

November 2014 Board Reports and Meeting Minutes

In attendance (9): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Events Director Don Magdanz, Autocross Director Grady Carter, Concours Director James Heisey, Safety Director Mac Cranford, Past President Greg Maissen, and Ton Short

Absent (6): Secretary Craig Steele, Webmaster Barbara McCrory, Sponsorship Director Simone Kopitzki, Goodie Store Director David Bunch, Membership Director Bob Schoenherr, 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 October 2014 Board Reports was unanimously approved, after correction of one typographical error.

President's Report (Vern Rogers):

- Voted for the proposed slate of PCARR officers
- Attended Zone 7 Presidents meeting.
 - Finding an AX location to be shared among the Regions of the Zone was discussed.
 - Our own David Bunch was elected to the Zone 7 Wall of Fame.
- Attended our last AX, and had a GREAT time!
- Attended Sonoma Bistro dinner run.
- Bought a 2007 Cayman from HiTec; Selling my '99 Boxster.
- Confirmed Fieldstone 2015 tour for July 18, not the weekend of the Vineman bike race.
- Silent Auction for CASA will take place at the Holiday Party this year. Simone and Craig have volunteered to help with set-up and running of this part of the event. CASA will send one volunteer (Mary Ann) to be in charge and handle intake of funds. CASA will also have [gift cards](#) (buy one get one) for food and wine pairing from Michel Schlumberger on the Silent Auction tables.
- Deven Wailes will be supplying a 6-liter bottle of red wine for the Holiday Party.
- The Board may want to re-familiarize themselves with the Event Leader Instructions and other Event Policy documents in Dropbox as many of us may need to take lead on events next year.
- THANK YOU ALL for you're the time and effort that each of you have put into your Board positions over the last year!

Items for Discussion:

- At the meeting, Vern indicated that the Board will not have access to the large banquet room at Ghiringhelli's in 2015. We will begin a search for an alternative venue.

Vice President's Report (Mike Hinton):

- Participated in November Autocross. The two-lap format was great, and event was really fun, even if the results were not quite as good as in the October event.
- Attended the Calendar Planning meeting at Craig's house to schedule 2015 events. It already looks like a great slate of events. Many thanks to Craig for hosting, and for the superb food and drink!

Items for Discussion:

- I forgot to mention that, with the future of dR uncertain, I joined Facebook in order to have access to posting on the Region's Facebook page.

Treasurer's Report (Jerry Gladstone):

This report covers the period from October 25th 2014 through November 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. The Club is in a favorable financial position to subsidize the annual Holiday Party and to make an increased donation to CASA. Anyone wishing to see additional financial detail please contact the Region Treasurer.

Action Items:

- **BOARD APPROVAL REQUIRED:** Last month we approved a preliminary donation amount of \$4,000 for CASA. We agreed to revisit the donation amount after I had a chance to perform an end of year financial projection. We were hoping that the treasury could provide for an increase of this amount to \$4,500. The analysis is attached and I am pleased to report that a \$4,500 donation fits into our budget comfortably. Projections are that we will have more funds in our unrestricted checking account at the end of 2014 than we had at the end of 2013. I recommend that the Board approve a \$4,500 donation.
 - A Cash flow projection for the end of 2014 is attached.
 - 2014 Holiday Party expense estimator and subsidy requirement is attached.
- Please submit any requests for reimbursement by the third week in December so that 2014's books may be closed at the end of the year.
- Currently both the President and Treasurer have Redwood Region credit cards. We will need to have a card issued to the new President. (Mike: please supply me with your address, phone number, date of birth and social security number as these are required to have a card issued; securely please, in person preferred.) **BOARD DECISION:** shall we cancel Vern's card?
- I will need to change the authorized names on the Region's bank accounts. I will have Vern's name removed and Mike's added. I will send instructions to Mike on how to complete the process; i.e. signing the signature cards in person, etc. Logins and passwords will be supplied as soon as I complete an annual change of both.
- The annual Treasurer's Report will be completed in January with an analysis of significant financial events detailed.
- David Bunch: Please complete the annual Goodie Store inventory as of December 31, 2014 by mid-January.

Items for Discussion: none

- A motion to increase the donation to CASA to \$4,500 was approved unanimously.
- A motion to allow Vern to keep his Club credit card was approved unanimously. This decision was based on the idea that having three EC members with cards provides greater coverage for Region events where payments are necessary.
- A motion to remove Vern as a check signer and substitute Mike was approved unanimously. Mike will provide Jerry information needed for the signature cards.

