

July 2014 Board Reports and Meeting Minutes

In attendance (10): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Webmaster Barbara McCrory, Safety Director Mac Cranford, Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, Events Director Don Magdanz and Autocross Director Grady Carter

Absent (5): Past President Greg Maissen, Goodie Store Director David Bunch, Membership Director Bob Schoenherr, Concours Director James Heisey 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 June 2014 Board Reports was unanimous with a correction on page 2 stating \$250 designated as the Hospitality subsidy

President's Report (Vern Rogers):

- Approval of minutes of June Board Meeting.
 - Corrections?
- Insurance
 - Ordered insurance for Aug 9 AX.
 - Ordered insurance for 7/26 Fieldstone run.
- Did my first DE – WOW! Big Fun
 - Thanks to Mac for recommendation on accommodations (Studio 6)
 - Thanks to Barbara for checkered flag tape for headlights
 - Just signed up for the 9/6-7 DE at Thunderhill; may be the last time GGR runs the entire 5 miles.
 - I will miss the 9/6 AX
- Thanks to Jerry, Don and others for re-routing the Fieldstone tour and being willing to do lead/sweep for run groups. We split the tour group in two due to the large numbers.
- **We still have an 8/23 'Redwood Event' on our calendar. This is the hole left by Nickel and Nickel. Shall we fill it with an actual event?**
- I think not only dR, but also our Blast Emails should highlight the fact that this year's Pool Party (8/31) will be at the Napa home of Alan Mueller, *not* at the Bergman's.
- We need to go over timing for this year's elections and handle the details of the electronic vote.

Items for Discussion:

- No more news on splitting Redwood into two regions by combining Del Norte, Humboldt and Mendocino counties into a new PCA region.
- Discussed how to account for event expenses (like \$420 for Porsche on Plaza parking fee from City of Sonoma) in event sponsorship budget. Simone, Vern, Mike and Craig will meet on October 7th 6pm at Nourish to propose a solution to present

to November board meeting.

- Vern reiterated that we need to start the election process and slate of candidates and pin down deadlines and individual responsibilities (like the role of the Present Past President and Secretary)
- Still trying to find an event to do on 8/23.

Vice President's Report (Mike Hinton):

Short report from me:

- Attended 7/6 Porsches on the Plaza event in Sonoma.

Items for Discussion:

Treasurer's Report (Jerry Gladstone):

This report covers the period from June 21, 2014 through July 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 details please contact the Region Treasurer.

Notes:

1. Signed contact with Todd Morgan for their performance at the 2014 Holiday Party is now in hand and on file.

Items for Discussion: none

Secretary's Report (Craig Steele):

After making the decision to run for region VP. I am planning to attend the next Porsche Parade in French Lick, Indiana in June 2015. One of my bucket list items will be to drive at the Indy 500 raceway and return home via the approximate Route 66 highway from Chicago to LA. I hope to stay in some of the famous lodging along the route as well as top sights to see along the way. I had a great time at Fieldstone Winery, great drive, event and food.

Items for Discussion: none

Past-President's Report (Greg Maissen):

No report submitted

Items for Discussion: none

der Riesenbaum Editor's report

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

The July 2014 issue of der Riesenbaum was mailed July 11th to 775 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1117779578308.html>

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

	Sent	Bounces	Opens	Clicks	Opt Outs
July 2014	775	0.4% (3)	54.0% (417)	22.8% (95)	0.0% (0)

The July Event Reminder was sent on June 26, 2014 to 780 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
July 2014 Event Reminder	780	1.9% (15)	53.2% (407)	30.5% (124)	0.3% (2)

A schedule for producing the August issue of der Riesenbaum was emailed July 23, 2014. (Sorry for the late emailing, I was out of town.) Publication date for the next issue of der Riesenbaum is approximately August 12th with all submissions and materials due by August 5th.

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

Discussion Items:

- Numerous telephone discussions have taken place between Jerry and Chet Klingensmith. He is interested in being involved with dR, but probably not as the editor in its current format. The planned next step is for Barbara and I to meet with Chet (face-to-face) after a preliminary discussion regarding the future of Redwood communications practices is held at the July Board Meeting.
- Recommend formation of small group to create recommendations for later presentation to the Board.
- Food for thought, Redwood Region Communications: Which do we change or keep the same. Affect on the other practices.
 - der Riesenbaum (electronic)
 - Event Reminders (electronic)
 - Website
 - Social Media
- Additional activity, ongoing research: what are other Regions doing? Other clubs?
- Leslie Botu has also expressed interest in helping out with editing some articles when she is available. She and her husband have just retired, purchased and RV, and are planning on extensive travel. Obviously her travel schedule precludes being an editor.

Items for Discussion: none

Membership Director's Report (Bob Schoenherr):

The July 2014 membership report ending July 31, 2014

Congratulations to our 40, 30, and 20 year long memberships. These dedicated Porsche fans have experienced the Porsche fever for a long time. Hope everyone really enjoyed Parade. Anita and I couldn't go due to my work schedule but we monitored results online. Congratulations to our Redwood members who did very well at Parade in the concours, autocross, and other fun activities.

Please contact me at b_schoenherr@yahoo.com for membership questions.

New Members	11	Primary Members	550
Transfers in	NA	Affiliate Members	358
Transfers out	NA	Dual Members	18
Renewals	NA	Total Members	916

Welcome New Members to the Redwood Region. We hope to see you at an upcoming event.

