

June 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, Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, Events Director Don Magdanz, Autocross Director Grady Carter and Concours Director James Heisey

Absent (4): Past President Greg Maissen, Goodie Store Director David Bunch, Membership Director Bob Schoenherr and Social Media Director Kurt Fischer

Meeting called to order at 7:15 P.M.

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

Motion to approve the May 2014 Board Reports was unanimous.

President's Report (Vern Rogers):

- Approval of minutes of May Board Meeting.
 - Correction made on board vote to fund weights expense for stabilizing AX digital timer's tripods.
- Insurance
 - Ordered insurance for July 12 AX.
 - Ordered insurance for 7/26 Fieldstone run.
- Attended Parade
 - President's Reception – Finally went to one of these. Have given the tickets to Shirley and George Neidel the past two years
 - AX at Marina
 - Concours and Victory Banquets
 - Wine and Beer tastings
 - ...and yes the actual Parade of Porsches
 - Susan took the Boxster, and I took the '83 SC
- I will miss the 7/12 AX as I will be at Thunderhill for a DE (this will be on the full 5 mile track)
- Hope to have the Fieldstone route done by the time of the Board meeting
- Pool Party (8/31) is finalized and will be at the Napa home of Alan Mueller. Thanks to Charlie Alegria for getting his friend to volunteer to host. BBQ/food through Randy as in past.

Items for Discussion:

- Vern informed Board there is interest from some members in Mendocino, Humboldt and Del Norte countries to form a new PCA region. This will involve 60-70 members voting to create this new region in the Northern most part of our current boundary.
- Mac reported on the successful two day Porsche Parade DE at Laguna Seca with minor incidents.

Vice President's Report (Mike Hinton):

- Attended Parade in Monterey. Only signed up for a few events, but what a great event!
- Participated in Parade Autocross. Finished third in my class. The first two cars both had race tires. Hmmm.
- Participated in Tech Quiz for early 911s. Finished fourth in that group. There were some tough questions.
- Attended four sessions of the Tech Academy. Heard some good speakers. As an added bonus, I won a set of 4 Michelin tires in a random drawing!
- Stopped at Porsche of Livermore to thank Kevin Hanschke for bringing the display cars to Parade. He came down to the Concours, and now has the bug to get an air-cooled 911. I warned him that it's an incurable disease.

Items for Discussion: none

Treasurer's Report (Jerry Gladstone):

This report covers the period from May 24, 2014 through June 20, 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. Financially it was a very quiet month!
2. Sales taxes on the Hachette Books purchase (*Porsche 911: 50 Years*) is still unresolved. They keep asking for a resale certificate and I inform them that we do not have one. Been through this cycle three times so far.

Items for Discussion: none

Secretary's Report (Craig Steele):

Attended the Monterey Porsche parade, my first one. I stayed for the whole week of events. I did the entire event without my Cayman, she broke down the Saturday before the event so I took my 99 BMW 528i wagon. My favorite events were the Concours, Wine and Beer Tasting, AX, Big Sur Tour, and Laguna Seca parade laps. Least favorite items: banquet food, art show selections for recognition and cancelling the Michelin Drive & Compare.

I will miss the July AX as I will be visiting my Daughter's family in Parker, CO.

Oh, I almost forgot under the influence of the wine tasting at the parade, I running for RR Veep.

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 June 2014 issue of der Riesenbaum was mailed June 11th to 782 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1117602978689.html>

As of June 20th the June 2014 dR had the following the distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
June 2014	782	1.8% (14)	53.6% (412)	21.1% (87)	0.3% (2)

The May Event Reminder was sent on May 30, 2014 to 732 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
June 2014 Event Reminder	732	0.4% (3)	53.8% (392)	21.7% (85)	0.0% (0)

A schedule for producing the July issue of der Riesenbaum was emailed June 13, 2014. Publication date for the next issue of der Riesenbaum is approximately July 12th with all submissions and materials due by July 5th.

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

Notes, Discussion & Action Items:

- Two people have responded with interest to the request for a dR editor for 2015. Currently engaged in discussions with both. Invited both to the Board Meeting on 6/24/2014.
- A comparison was made between the Constant Contact emailing list and the May 31, 2014 PCA membership list. All members who had a current email address listed for PCA were added to CC except for those who had unsubscribed. This along with the new members for May accounts for the large increase in "Sent" for the June dR. Bounces had an increase as well attributable to "bad" email addresses at PCA. This was the best time to do this as members had to have a current email address to register for Parade.

