new platform for present the dR in it's updated form.

Membership Director's Report (Bob Schoenherr):

The July 2014 membership report ending July 31, 2014

Please feel free to email me at b_schoenherr@yahoo.com or call me at 707.995.5082 with any questions.

New members: 7
 Dual members: 20
 Official 544
 Affiliate Members 356
Total Members 927

New Members

Name		City	Year	Car		
Julia	Wilbarger	San Anselmo	1992	968 Cabriolet	Cabriolet	Red
Boyd	Fellows III	Kentfield	2014	Cayenne S		
Sidney	Hoover	Sonoma	1995	911 Carrera		
John	Kingery	Napa	2006	911 Carrera Cabriolet		Black
Domenico	Petrone	Tiburon	2014	911 Carrera	911 carrera	metallic black
TJ	Jaquez	Sonoma	2000	Boxster		Blue
Darian	Elizondo	Laytonville	2007	911 Carrera S	carrera with aero kit	silver
Duff	Bevill	Healdsburg	1996	911 Turbo	coupe	yellow

Name		Anniversary Date	Years
John	Fitzgerald	7/31/1973	41
John	Hefler	7/31/1973	41
Raymond	Manzano	10/31/1983	31
Robert	Neidel	11/30/1984	30
Gerald	Murphy	7/31/1992	22
Wayne	Graner	7/31/1997	17
Mike	Walsh	7/31/1999	15

Note from Membership

Items for Discussion:

- Bob's has new phone # 707/289-4304

Autocross Director's Report (Grady Carter):

1. Another good turnout of 39 drivers for the August Ax. Thanks to Vern, Mike, Bob, Anita, Mac and Iceman for covering all the duties for this Ax.
2. September Ax moved from the 6th to the 7th due to the Sheriff's need for the site.
3. New whiteboards have arrived but not sure how I will get them to the site.

4. Compiled participation numbers for 2012 through Aug. 2014 as reference for current and potential AOA cardholders.
5. Did not hear from Charisse Arnold at the end of July as she had indicated. Emailed her but received an automated response that she will be out of office until Sept. 8. I indicated we had no need for their site for an autocross event but that the club was still very interested in a one-time use of the site next year to hold a Street Survival young driver's class.
6. Nothing done on the canopy tear or the broken cooler hinges. Anyone know the cooler brand? Will see if I can locate some type of permanent (?) tape for canopy.
7. Would like to discuss if/how/when we could progress to a more automated registration/results system. **(Just a placeholder to discuss this fall/winter.)**

Items for Discussion:

- Discussed MSR new process of broadcasting events to a larger audience. Grady is not favorite because our AX are Porsche only. The work around to make their event as PRIVATE only radio button selection during initial set-up
- Discuss looking for a replacement trailer (6'x18') for current AX trailer (6'x9') for a range of \$4K-10K (used vs. new)

Webmaster's Report (Barbara McCrory):

	August 2014
Visitors	5338
Unique IP's	3678
Country Activity	United States, Germany, China, Canada, United Kingdom, 88%
iPads, iPhones, iPods, Androids	1436 27%

Revised flyer for September Autocross, updated Calendar, Website and sent flyer to neighboring regions. Completed flyer for Oktoberfest. Worked with Greg Maissen, Hi-Tec on revisions to their ad.

The 1987 944 had another moment of fame on the PCA.org website - it was one of the cars in the photo gallery (#20) from Werks Reunion.

<https://www.pca.org/news/2014-08-19/inaugural-werks-reunion-resounding-success>

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

No report submitted

Items for Discussion:

- David discussed the two new garment vendors including the pros and cons of each.

Motion: Mike made a motion, seconded by Mac to purchased 72 wine glasses with the Redwood Region logo for approx. \$350, vote was a unanimous silent approval.

Event Director's Report (Don Magdanz):

8-31-14 Pool Party: Only 29 signed up as of early FR 8/22. Seems a bit light. eBlast went our Wednesday.

9-27-14 Oktoberfest: Kurt Fischer is Event Leader. Flyer is posted.

10-19-14 Lunch Run Annual Meeting: We have reserved the Union Hotel in Occidental; attached is the menu; fixed price is \$25; alcoholic and soft drinks are purchased at the bar.

11-8-14 Dinner Run to Sonoma: We need to decide if we have enough participants to do this event @ Plaza Bistro; we had to cancel this event in the summer due to not one person signing up one week ahead.

12-13-14 Holiday Party: The preliminary menu is attached. We request that members bring their own wine. The bar will be cash; people who didn't bring their own wine can purchase it along with cocktails. We plan to have drinks and light Hors d'oeuvres at 6PM, plated dinner at 7PM; short presentation at 8PM; dancing from 8:30-11PM to Todd Morgan. We have some money budgeted for additional decorations if someone wants to do this (Simone and Carla did it last year). Board agreed to make the meat selection, prime rib and dessert, chocolate. Corkage is \$10 per bottle.

Don presented the budget for the Holiday Party for 80 attendants (76 Paid, 4 Comp) at \$75 per attendee. The calculated 2014 club subsidy is \$2372 including the band. This is \$1411 less from last year's \$3783 subsidy.

Items for Discussion: none

Concours Director's Report (James Heisey):

- Flyer has been prepared, posted in dR and on the website and circulated to the Zone 7 Regions. (Thanks Barbara)
- Deven had questioned the utility and expense of the bottle hangers (they cost about \$10 each). So, I suggested the possibility having Hi-Tec logo wine glasses made. Deven asked me to look into it. I found a supplier for very nice 22oz Bordeaux, German Crystal stemware at a very reasonable price (\$4.05 each with a minimum of 72). Relayed the info to Brad at Hi-Tec about 10 days ago. Brad was supposed to get back to me with a "camera ready" logo file at the beginning of the week - so far, nothing... (Getting a bit concerned because the glasses are shipped from Portland and we're rapidly running out of time.) Will follow up with Brad on Monday and order the 1st place plaques from NorMar.
- Will need a volunteer to assist the Zone Concours Chair with registration and collect the fees.
- We will need the "usual suspects" to help with car placement and judging.
- I will do a tasting and select our wine prices and work out the final details with Ledson the

week before the event.

- Need People's Choice card to stay with the cars after the judging sheets are pulled.
(David?)

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

Hi Craig nothing to report for me this time. I also won't be able to attend the meeting.

Too busy... Simone

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):

No report submitted

Items for Discussion: none

Meeting adjourned at 9:00 P.M.