Secretary’s Report (Craig Steele):

- Attended the last AX without my Cayman, I turned in my Iceman Report on the art of avoiding cones.
- Hosted the 2015 Event Planning session at our home. I have attached the latest for your review and approval so we can build our 2015 calendar on our Web. There are several changes suggested in Grady’s AX report you need to review.
- Will not be at November meeting (celebrating Thanksgiving in Colorado)
 - Mike Hinton will record the minutes for our last 2014 board meeting.
 - Included in attachments is the contacts listing for the 2015 board
- I am working with Don to develop a dashboard tool to manage the 2015 PCA-RR event schedule and support our event coordinators.
- Working with Bob to get election results captured and I will review results by 12/1/14

Items for Discussion:

Past-President’s Report (Greg Maissen):

No report submitted

Items for Discussion:

- Greg noted that the election had been set up on Survey Monkey.
- Greg also noted that the proposed Tech Session scheduled for January 17, 2015 has been confirmed.

der Riesenbaum Editor's report

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

The November 2014 issue of der Riesenbaum was mailed November 12th to 809 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1119137188203.html>

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

	Sent	Bounces	Opens	Clicks	Opt Outs
November 2014	809	0.6% (5)	49.9% (401)	20.7% (83)	0.0% (0)

Publication date for the next issue of der Riesenbaum is approximately December 20th with all submissions and materials due by December 17th. This date is later than the usual publication date of the 12th to accommodate a report on the Holiday Party.

The 2015 Election Announcement was sent on November 9, 2014 to 787 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
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2015 Election Announcement	787	0.5% (4)	47.1% (369)	35.2% (130)	0.0% (0)
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The 2014 Holiday Party Invitation was sent on October 25, 2014 to 780 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
2014 Holiday Party Invitation	780	0.4% (3)	53.3% (414)	4.3% (18)	0.3% (2)

Items for Discussion:

- The December der Riesenbaum will be Barbara's and Jerry's last issue as co-editors. Unless someone steps in as editor(s) there will be no newsletter in January 2015.
- An Event Reminder for the Holiday Party, and the One One Fun Run will be sent out in the next week.

Membership Director's Report (Bob Schoenherr):

The October 2014 membership report ending October 31, 2014

Note from Membership

Congratulations to our 40 and 30 Plus year members! Look at how many new members we picked up for October. Our region's membership is growing and very stable as we get to the end of 2014.. Saw some of these new members at our last autocross of the season on November 1st. What a great group of people joining us at the AX. I think we have them hooked on AX. I think you all know I sure am!

Speaking of Autocross this 2014 season has been quite a challenge with construction distractions and other items that has made it a challenge for us to put on the quality event you expect from the Redwood Region. The number of AXers has grown too! We pulled off another great season and Grady and I need to recognize the special group that is there to always help. Mr Iceman, water boy, our eyes and ears at the site, Craig Steele, best way to describe Craig is Mr fill in!!! Tom Markovich who helps me setup the course and is always around to help; board members Vern, Michael, James, and Greg for tech, cleanup, and filling in when we're short. Gate Keeper, Kurt! All the members that come to compete and handle their workstations like pros. A very special thanks to the one person wrecking crew for registration, herder workers and and ... that is my sweet Anita!

Please feel free to email me at b_schoenherr@yahoo.com or call me at 707.289-4304 with any questions.

New members:	11
Dual members:	22
Transfer In	1
Transfer Out	1
Non-renewal	15
Renewals	30
Official	556
Affiliate Members	356

Total Members

934

New Members

Name		City	Year	Car		
Eduardo	Diaz	Fairfield	1984	911	Carrera	Red
Brent	Hawkins	Eureka	2014	Cayenne		
Peter	Houser	San Anselmo	2011	GT3		Black
Barry	Landfield	Ross	2011	Cayman		Meteor Gray
Michael	Oliver	St Helena	1991	911	Carrera 2 Cab	Amazon Green
Peter	Ronzani	Sonoma	1968	912	Targa	
Yvonne	Greely	Affiliate member				
John	Sweeney	Tiburon	1978	911 SC		White
Ryan	Thompson	Graton	1987	944		Alpine White
Mike	Valentine	Corte Madera	1995	911	Carrera	Midnight Blue
Johannes	Vates	Hidden Valley	2011	911	Carrera S	Red
Bob	Warrick	Santa Rosa	2011	Boxster	Spyder	Black
Frank	Kovacevic	Napa	1996	911	Turbo	Transfer in from LA

