

February 2014 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, Past President Greg Maissen, Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, Autocross Director Grady Carter, Concours Director James Heisey, Tom Short and Area 7 Rep Paul Czopek

Absent (3): 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 January 2014 Board Reports was unanimous

President's Report (Vern Rogers):

- Need to approve minutes of January Board Meeting.
- Insurance
 - Received certificate of insurance for 2/8 Two Bird Run, 2/22 HiTec Tech Session, 3/8 Whale Tale, 3/22 AX, 4/5-6 Zone 7 AX.
 - Filed Observers Report for Two Bird Run.
- Was one of 9 participants on the Two Bird Run.
- We still need a location for the 4/19 Brunch/Lunch run.
- Sent Region logo to Parade Good Store Chairs for use on Parade apparel.
- Booked date for this year's Field Stone Winery Tour of July 26th.
- Received and distributed new Zone 7 AX rules.
- Still working with Paige Gaines on a possible tour to B.R. Cohn Winery.
- Working with Sharon Castle and others on May Crab Feed we still need a site. Suggested that Kurt check with Nickel and Nickel Winery.
- Worked with Dave Bunch and others to complete order for 2014 AX T-shirts → Light Gray w/orange cones.
- Signed up for my first DE in March (29/30) w/GGR at Thunderhill. Replaced brake pads, brake lines, and added a bump steer kit in preparation for the event.

Items for Discussion:

- Tom Short volunteered to contact the Station Café to host an 11:30am lunch for 50 people on 4/19.
- A flyer was passed around the room-requesting zone 7 volunteers for Cancer fund raising relay event from Calistoga to Santa Cruz on May 3-4. The contact for this event is Paul Seidel-Smith.

Vice President's Report (Mike Hinton):

- Participated in Brunch run to Two Bird Café on 2/8.

- Wrote newsletter article covering Two Bird Café brunch run.

Items for Discussion: none

Treasurer's Report (Jerry Gladstone):

This report covers the period from January 25, 2014 through February 21, 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.

Notes:

1. David Bunch submitted (thanks David) the 2013 closing Goodie Store inventory; the 2013 books are now closed and final.
2. The Goodie Store had a profit of \$61.90 on sales of \$663.00; opening inventory for 2014 is \$2,143.64.
3. The final 2013 books (QuickBooks files) were sent to the Financial Review Committee (Mike Hinton) for review.
4. To Do: Prepare and file 2013 Federal and State tax returns.

Items for Discussion: none

Secretary's Report (Craig Steele):

No report submitted

Items for Discussion: none

Past-President's Report (Greg Maissen):

No report submitted

Items for Discussion:

- Good turn out for tech session
- Participates liked the one-one sessions and openness of event

Zone 7 Rep's Report (Paul Czopek):

- Toyo Tire tire drawing for DE Instructor of the year, Paul needs nominations
- Porsche insurance coverage as third in line has increased to \$1,000,000 from \$25,000
- PCA to rebate excess funds collected (\$500,000) back to all the regions
- Paul presented to Vern with Redwood Region's 45th anniversary plaque and original by-laws and charter binder

der Riesenbaum Editor's report

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

The February 2014 issue of der Riesenbaum was mailed February 11th to 739 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1116227803781.html>

As of February 21st the February 2014 dR had the following the distribution statistics:

| | Sent | Bounces | Opens | Clicks | Opt Outs |
|---------------|------|----------|-------------|------------|----------|
| February 2014 | 739 | 0.8% (6) | 54.7% (401) | 20.2% (81) | 0.1% (1) |

The February Event Reminder was sent on January 31, 2014 to 734 email addresses.

| | Sent | Bounces | Opens | Clicks | Opt Outs |
|---------------------------------|------|----------|-------------|------------|----------|
| February 2014 Event Reminder | 734 | 0.7% (5) | 52.7% (384) | 22.1% (85) | 0.4% (3) |

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

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

Notes, Discussion & Action Items:

1. Redwood's entry into the 2014 PCA Newsletter Contest was submitted on February 13, 2014; confirmation of receipt of entry was received the next day. The August and September 2013 issues were submitted along with an introductory letter and the contest entry forms.
2. Bob Schoenherr was successful in getting a response from National with respect to delivery of membership information. We once again have the ability to check bounces and to make changes to email addresses when a member changes their address at National.
3. The discount offer for Randy Leffingwell's new book: **Porsche 911: 50 Years** has so far had a less than expected response. The 14 orders received are below the 18+ required for free shipping. A note has been placed on the website and in the March Event Reminder with an ordering deadline of March 11, 2014.

