

## May 2014 Board Reports and Meeting Minutes

**In attendance (10):** President Vern Rogers, Vice President Mike Hinton, 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 (5):** Treasurer Jerry Gladstone, Past President Greg Maissen, Goodie Store Director David Bunch, Membership Director Bob Schoenherr, and Social Media Director Kurt Fischer

### **Meeting called to order at 7:05 P.M.**

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

**Motion** to approve the April 2014 Board Reports was unanimous

### **President's Report (Vern Rogers):**

- Approval of minutes of April Board Meeting.
  - Corrections?
- Insurance
  - Assisted Mike in ordering Insurance for Dinner run to (Sonoma) Plaza Bistro.
- Sonoma Historics – Assisted Mike in filing for a Hospitality Subsidy, and attended Saturday.
- Still need to file for Charity Subsidy (Porsches on the Plaza in July)
- Attended May AX.
- On Run for the Crab – Nice route and good attendance.
- Delivered 911 50 book to Tom Short.

### **Items for discussion:**

- President, VP and other Board Positions for 2015. Discussed session planning for future RR leadership. Vern to write in President's article about session planning.
- Jerry and Barbara are stepping down as co-editors of der Riesenbaum at end of 2014 and how to continue the Redwood Region publication with a staff of 3 people. Vern volunteered to be the dR nagger. Discussed making dR a quarterly publication.

### **Vice President's Report (Mike Hinton):**

- Participated in May autocross. That was a physically demanding, and fun course!
- Applied for PCA National subsidy for Sonoma Historics event
- Attended Macan launch party at Sonnen on 5/15. Great to see so many Redwood Region members in attendance!
- Went back to Sonnen on 5/17 to drive the Macan S. Very impressive acceleration and handling, along with a comfortable ride. We're holding out for a hybrid!

### **Items for Discussion: none**

### **Treasurer's Report (Jerry Gladstone):**

This report covers the period from April 26, 2014 through May 23, 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. All purchased copies of the **Porsche 911: 50 Years** book have been delivered. The Region's 3 copies, reserved for prizes, are in inventory and in my possession.
2. Hachette Books informed us that we are not exempt from sales taxes, as we have not produced the required document (we do not have such). They have not asked for the sales tax on this purchase, but informed us that we will have to pay taxes on future purchases.

**Items for Discussion: none**

**Secretary's Report (Craig Steele):**

Getting excited to attend my first Porsche Parade and driving my newly acquired 2006 Cayman S to the event. I just realized there is no RR AX before PP. I had no AX driving time in my new Porsche. So I signed up for the SVR Zone 7 AX at Stockton on Sat. 6/7. Also joined the PCA Cayman Register.

**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 May 2014 issue of der Riesenbaum was mailed May 12th to 755 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1117137067202.html>

As of May 23rd the May 2014 dR had the following the distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
May 2014	755	1.1% (8)	51.5% (385)	18.2% (70)	0.0% (0)

The May Event Reminder was sent on April 29, 2014 to 750 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
May 2014 Event Reminder	750	0.3% (2)	49.9% (373)	26.3% (98)	0.0% (0)

The Special Event Reminder (Macan Launch at Sonnen) was sent on May 9, 2014 to 747 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
May 2014 Special Event Reminder	747	1.1% (8)	52.4% (387)	1.3% (5)	0.0% (0)

A schedule for producing the June issue of der Riesenbaum was emailed May 22, 2014. Publication date for the next issue of der Riesenbaum is approximately June 12th with all submissions and materials due by June 5th.

The next Event Reminder email blast is scheduled for release on Friday, June 6, 2014.

Notes, Discussion & Action Items:

- TRG sent an updated ad - working with them for proper format/size.

**Items for Discussion: none**

**Membership Director's Report (Bob Schoenherr):  
The April 2014 membership report ending April 30, 2014**

**Note from Membership**

Congratulations to Walter Chalton with 40 + years in PCA. Walter is in the far north of our region with his 67 912. Hey you guys up north let us know what is going on every once and awhile. Scott Downie is our Northern contact; let him know if anything is happening. Peter Young and his 911 are celebrating 30+ years in the club. I suspect Peter had the 911 out on the roads in the Napa Valley this past few weeks. Mike Beavers has 20+ years and I bet has that new GT3 out on the road somewhere in our region. Spring and Summer time brings out club members cars. We have a massive amount of events around our area. Give one a try.

