

September 2014 Board Reports and Meeting Minutes

In attendance (8): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Safety Director Mac Cranford, Past President Greg Maissen, Autocross Director Grady Carter and Concours Director James Heisey

Absent (7): Webmaster Barbara McCrory, Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, Events Director Don Magdanz, Goodie Store Director David Bunch, Membership Director Bob Schoenherr, and Social Media Director Kurt Fischer

Meeting called to order at 7:22 P.M.

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

Motion to approve the August 2014 Board Reports was unanimous

President's Report (Vern Rogers):

- Tom Short still running for Secretary may not be able to make some board meetings. Discussed with Mike and Craig. We will cover minute taking duties if necessary.
- Don Magdanz moving on from Event Director position. Do we have other possibilities for a replacement?
- Nov 15 Zone 7 Presidents meeting – Anything the Board wants to have brought up?
- Possible AX track to be built in Northern end of Region?
- Any topics for Annual Member's meeting? – Newsletter changes? Should we discuss them at the meeting?

Items for Discussion: none

Vice President's Report (Mike Hinton):

No report submitted... attended last three events: AX #7, Ledson Concours and Oktoberfest

Items for Discussion: none

Treasurer's Report (Jerry Gladstone):

This report covers the period from August 23rd through September 26th 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 and Action Items:

1. Attached is a copy of the proposed contract, menu and price estimate for the Holiday Party at Nourish -- this is the negotiated version as agreed to by Nourish. We need Board approval to allow signing and paying deposit by 10/7/2014.
2. Also attached is a total cost estimate for the event showing a Club subsidy of approximately \$2,100.00 plus \$400-\$500 corkage (last year's amount: \$3780)
3. I was curious, as I am sure you were too about the unsecured property tax bill we had to pay. Yes, there is something called a possessory unsecured property tax on property that is rented from a tax exempt entity, i.e. the county airport. This tax is

not always levied; it is at the discretion of the Board of Supervisors who did vote to exercise such this year. But how is the valuation calculated? After many phone calls and an in person visits to the Assessor's Office, I finally got a call back from the Assistant Assessor. Here is what I learned. The formula for valuation is based on the last year's rent paid. They take 90% of this sum and multiply it by 5 to come up with a 5-year rental total. The net present value, using a 10% discount rate, is then calculated to come up with the assessed valuation. We have a problem here! According to my records in QuickBooks, we paid for 8 day's rental between July 1, 2013 and June 30, 2014 (last full Fiscal Tax Year) for a total sum of \$4,320. (Actually in any calendar year we rent the track 9 times for \$4,860.) The Airport reported that we paid \$6,000 in rent for the fiscal year and the tax is based on that erroneous sum. So roughly calculating we overpaid by about \$72, or if they reported a full 9 yearly rentals that over payment would come to about \$50. Probably not worth too much time to try and resolve, but we should speak to the Airport folks to make sure they report more accurately in the future. Final cost is \$269 - \$72 (over charge) or net owed \$187.

4. **Room Block at the Lodge at Tiburon, Night of December 13, 2014 After Porsche Holiday Party**

The hotel has offered us two options as explained below. We need to choose the option that works best for us and the hotel will put together an agreement based on that.

Option 1: We can offer you a discount of 15% off of our Best Available Rate at time of booking. Right now our rates for those nights are at \$229 per night, so with the discount, rooms will be \$195 per night, plus tax. These rates will go up as the availability for those nights decreases as people book rooms. We will honor this discount until 45 days prior to the arrival date and will offer you up to 10 rooms per night.

- Executive Council agree this option best for Holiday Party

Option 2: A flat rate of \$189 per night regardless of time of booking. This rate will be valid up to 45 days prior to the arrival date and will be maxed at 10 rooms per night as well. This option has a 50% attrition with the holding of rooms, so if you want to hold 10, you will have to have at least 5 reservations or you will be responsible for paying the difference up to 5.

MOTION: To approve Holiday contract and send the \$1000 deposit to Nourish was made by Mike and seconded by Craig, vote was unanimous

Items for Discussion: none

Secretary's Report (Craig Steele):

Cayman S is in El Cajon (San Diego) being rebuild, not too much is known at this time. I had an oil separator failure after the July AX. That's all for now.