Items for Discussion:

- Jerry announced preliminary discussions with Chet Klingensmith to become editor of dR. He will report future developments on this topic as they occur.
- A discussion ensued on what the future look of the newsletter could be. Barbara noted our current format ranked last in the Porsche Parade Newsletter competition.
- The question of newsletter sponsorship advertisements and how they would be addressed in the future. It was suggested a specific meeting in September to address our sponsorship strategy for 2015.

Membership Director's Report (Bob Schoenherr):

The ay 2014 membership report ending May 31, 2014

Note from Membership

Congrats to our seven new members and our 30 + and 20 + year members. I bet bunches of you are on your way to parade so do well and have fun. We'll see you at the Sonoma event in July.

707-995-5082 b_Schoenherr@yahoo.com

New Members	7	Primary Members	540
Transfers in	1	Affiliate Members	374
Transfers out	0	Dual Members	18
Renewals	34	Total Members	952

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

Name	Assoc/Affiliate	City	Year	Car	Prior Region
Thomas Field	Colleen Ryan	San Francisco	2012	Boxster	GGR
Kyle Oskielunas		Petaluma	2002	911 Carrera	
Alexander Churchill		Larkspur	1997	911 Carrera 4	
William Van Haaften		Windsor	2007	Cayman	
S. Davis Carniglia	Claire Baker	San Geronimo	2010	911 Carrera	
James Scott		Greenbrae	2003	996	
Christopher Atkinson	Pascal Wilburn	Novato	1982	911SC	

Items for Discussion: none

Autocross Director's Report (Grady Carter):

1. Lousy turnout for the June Ax. Where were you guys? Oh, oops, never mind, there was no Ax!
2. Charisse Arnold replied to my status update request. Due to time off, both planned and unexpected, during this part of the year she will not be able to give me status update until the end of July.
3. Would like to discuss if/how/when we could progress to a more automated registration/results system.
4. No progress on the white boards yet.
5. I have another out-of-state wedding to attend. This time on August 9th. It appears that August 2nd might to available at the airport. Change date or Bob, David,

someone takes over that date. Can work out the transfer back and forth of equipment.

Items for Discussion: none

Motion to raise AX fees next year to \$40 for pre-registration on MSR and \$50 non-registered participants at the event moved by Mike and seconded by Grady. This means you can register only and pay the \$40 fee at the day of the event. The vote was unanimous.

Motion to authorize AX Director to purchase two 3'x4' whiteboards (approx. \$300 each plus shipping of approx. \$125 or about \$725 total expense) moved by Mac and seconded by Jerry. The vote was unanimous.

Webmaster's Report (Barbara McCrory):

	June 2014
Visitors	5307
Unique IP's	4054
Country Activity	United States, China, Canada, United Kingdom, Germany 89%
iPads, iPhones, iPods, Androids	1377 26%

Completed flyer for Porsches on the Plaza and Field Stone Winery.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

No report submitted

Items for Discussion: none

Event Director's Report (Don Magdanz):

6-7-14 Dinner Run to Plaza Bistro: Since only 1 member signed up by the Monday prior to the event and no one on the Board said they were attending, this event was canceled so that the Plaza Bistro would know in advance.

7-6-14 Porsches on the Plaza: Kurt Fischer is the Event Leader. Flyer and MSR.com are setup. Deven Wailes from HiTec is hosting a get together at his house in Sonoma afterwards. Bring food and drinks for yourself or to share.

7-26-14 Field Stone Tour: Vern is the Event Leader. Flyer and MSR.com are setup.

8-23-14 Nickel & Nickel Wine Tour: Kurt is the Event Leader. This date does not work for the winery; he is waiting to hear other dates later in the year.

8-31-14 Pool Party: Kurt is the Event Leader. Since the Bergman spread is not available, Kurt arranged for Alan Mueller to host it in St. Helena. MSR.com is setup.

12-13-14 Holiday Party: Gwen Walsh from Nourish sent me their catering menu. I will get

pricing from her shortly. By the July meeting, I'll have some options for entrees etc. so that we can decide on the menu. The Contract for Todd Morgan and the Emblems was emailed to Jerry, Mike, & Vern; same price as last year. I need approval of this contract at the meeting.

Items for Discussion:

- Don was acknowledged for his efforts to get a reduced dining expense at the Plaza Bistro event. The events failed to get any interest due to scheduled too close to Parade and charging a fee to park at the Bistro.

Motion was made to accept Todd Morgan contract to perform at our Holiday (12/13/14) for \$1000 with negotiated Treasurer's terms was made by Simone and seconded by Barbara. The vote was a silent unanimous.

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion:

- Discussion on use of bottle hangers and PCA sponsored wine glasses with no action items at this time.

Sponsorship Director's Report (Simone Kopitzki):

Confirmed with Deven he is getting a case of wine for the Plaza.

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 8:45 P.M.