Motion: Mike moved to purchase 10+ more books, seconded by Jerry, vote was unanimous.

4. Looking forward to a story on Parade by David Bunch and Sharon Neidel. The story requested should be a recollection of the activities and good times had at previous Parades and is intended to create interest among never-before attendees.
5. Content requests were detailed in the March 2014 der Riesenbaum production plan.

Items for Discussion: none

Membership Director's Report (Bob Schoenherr):

The January 2014 membership report ending January 31, 2014

Got the January report late but all is well in our region we are gaining in number...

Note from Membership

Albert and his 912 are celebrating 41 years with the club, way to go Albert.

Get ready for our annual Whale to Whale Tail Rallye tour. Yah yah yah it isn't a really rallye but we can pretend it is! Lots of fun we let you acquire some knowledge on animals and Porsches Could you ask for a better day?!

You can always contact me if you have any questions

As always, please feel free to email me at b_schoenherr@yahoo.com or call me at 707.995.5082 with any questions.

Items for Discussion:

- Vern suggested eliminating membership stats from this report and publish them only in newsletter.

Autocross Director's Report (Grady Carter):

1. Have quote from TrafficCones.com for 40 lime & 20 orange 18" cones for \$530 with shipping.
Lime \$6.75 each, orange \$5.99 each, shipping \$140 (which comes to \$2.33 per cone).

Motion: James moved to purchase cones, seconded by Mike, vote was unanimous.

2. Will write Autocross article for the March DR about Redwood and Zone car classifications.
3. ESCA (Marci) has requested that the toilets be locked (key or combo) due to construction activity. Also there is no refund clause in the contract for cancelled events.
4. Contacted April at the Public Safety Training Center about making a plot of the site. She referred me to Charisse Arnold who directly handles the site. She will be back in the office next Wednesday.
5. Barbara is working on 2013 award pictures.
6. Requested David to purchase same picture frames for the awards as last year.
7. Will stop by the site to evaluate the condition of the trailer if time allows when I make the Public Safety Training Center trip.
8. Will also try to get an appointment set up with the airport asst. manager for that same day to get a better feel for the impact of the construction on site use.
9. Planning on contacting Mary's Pizza Shack again for Zone Ax dinner. Other suggestions?

Items for Discussion: none

Webmaster's Report (Barbara McCrory):

| | |
|------------------------------------|--|
| | February 2014 |
| Visitors | 5771 |
| Unique IP's | 3869 |
| Country Activity | United States, China, United Kingdom, Canada, Germany 88% |
| iPads, iPhones, iPods, Androids | 1596 28% of users |

Completed flyers for March and April Autocrosses, and Hi Tec Automotive Tech Session. Prepared and printed 2013 Autocross Awards.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

No report submitted

Items for Discussion: none

Event Director's Report (Don Magdanz):

3-8-14 Whale to Whale Tail Rallye: Bob Schoenherr is the Event Leader. Flyer was created and was in February dR.

4-19-14 Lunch Run: Vern has suggested that we go to Red Hen Cantina. I have contacted Greg Matsumoto to determine if he can lead a Driving Tour. I would welcome other suggestions for a lunch location, which doesn't need to be in Napa Valley.

5-20-14 Crab Feed: Sharon Castle is working on getting a location that would be no charge or very low cost; could be outdoors; we would need a kitchen for final prep; participants would bring salads, desserts, drinks. I would like to have an alternative to Crab for members who don't eat crab. Cost would probably be \$35 per person. We may want to make this a late afternoon event rather than a lunch.

12-7-14 Holiday Party: Ray Kaliski reported that Nourish is tentative booked on that date with another group. I requested that he put us on the waiting list and hold 12/13 as a backup. The general plan was to have the party in Marin, the southern part of RR; in alternate years, we would have it in Sonoma County or north.

I will not be at the meeting on TU 2/25.

Items for Discussion:

- Vern to tell Don to just book the 12/13 date.

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

I have nothing to report for the sponsorship part. But other than that I sent out Welcome letters to all new Members.

Items for Discussion: none

Safety Director Report (Mac Cranford):

No report submitted.

Items for Discussion:

- Street Survival School (SSS) is being sponsored by PCA
- Select a Saturday event date in the Fall of 2014
- The SRJC Training Center has the ideal facility for the SSS
- Grady to contact April at Training Center to have Mac and Craig present the SSS needs

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 8:35 P.M.