Items for Discussion:

- Update on my Cayman S engine is that it passed leak down and compression tests, no damage to piston or cylinder as first thought

Past-President’s Report (Greg Maissen):

No report submitted

Items for Discussion:

- Request candidate intent to run statements and their bio’s by October 13th
- Discussed Secretary candidates and their availability for attending meeting
- There are some big holes in our appointed positions specifically with der Riesenbaum editor and events director. We have to be more straightforward in asking for volunteers for the positions we have openings.

der Riesenbaum Editor's report

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

The September 2014 issue of der Riesenbaum was mailed September 12th to 781 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1118497748105.html>

As of September 26th the September 2014 dR had the following distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
September 2014	781	0.6% (5)	51.3% (398)	18.3% (73)	0.0% (0)

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

The September Event Reminder was sent on September 1, 2014 to 770 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
September 2014 Event Reminder	770	0.0% (0)	54.7% (421)	20.9% (88)	0.6% (5)

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

The October 1st Event Reminder will contain the Michael Rose support appeal as written by Vern Rogers.

The Editors' column in the October dR will suggest individual donations to CASA.

Discussion Items:

- Do we want to publish memorial notices?

- Barbara and Jerry have been filling in as der Riesenbaum editors for almost two years now. We need to find a permanent editor(s) as we do not want to serve in this capacity in 2015.

Items for Discussion: none

Membership Director's Report (Bob Schoenherr):

The August 2014 membership report ending August 31, 2014

Note from Membership

Congratulations to our 49 and 30 year plus members. Some familiar faces around our region for sure. And welcome to our new members. Redwood region just keeps growing.

The month of August is a car nuts dream month in Northern California. Car week in Monterey, tours, autocross, pool parties, and the list just keeps going on. Anita and I attended the first Werks Reunion in Monterey. There was no surprise to us, as we saw many Redwood members attending the event either in the coral, volunteering their time, competing in the concours or just hanging out.

Many of you are coming out to experience the autocross too. We have great numbers all year at our Santa Rosa track. September and August AX were challenging with a lot of friendly competition. We have the annual endure coming up next month.

Have some fun and meet great people these next few months before (We Hope) the rain comes...

Please feel free to email me at b_schoenherr@yahoo.com or call me at 707.995.5082 with any questions.

New members:	8
Dual members:	20
Official	548
Affiliate Members	357
Total Members	925

New Members

Name		City	Year	Car		
Mark	Hamilton	Santa Rosa	1999	Boxster	Cabriolet	Blue
Richard	Gee	Novato	1985	911	Carrera	
Ken	Brown	Angwin	2012	911 Carrera	Cabriolet	Black
Nick	Dieter	San Rafael	2011	911 Carrera		White
Earl	Joslin	Cotati	2014	Cayenne		Red
Benjamin	Hardwood	Fairfax	1994	911	Carrera (964)	White
Doug	Robertson	Mill Valley	1995	911 C2	Carrera	Green
Stephen	Kelly	Napa	2006	911	Carrera	White

FIRST_NAME	LAST_NAME	ANNIVERSARY	Years
Lawrence	Lonn	8/31/1970	44
James	Hurson	8/31/1972	42
Gary	Bayless	8/31/1978	36
George	Bono	8/31/1982	32

Michael	Kelly	8/31/1982	32
Arlene	Moorehead	8/31/1986	28
Stephen	Jarrell	8/31/1992	22
Scott	Downie	8/31/1995	19
Van	Kasper	8/31/1996	18
Stephen	Foster	8/31/1998	16
Mike	Purvis	8/31/1998	16

Items for Discussion: none

Autocross Director's Report (Grady Carter):

1. Another good turnout of 41 drivers for the September Ax. Averaging 39 participants so far this year.
2. October Ax only has 2 MSR signup with one week to go!!!!
3. Craig volunteered to and has fixed the cooler. Naturally a job for the Ice Man. Thank you Craig.
4. Two plaques having Emmitt Enduro plates made for them. What to do in the future?
5. Talked with Chris Trailer about coming out to the November Ax and demonstrating is Ax software.
6. Would like to discuss if/how/when we could progress to a more automated registration/results system. **(Just a placeholder to discuss this fall/winter.)**

Items for Discussion:

- Need to identify tow people to attend Ax to maneuver the trailer and rescue downed cars
- New score boards seemed to be a hit

Webmaster's Report (Barbara McCrory):

	September 2014
Visitors	6393
Unique IP's	4461
Country Activity	United States, Germany, China, Canada, United Kingdom, Ukraine and France 89%
iPads, iPhones, iPods, Androids	1601 25%

Prepared flyer for October Autocross, updated Calendar, Website to reflect that events are no longer "advertised" or "searchable" on MotorsportReg.com or Prepared Annual Members' Meeting flyer.

Responded to inquiry regarding possible Cashier's Check Scam from someone using der Marktplatz as a source. Advised Redwood members with ads of same, link to details regarding what the scam could be is [here](#).