First	Last	ANNIVERSARY	Years
John	Byrne	10/31/1975	39
Jose	Garcia	10/31/1975	39
Charles	Wailles	10/31/1982	32
Raymond	Manzano	10/31/1983	31
Richard	Elb	10/31/1987	27
William	Newton	10/31/1987	27
David	Benson	10/31/1989	25
Scott	Alber	10/31/1998	16

Items for Discussion: none

Autocross Director's Report (Grady Carter):

1. Had an excellent turnout of 44 drivers for the season ending November Ax. Did 2 lap runs and a total of 6 runs.
2. Attended the Zone 7 Presidents meeting with an order of Autocross Directors on the side. We compared schedules to minimize conflicts. See conflicts summary below.

3. Reviewed Craig's trailer report. Will try to follow up over the next several weeks and visit some trailer dealers during the holidays.
4. Research the possible use of a four-wheel ATV vehicle for towing the trailer. Prices ranged from \$6,000 to \$12,000 but did not have much effect on the towing capacities, which were in the 1322 – 1500# range.
5. ESCA (Marci) asked if we still have interest in repaving. Would like to at least do a new layer on the go-kart section. Marci did ask Gloria about revisiting the paving needs when she sent in their dates but did not get a response on the subject.
6. Need to determine Ax fee and MSR registration requirement for next year.

Month	Date	Ax #	Proposal	Conflict/Change
<u>March</u>				
Sat	3/14	Ax #1	Leave ???	Conflicts with GGR Ax but Whale Tail is on 3/7 and Zone Ax School is on 3/21-22. Should encourage our new AXers to go.
<u>April</u>				
Sat	4/18	Ax #2	Leave -Sat	Conflicts with GGR/LPR Zone AXs. Leave Saturday Ax and move our Zone Event (and AX #3) to May.
		Ax #3	Move -Sun	
<u>May</u>				
Sat	5/9	Ax #3	Leave -Sat	New Redwood Zone Ax Weekend.
	5/10	Ax #4	Add -Sun	
<u>June</u>				
Sat	6/13	Ax #5	Move to 6/20 ??	Conflicts with GGR Ax/Ax School weekend. Move to 6/6 which conflicts with SVR Ax or 6/20 which is Saturday before Parade.
<u>Sept.</u>				
Sat	9/12	Ax #8	Move to 9/5 ?? Move to 9/19 ??	Conflicts with GGR/LPR Zone AXs. Move to 9/5, day before Pool Party or move to 9/19 which conflict with SVR Ax.

Items for Discussion:

- The Board agreed to the following with respect to the proposed Autocross schedule for 2015: (1) 3/14 event to remain as scheduled; (2) 4/19 event to be moved to 5/10. Redwood Zone 7 event moved to weekend of 5/9; (3) 6/13 event to be moved to 6/20; (4) 9/5 event to be moved to 9/19.
- All proposed date changes are subject to approval by Airport.

Webmaster's Report (Barbara McCrory):

Website	November 2014
Visitors	6214

Unique IP's	3913
Country Activity	United States, Germany, China, Canada, United Kingdom, Canada and Ukraine 89%
iPads, iPhones, iPods, Androids	1616 26%
Calendar	October 21 – November 20, 2014
Visitors	225
Sessions	457
iOS and Androids	124 25%
Counties	San Francisco, Marin, Sonoma, Napa, Lake 380 sessions

Prepared flyer for the Holiday Party and One One Fun Run.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

Items for Discussion:

Event Director's Report (Don Magdanz):

12-13-14 Holiday Party: We have 46 people signed up. Looking for about 80 before registration closes on SU 12/7. The separate room that held the buffet 2 years ago is designated for members during a private function; it has a separate entrance and will be blocked off. We can use the far corner to the right of the bar for sponsor and CASA's silent auction tables, probably with 3 of the 8' rectangular banquet tables. For dining, I suggest that we use the square tables set in 4's, 6's, and 8's. Band will be in the alcove.

1-1-15 One One Fun Run: I am the Event Leader. Drive from Kaffe Mocha to Bones Roadhouse in Gualala, about 120 miles. Flyer is put together and MSR is setup. Craig, Mike, and Chip (if in town) have volunteered to help.

Items for Discussion:

- Jerry will bring the remaining 3 "Porsche 50" books to the Holiday Party. They will be used as Silent Auction items.

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

I have nothing to report. I probably will not make it to the board meeting. I am packed with work.

Items for Discussion:

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:

Meeting adjourned at 8:58 P.M.