Our membership continues to grow with new members, transfer-ins and dual membership. Great place to be with the best Porsche owners in America, Right!!!!

Anita and I have been having fun at our region's autocrosses. So are our members as we all dodge new obstacles each month. Grady, Anita and I have put in some long hours into making your driving experience one of the best in our Zone. Join us some time...

If you need any help with name badges or membership email Bob at [b\\_schoenherr@yahoo.com](mailto:b_schoenherr@yahoo.com)

Name	Affiliate	City	Year	Car	Prior Region
Drew Powers	Marrylinn	Hayward	1964	356 Red	
Eward Schuller		Mill Valley	2009	Cayenne GT Black	
Mike Mansfield	Tyson	Santa Rosa	2001	911 Carrera Silver	GG
Christine Meacham		Sonoma			GG
Ian Rahn		Ukiah	1988	911 Carrera Red	RIV
New Members		2	Primary Members		537
Transfers in		3	Affiliate Members		369

Transfers out	2	Dual Members	18
Renewals	33	Total Members	924
Non-renewals	5		

**Items for Discussion: none**

**Autocross Director's Report (Grady Carter):**

1. Very good turnout for AX 4. Total participants 41 with 25 registering via MSR.
2. New FarmTek timing and display system worked very well. Easy rest of timer (turn off then on) and easy realignment of lights (set them so they appear to by pointing one another, your good).
3. Only timing system problem that appeared is that the light and tripod assemblies are very light and one blew over a couple of times. Fix will be 4 cast iron dumbbells and 4 bungee cords. Approximate cost should be \$13.
4. Bob's initial WiFi router test was a success for power supply, signal strength and coverage.
5. Will be getting supplies of tie-wraps and dry erase marks.
6. White boards need replacing but should talk about live result first. (Notes to self: MSR and tape)
7. Emailed Charrise Arnold at the Safety Center; as I had not received any respond to the emailed I had sent with the requested information (April 21) but she is out of the office the 2<sup>nd</sup> half of May.

**Items for Discussion:**

- There was an informal vote taken to approve the \$13 expense for Grady's timing system supports.

**Webmaster's Report (Barbara McCrory):**

	May 2014
Visitors	5511
Unique IP's	3783
Country Activity	United States, China, Canada, United Kingdom, Germany 91%
iPads, iPhones, iPods, Androids	1497 27%

Completed flyer July Autocross, started Porsches on the Plaza and Field Stone Winery. Worked with Jason Myers on sizing of new TRG ad. Fixed broken links caused by PCA National website changes. Scanned and added 1980 der Riesenbaums to website.

**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 Sonoma: Flyer is on website with all information. The parking at the State Park is not available. Joe Burroughs is trying to get parking from the City of Sonoma.

7-6-14 Porsches on the Plaza: Kurt is the Event Leader; he is getting the permit from City of Sonoma. Deven from Hi-Tec has scheduled a party after the event at his house in Sonoma. As soon as we determine what the costs are, Simone will talk to Deven about the reimbursement for expenses. No bicycle ride.

7-26-14 Field Stone Wine Tour: Vern is the Event Leader; he is working out the details with Field Stone.

8-23-14 Nickel & Nickel Wine Tour: **Is this scheduled? YES Is Kurt the Event Leader? YES**

8/31/14 Pool Party: John & Wynne Bergman's is not available this year. Alan Mueller volunteered his place in St. Helena for an event and it has a pool. Has he been contacted?

12-13-14 Holiday Party: **Do you want to Todd Morgan & the Emblems for the band? If not or you can't decide on Todd, should we appoint a committee to find a band?** We are about 6 1/2 months from this event. Don to contact Todd to negotiate this year's contract.

**Items for Discussion: none**

**Concours Director's Report (James Heisey):**

We will keep the \$30 charge this year.

**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 8:30 P.M.**