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

No report submitted

Items for Discussion:

- Need links to two vendors of goodie store garments

Event Director's Report (Don Magdanz):

I am leaving for Turkey on MO 9/29 and will return on FR 10/17. I will be available by email but no phone. I will be traveling to SW Turkey and on a Gullet (motor sailing) on the Aegean Sea from FR 10/5-MO 10/13; I doubt that I will have email access during that time.

10-19-14 Lunch Run and Annual Meeting: All arrangements have been made. Mike Hinton is the Event Leader; he will call Barbara Gonnella @ Union Hotel in Occidental ([707-874-3555](tel:707-874-3555)) on SA 10/18 to confirm the no. of lunches and no. of each entree ordered. The attendee list is in the Reports section of MSR.com. The Driving Tour Map and Itinerary are in Dropbox. I plan to be at the Event.

11-08-14 Dinner Run to Plaza Bistro: The flyer information and menu were sent to Barbara and Jerry. Joe Burroughs will call the Park Service in Sonoma on MO 9/29 to determine if the parking is available and how full the lot is on a Saturday night @ 6PM in early November. I asked him to email this information to Jerry Gladstone. Based on his comments, the Board needs to decide if we spend the \$90 or just wing it. The event in June at Plaza Bistro was canceled due to no one signing up a week in advance. Please, plan to attend this one if you can; I don't want another cancellation at this venue. We will meet at 3:30PM @ Cafe Mocha and leave no later than 4PM; Daylight savings time starts on SU 11/2, and dusk is around 5:15PM. Would like to get to Sonoma before it gets too dark. Drive time is about 90 minutes.

12-13-14 Holiday Party:

- Gwenn, our contact at Nourish has left; Jay Zinger ([415-902-8147](tel:415-902-8147)) has taken her place; I casually know him as a former owner of Odalisque in San Rafael, which he and his partners recently sold. I asked Jay to contact Jerry Gladstone ASAP to ensure that Jay has the latest copy of the agreed Contract, which Jerry is presenting at the meeting. The Menu is attached.
- I talked to Ray Kaliski; he knows Dominic Petrone, one of the owners of the Acqua Hotel. Ray will contact him to get a rate for Saturday night. Attached is the proposal from the Lodge @ Tiburon. I would suggest Option X, which does not require any Redwood Region money if enough people don't sign up. I also suggest that the Board gives Jerry the authority to sign a contract with Acqua and/or the Lodge @ Tiburon.
- I sent the flyer information and menu to Barbara and Jerry. I suggest that we finalize the flyer after we get the hotel rates approved and the fish selection. For an October eblast and dR, suggest that we have save the date information including the date, location, time (6PM-11PM), price of \$75, bring your own wine (corkage paid by Redwood Region), and purchase cocktails, beer or wine at the no host bar; if there is a contract(s) for hotel rates, those could be included.
- I informed the officers in early October that I would not be the Event Director in 2015. I

will consult with anyone setting up events; this includes my contacts and suggesting Driving Tour routes. I have a subscription with RidewithGPS that allows me to print the Map and download the information for the Itinerary; with a week or more notice, I can setup up our standard Itinerary and include the Map for an agreed upon route.

Items for Discussion: none

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion:

- 25 cars entered, and gave out 19 Zone 7 1st places, collected \$750 for CASA
- 3rd Sunday in September 2015 good for next year's event

Sponsorship Director's Report (Simone Kopitzki):

Nothing to report for Simone

Items for Discussion:

- Meeting at Nourish at 7pm, Tuesday, October 7th to discuss sponsorship policy and process

Safety Director Report (Mac Cranford):

No report submitted. Need new e-mail address, got my message returned

Items for Discussion: none

Charity/CASA Report (Vern Rogers):

No report submitted

Items for Discussion: none

Social Media Report (Kurt Fischer):

Facebook Primer

As you all may know...I am the social media co-chair for the Redwood Region and it is time for you to understand the benefits for using Facebook as a tool to receive information on our Region's activities.

Facebook is free and it's one of the best mediums for communication. You can send message, start a video call, and upload photos and videos for free. Facebook allows us to share photos and videos on all our events that are not possible with our newsletter.

Facebook has good privacy setting, which gives you the option to maintain privacy according to your wish.

We currently have 491 "friends" and pushing for the magic 500! Help us make that mark and join us on Facebook!

Here we are!

<https://www.facebook.com/pages/Redwood-Region-Porsche-Club-of-America/184641601053>

Items for Discussion: none

Meeting adjourned at 8:57 P.M.