Name	Assoc/Affiliate	City	Year	Car	Prior Region
Duff Bevill	Colleen Ryan	Healdsburg	1996	911 Turbo	
Piper Kimball		Cotati	2001	Boxster	
Paul Vartabedian		Kelseyville	1966	911	
Frank Kovacevic		Napa	1992	964	
Mark Partridge		Sebastopol	2001	911 Carrera	
Mary Jane Perkins		Sebastopol	1973	911T	
Robert Lane		Pt Richmond	1958	356	
Jeff Stevenson		Santa Rosa	1979	911SC	
William McCoy		Fairfax	1984	911 Turbo	
Tom Porter		Larkspur	2011	Boxster	
Ashu Vyas		Corte Madera	2014	911 Carrera	
Christopher Atkinson		Novato	1982	911SC	

Items for Discussion: none

Autocross Director's Report (Grady Carter):

1. Had a very good turnout of 42 drivers for the July Ax. Tristan did the design and came up with a challenging course. We ran two lap runs with a crossover. Got good information for the course design of the Enduro in October (November?).
2. I have another out-of-state wedding to attend on August 9th. Still need to work out the transfer of the equipment. Will bring everything to the meeting.
3. Permanently printed whiteboards have been ordered. Should be here about mid August. Will make sure there are no permanent markers in the Ax equipment.

4. I will resubmit my request to Charisse Arnold for a status update on the potential use of the Public Safety Center if I have not heard from her by the end of next week.
5. Got Don's blower started and then restarted it. Tried it a week later and no go. Plug and ignition, kill switch working properly. Will work on carburetor next.
6. Found a significant tear in one of the canopies and the hinges broken on the cooler lid when the trailer was unpacked at the July Ax.
7. Would like to discuss if/how/when we could progress to a more automated registration/results system. (Just a placeholder to discuss this in the future.)

Items for Discussion:

- Grady brought up needing more AOA card carrying members for our AX events
- Discuss future AX of points system and impact on the participant car classifications
- **Webmaster's Report (Barbara McCrory):**

	July 2014
Visitors	6447
Unique IP's	4557
Country Activity	United States, China, Canada, United Kingdom, Germany 89%
iPads, iPhones, iPods, Androids	1740 27%

Completed flyers for August and September Autocrosses, Pool Party and Ledson Concours. Prepared a flyer for Rolex Monterey Motorsports Reunion - sent a copy to Steve Taty, President Monterey Bay Region. Contacted Laguna Seca to get the purchase tickets link fixed for the Rolex event (404 error).

My 1987 944 had a moment of fame after Parade 2014. A photo of the car (with caption) is in articles on the websites of [Autoweek](#) (photo 25 of 42) and [Car and Driver](#). Please note that Steve has not changed his name to Peter.

Items for Discussion:

- Barbara showed examples of embroidery of Redwood Region patches done by a friend. Barbara will ask if she will quote a batch of patches cost and order turn around

Goodie Store Director's Report (David Bunch):

Made \$350 in Sales from Porsches on the Plaza.

Need to make a decision on Goodie Store on-line Vendor.

I hope to be at the meeting, but closing the Novato store Sunday 7/27.

We have two options for the on-line provider.

1. **The Firefox Group** out of San Jose that has Sacramento Valley, Pacific Northwest,

High Desert, Maverick, Delaware, North Country and more.

2. **Proforma Johnston & Associates** from Maryland. Has PCA National, GGR, Las Vegas & San Diego among others.

Items for Discussion:

- It was suggested that David Bunch do a 'Dog and Pony' show on these two on-line providers and have the Board select a future goodie store clothing provider.

Event Director's Report (Don Magdanz):

8-23-14 Nickel & Nickel Wine Tour: Kurt is rescheduling this event. Suggest that we take it off the Calendars on the website for now and add it when it is scheduled.

8-31-14 Pool Party: Kurt Fischer is the Event Leader.

9-27-14 Oktoberfest in Vacaville: Kurt Fischer is the Event Leader.

10-19-14 Annual Member's Meeting & Tour: My suggestion is Union Hotel in Occidental or Plaza Bistro in Sonoma Lunch or Dinner?

11-8-14 Event: Any ideas? Possibly dinner? Daylight Savings Time ends on 11/2.

12-13-14 Holiday Party: Nourish in Mill Valley. Signed agreement with Todd Morgan with a discussion on the general outline for the dinner, wine, etc.

Items for Discussion:

- There was much discussion on staying within budget guidelines voted by the board for future Holiday parties.

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

Received a call from Tristan, parts guy at Sonnen. He was trying to find out what kind of sponsorship would make sense for them and us. I gave him the options that are available and also suggested in hosting it's own event, such a Concours like Carlsen does. He was interested on how much approx. the cost was for the awards. I told him that I would find out and get back to him. I sent an email to the board and was hoping that someone could provide me with some information. I got back a few responses but that was not helpful and I had the impression that some board members had no interest in Sonnen's sponsorship.

Because of my personal relationship to Sonnen, Vern offered to be the contact person that handles Sonnen.

Items for Discussion:

- There was a discussion about organizing a test drive of new Porsches provided by Sonnen Porsche. This event could be done at the AX course at SoCo Airport. Vern to follow-up with Sonnen and Tristan who works there on future events.

Safety Director Report (Mac Cranford):

No report submitted.

Items for Discussion: none

Charity/CASA Report (Vern Rogers):

No report submitted

Items for Discussion:

- CASA did a nice presentation of their services at our Porsches at the Plaza event.

Social Media Report (Kurt Fischer):

No report submitted

Items for Discussion: none

Meeting adjourned at 8:47 P.M.