

October 2014 Board Reports and Meeting Minutes

In attendance (12): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Webmaster Barbara McCrory, Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, Events Director Don Magdanz, Autocross Director Grady Carter, Goodie Store Director David Bunch, Concours Director James Heisey, and Chip Witt

Absent (3): Safety Director Mac Cranford, Past President Greg Maissen, 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 September 2014 Board Reports was unanimous

President's Report (Vern Rogers):

- Tom Short has agreed to take over Membership Director position in 2015.
- Chip Witt has agreed to run for Secretary.
- Still need to fill Event Director position, or agree to split the role among other Board members. Do we have other possibilities for a replacement?
- 2nd call for Nov 15 Zone 7 Presidents meeting – Anything the Board want to have brought up?
- Possible AX track to be built in Northern end of Region?
- Attended Annual Member's meeting and announced Mike running for President. He was unable to attend due to a flat tire while leading the run to the Union Hotel. Also made another pitch for volunteers, both for the Board and leading events.
- Contacted Jason at Fieldstone to offer basic sponsorship. Currently awaiting reply.
- Met with Simone and Craig on 10/7 at Nourish to discuss sponsorship plans for 2015.
 - We decided to leave the existing pricing structure, but add event sponsorship details, and include the cost of Plaza rental in the \$\$ for sponsoring Porsches on the Plaza. HiTec can decide to pay the additional cost and remain the only sponsor for the event, or allow us to seek a second sponsor to cover the rental.
- Signed up for Plaza Bistro Dinner Run
- Looking forward to our last AX of the season.

Items for Discussion:

- Suggested adding the verbiage to our sponsorship policy that sponsors will be recognized in all membership communication
- President recognized Mike's flat tire leading the Member's meeting road tour before the meal at Union Hotel. He was forced to head home and unable to attend the event

Vice President's Report (Mike Hinton):

- Attended Oktoberfest event in Vacaville. Another great drive and fun event.
- Attended the Cars and Coffee event for the first time on October 5. Great group of cars and people. Also met a couple of new Redwood Region members, who came to the Annual Meeting.
- Participated in October Autocross. Probably was the best I have ever driven at an event! I love enduro's! more, please!
- Led half of the run to Occidental for the Annual Member Meeting. Unfortunately, I damaged the sidewall of my right rear tire on Chileno Valley Road on a rock. Guess what? There's no spare! Many, many thanks to Tom Strobel, who loaned me his compressor and helped to get the sealing goop in the tire. We eventually were able to limp 9 miles into Petaluma, and got a nice flatbed ride home. Cars need spare tires...

Items for Discussion:

- Mike is hosting party as a Thank you for Vern's 3 years of service. The Party is planned at 2:00pm on Sat. Nov. 29th. The Hinton's will provide wine and cool desserts by Brenda

Treasurer's Report (Jerry Gladstone):

This report covers the period from September 27th through October 24th 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 a donation to CASA. Anyone wishing to see additional financial details, please contact the Region Treasurer.-

Notes and Action Items:

- Recommend Holiday-time donation to CASA at same level as last year: \$4,000.00. Current CASA "kitty" stands at \$2,551.76. Board approval required!

Motion to tentatively donate \$4000 to CASA pending a review of the Treasurer after the last Autocross to authorize the suggested amount made by Mike and seconded by Simone, vote was uniramous

Items for Discussion: none**Secretary's Report (Craig Steele):**

I have attached my Iceman Trailer Report. I compiled the Co-AX chairs collective wisdom on what they recommend as a replacement to our current AX trailer. I perform my hydration chores at AX #8. I attended the sponsorship policy and pricing meeting with Vern and Simone. Also attended the member's meeting and presented myself as candidate for Veep. Cayman S update: I should be able to drive it home from San Diego next month.

Items for Discussion:

- Need to advertise annual planning session at my home on November 4th

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 October 2014 issue of der Riesenbaum was mailed October 12th to 788 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1118803014758.html>

As of October 24th the October 2014 dR had the following distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
October 2014	788	0.3% (2)	54.3% (427)	19.7% (84)	0.0% (0)

Publication date for the next issue of der Riesenbaum is approximately November 12th with all submissions and materials due by November 5th.

The October Event Reminder was sent on September 30th to 782 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
October 2014 Event Reminder	782	0.4% (3)	53.0% (413)	22.3% (92)	0.6% (5)

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

Discussion Items:

- The November and December der Riesenbaums will be Barbara's and Jerry's last two issues as co-editors. Unless someone steps in as editor(s) there will be no newsletter in January 2015.
- Should we prepare and send a special email blast about the Holiday Party? This could include information about the event, menu, wine, band, hotels and be more comprehensive than either the event flyer or the MSR listing.

