

January 2015 Board Reports and Meeting Minutes

In attendance (12): President Mike Hinton, Vice President Craig Steele, Treasurer Jerry Gladstone, Secretary Chip Witt, Webmaster Barbara McCrory, Autocross Director Grady Carter, Concours Director James Heisey, Safety Director Mac Cranford, Past President Vern Rogers, Membership Director Tom Short, Social Media Director Kurt Fischer, and Dawn Gee

Absent (3): Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, and Goodie Store Director David Bunch

Meeting called to order at 7:05 p.m. PST by President Mike Hinton at Graffiti, 101 2nd St #190, Petaluma, CA.

Motion to approve the November 2014 Board Reports by Vern Rogers was seconded by Craig Steele and carried unanimously.

President's Report (Mike Hinton):

- Led one group on the One One Fun Run. The event certainly lived up to its name: beautiful weather, great roads, mostly cooperative slower traffic, then a great meal with great people. Thanks to Don for organizing and laying out the route. Took Skaggs Springs Road home. What was I thinking?
- Attended the January 4 Cars & Coffee event in Novato. Saw a bunch of Redwood Region members, and good variety of cars. Again, thanks to Kurt for organizing the gathering. Come on out next month, especially if you've never attended.
- Obtained business cards for new Board members, and continuing Board members who changed positions. Had a senior moment at the Tech Session and failed to give Craig his cards. Sorry, Craig! I promise to bring them to the Board Meeting!
- Obtained insurance certificates for both the One One Fun Run and the Hi Tec Tech Session.
- Updated the AOA badge holder list with the Sonoma County Airport. Why we have to do this is a mystery to me...
- Accompanied Craig on the scouting expeditions to find a new location for Board Meetings. We're going to "test drive" a couple of locations. Craig and I would welcome any other suggestions that anyone might have.
- Attended the Tech Session at Hi Tec. Thanks to Deven and his staff for the hospitality and the informative presentation. I wish I'd had his checklist before buying some of my cars. It was an expensive day, though, as we wound up purchasing the Carmon Red Cayman S for Brenda!

Items for Discussion:

- Currently have no newsletter. Need to address how best to proceed to effectively communicate with members. No newsletter editor presently, and attempts to find one have failed. Facebook and email blasts are our primary means of contact with membership.
 - Barbara: 54% open rate on email blasts. Matches newsletter open rates.
 - Mike: perhaps what we are doing is as effective as the newsletter.

- Tom: How does our open rate measure up against other regions? Is probably pretty good. Jerry: matches roughly reports of other regions.
- Stories on Facebook about events after they occurred. Articles also on web site.
- Microsoft Expression Web used currently by Redwood Region for content management. Drupal, used by some other regions, is overly complex and difficult to manage on on-going basis.
- Chip: Is it worth investigating other Content Management Systems? Grady: Whatever technology is chosen, it needs to be chosen with the thought that it needs to be maintainable by anyone (including non-technical) easily.
- Need to continue searching for convenient, cost-effective location for board meetings. