

March 2014 Board Reports and Meeting Minutes

In attendance (11): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Safety Director Mac Cranford, Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, Events Director Don Magdanz, Autocross Director Grady Carter, Membership Director Bob Schoenherr, and Concours Director James Heisey

Absent (4): Webmaster Barbara McCrory, Past President Greg Maissen, Goodie Store Director David Bunch, and Social Media Director Kurt Fischer

Meeting called to order at 7:09 P.M.

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

Motion to approve the February 2013 Board Reports was unanimous.

President's Report (Vern Rogers):

- Approval of minutes of February Board Meeting.
 - Corrections?
- Insurance
 - Ordered insurance for Zone Ax days.
- Need to discuss dual member policy. Do we want to require member of another region to pay a second membership fee? This is the only way National will put them on our roster. We can allow dual membership, without an extra fee, but we will have to track their contact info ourselves.
- Attended Whale-to-Whale Tail Rallye. Nice job on the magnet car badges Bob!
- Location is set for the 4/19 Brunch/Lunch run, thanks to Don Magdanz and Tom Short. Proposing start for this run be at the Panorama Offices. Still waiting to hear back from Pete Stout.
- Received and began distribution of 45th Anniversary window transparencies.
- Lots of back and forth on 5/10/14 Crab Feed location. No resolution yet. Nickel & Nickel will not work.
- No word on possible tour to B.R. Cohn Winery (member Paige Gaines).
- My first DE is the weekend after the board meeting.

Items for Discussion:

- We discuss dual membership and Bob informed us of his process. He captures their info on our RR report, and not report to PCA spreadsheet. There is no 2nd membership fee (\$46) is collected and they do not get a membership badge. A true dual member with paid up fees can hold board positions in both regions.

Vice President's Report (Mike Hinton):

- Completed Financial Committee review of Redwood Region's records for 2013. No issues were noted. Thanks to Jerry for his continued great work.
- Participated in 3/22 AX. Nothing more needs to be said!

Items for Discussion: none

Treasurer’s Report (Jerry Gladstone):

This report covers the period from February 22, 2014 through March 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 detail, please contact the Region Treasurer.

Notes:

1. Filed both 2013 Federal and State tax returns. It was easy this year as we were able to use the e-postcard forms for both returns (gross receipts less than \$50,000).
2. Checked and determined that we did not have to file the California Secretary of State Information Form this year.
3. Mike Hinton (the Financial Review Committee of one) reviewed 2013's financial records and found them in good order.
4. The special PCA rebate communicated over the past weeks has not been received either by check not direct deposit.
5. Email bills were sent out for the 29 copies of the Porsche 911 book ordered by members.

Items for Discussion: none

Secretary’s Report (Craig Steele):

Surprised at first AX on March 22 by receiving the 3rd place award for 2013 AX-10 class driver.

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 March 2014 issue of der Riesenbaum was mailed March 11th to 742 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1116779213649.html>

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

	Sent	Bounces	Opens	Clicks	Opt Outs
March 2014	742	0.4% (3)	53.2% (393)	29.8% (117)	0.3% (2)

The February Event Reminder was sent on January 31, 2014 to 739 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
March 2014 Event Reminder	739	0.3% (2)	53.2% (392)	18.9% (74)	0.0% (0)

A schedule for producing the April issue of der Riesenbaum was emailed March 18, 2014. Publication date for the next issue of der Riesenbaum is approximately April 12th with all submissions and materials due by April 5th.

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

Notes, Discussion & Action Items:

1. An order for 39 copies of Randy Leffingwell's new book: **Porsche 911: 50 Years** was placed and notice has been received that the shipment is in transit. Members ordered 29 copies and 10 copies were ordered as Goodie Store inventory. All financial transactions will be processed through the Goodie Store. The shipment will be received at my house; we **need to figure out a distribution plan**. (Note: the shipment is in 7 cartons and weighs a combined 178.1 pounds!)
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 April 2014 der Riesenbaum production plan.

Items for Discussion:

- Special thanks for Mike and Bob for rapid turn around of articles.
- Still looking for a Parade article from a new and refreshing perspective.

Membership Director's Report (Bob Schoenherr):

The February 2014 membership report ending February 28, 2014

Congratulations to Todd Harter and Marvin Goss have 30 plus years in the Redwood Region. Welcome to our new members we have quite the spread of cars joining us with these members. Be sure to look at what people are driving below and welcome them in to the club. Not much happening here except the Whale-to-Whale Tail Rallye and AX coming up soon.

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

Name	Affiliate	City	Year	Car	Prior Region
Paul Bachteal	Kate Bock	Sebastopol	2005	Carrera S Silver	
Donald Campbell		Mill Valley	2010	Cayman S White	
Andrew Fox	Lisa Fox	Mill Valley	1971	911e Red	
Christopher Hansme	Stephen Hansme	Larkspur	1959	356	
Robert Rameriz		Cotati	1972	914 gold	
Kurt Rauch	Lauretta Hayes	Santa Rosa	2004	911 Carrera	
Eloon Rosenfeld		Fairfax	1973	914 red	

New Members	7	Primary Members	528
Transfers in	0	Affiliate Members	363
Transfers out	1	Dual Members	18
Renewals	20	Total Members	909
Non-renewals	10		

Note from Membership

Items for Discussion:

- Bob discuss the success of making rallye magnet plaques. You can order 50 for \$30 from Vista Print

Autocross Director's Report (Grady Carter):

1. Received 40 lime & 20 orange 18” cones. Lime cones will be at the site for the 3/22 AX.
2. Wrote autocross article for the March DR about Redwood and Zone car classifications. Well edited by Jerry.
3. Contacted Charisse Arnold at the Public Safety Training Center. She will be showing me the site, talking about the process to use the site as a backup, and about the Street Survival class.
4. Will start handing out the 2013 award pictures at the 3/22 AX. Thanks to Barbara and Dave.
5. Will evaluate the condition of the trailer at the 3/22 AX. Couldn't make it up prior.
6. Contacted Mary's Pizza Shack and reserved their room for Zone AX dinner.
7. Good MSR registration count: 20.

Items for Discussion:

- Discussed replacing or repairing the AX trailer. Mac and Bob looking for a used trailer for ~6K. Discussed where to store trailer during Winter months.

Webmaster's Report (Barbara McCrory):

	March 2014
Visitors	5693
Unique IP's	4709
Country Activity	United States, China, United Kingdom, Canada, Germany 84%
iPads, iPhones, iPods, Androids	1820 32% of users

Completed flyer for April Station House Cafe event.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

\$45 in sales this month

Items for Discussion: none

Event Director's Report (Don Magdanz):

4-19-14 Brunch Run Pt. Reyes Station: we are scheduled to meet at Chevy's @ Rowland Plaza, Novato at 9:30AM; brunch @ Station House Cafe in Pt. Reyes Station @ 11:30AM.

5-10-14 Crab Feed: Sharon Castle is searching for a location. We need to decide if we can offer another entree other than Crab; some of us don't eat/are allergic to Crab and without another entree option, we could loose members from participation. Price will be \$30-35 per person; participants will bring a salad or dessert.

7-6-14 Porsches on the Plaza: Kurt Fischer and Joe Burroughs are putting this together.

12-6-14 Holiday Party: I talked with Gwenn Walsh, manager @ Nourish in Tiburon. The group that has 12/6 reserved is a fundraiser and she will check if they want to keep this date. We are scheduled for 12/13, and are wait listed for 12/6. I'll wait until she knows more about 12/6 before we change the date on the Calendar. At some point, we need to make a final change on the Calendar if 12/6 is not available.

Items for Discussion:

- Discuss adding steak as second entry to crab feed. Oakmont GC was favorite as the crab feed location, from noon to 2pm. Refund policy is void after the crabs are ordered.
- Holiday Party to be held on 12/13.

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

No report submitted

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 8:44 P.M.