Items for Discussion: none

Membership Director's Report (Bob Schoenherr):

The September 2014 membership report ending September 30, 2014

Note from Membership

Congratulations to our 40 and 30 Plus year members! Man the Redwood Empire is a great place to live and drive a Porsche. Anita and I have auto- crossed, toured, and concoured this summer and met Porsche members from al around Zone 7. Was a crazy summer but very enjoyable. One last AX to do and a couple tours and 2014 will be over. Where did the time

go? Hope to see everyone at some of our last event of the year. Redwood Region we really do "Rock"

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

New members: 5
 Dual members: 22
 Official: 552
 Affiliate Members: 353
Total Members: 927

New Members

Name		City	Year	Car		
Gerald	McClellan	Mill Valley	2000	Boxster		
Steven	Ring	Kentfield	1956	356	Coupe	Silver
Briana	Stroud	Sebastopol	2004	Cayenne	Green	
Achim	Hoelze	Tiburon	1997	911	Targa	Silver
Andrew	Smith	Mill Valley	1989	911 Carrera		
Robert	Lander	Affiliate Member				

FIRST	LAST	ANNIVERSARY DATE	YEARS
Allen	Barbieri	9/30/1969	45
Steve	Hunter	9/30/1974	40
Lawrence	Harrison	9/30/1975	39
Edwin	Everhart	9/30/1977	37
Stan	Michelman	9/30/1981	33
L	Stephens	9/30/1983	31
John	Rice	9/30/1984	30
Stephen	Davis	9/30/1985	29
Davidson	Neukom	9/30/1987	27
Jon	Phillips	9/30/1989	25
Fred	Clough	9/30/1994	20
Martin	Rosen	9/30/1996	18
Brent	Morgan	9/30/1998	16
Michael	Cole	9/30/1999	15
John	Tuteur	9/30/1999	15

Items for Discussion: none

Autocross Director's Report (Grady Carter):

1. Had a pretty good turnout of 33 drivers for the October Emmitt Enduro Ax.
2. November Ax will be a 2 lap per run format. Currently have some rain predicted for the morning. Will need to watch the weather reports.
3. Craig is heading up fact gathering on trailer replacement options.

Talked with Chris Trailer about his Ax software at the GGR Ax. Won't be able to demo it as we plan on 2 lap runs, maybe in March. Talked about mods to handle multi-lap runs.

Items for Discussion:

- Discuss other sponsor banner to display at our AX events. We discussed using 3'x5' banners and possible clip-ons sign on time results scoreboards
- Craig forgot to attach his trailer fact-finding report. He promised to publish the report to the board after the October meeting
- Grady discussed AX credits and how to be reimbursed. If they don't request a refund they lose it. Grady will e-mail the eligible drivers and Jerry will write a check minus \$3 MSR fee

Webmaster's Report (Barbara McCrory):

Website	October 2014
Visitors	5536
Unique IP's	3809
Country Activity	United States, Germany, China, Canada, United Kingdom, Canada and India 88%
iPads, iPhones, iPods, Androids	1354 24%
Calendar	October 11 - October 23, 2014
Visitors	128
Sessions	220
iOS and Androids	79 36%
Counties	San Francisco, Marin, Sonoma, Napa, Lake 168 sessions

I prepared flyer for November Autocross, Dinner Run to Plaza Bistro and Save the Date for the Holiday Party.

Added Google Analytics to the Calendar on October 11. Sessions reflects how many times the visitors went to the Calendar. Counties reflects from where visits originated based on IP address

One session from Arcata and Mendocino. The rest of the sessions are from around the Bay Area, California and scattered sessions from all over the United States as well as Osaka, Japan. 59% of the sessions are going straight to the event from either the newsletter or the website.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

1. Sold \$55 at the members meeting.
2. Received the 144 Wine Glasses.
 - Have orders as of Friday AM for 42 already and delivering orders to board meeting.

- Barb has posted on the website and I have it posted on the Facebook page.
3. Will be putting rest of Goodie Store Apparel on Sale to clear out of remaining items to covert to on-line.

Items for Discussion:

- David discussed two garment vendors and felt that Performa is the preferred vendor.

Motion: Mike move and Jim seconded that Board approve David's recommendation to use Performa as our garment vendor, the vote was unanimous

Event Director's Report (Don Magdanz):

11-8-14 Dinner Run Plaza Bistro: Everything is set. As of FR 10/24, 6 people are signed up. I hope that more of you will sign up; we had to cancel this event in June due to no one signing up.

12-13-14 Holiday Party: Contract is signed with Nourish and for Todd Morgan & the Emblems. Hotel rates are setup for Acqua Hotel along 101 in Mill Valley (preferred) and Lodge at Tiburon. We should have the fish entree decision by TU 10/28; MSR.com is setup; all the other information for the flyer, menu, and hotels has been sent to Jerry and Barbara.

Items for Discussion:

- Don is stepping down as event coordinator and asked for a volunteer to administrate the shared PCA-RR dropbox. It sounded like Vern will take over that role as present past president

Concours Director's Report (James Heisey):

The only thing to report as Concours Chair is that I have reserved Sunday, September 20, 2015 for next year's event on Ledson's calendar. The date has been forwarded to the Zone Concours Chairman.

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

I completed the new Sponsorship Category List. Please review attached document. This reflects what we discussed at the meeting. I will present it to the board at the next meeting for approval.

Items for Discussion:

- Discussed Holiday party sponsor's table and one objected to continue the practice at this event
- The question was raised about spending \$900 on tee-shirts and it's relationship to the primary sponsor's fee structure.
- Craig volunteered to create some graphic designs for the 2015 tee-shirts

Motion: Accept the update sponsorship proposal as submitted by Simone made by Mike and seconded by David, vote 11 yes's, 1 nay (later the nay was rescinded and the vote became unanimous).

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:

- Mike commented on our facebook page as being pretty cool and more of us need to view it and post items to add to our fellow membership experience.

Meeting adjourned at 8:14 P.M.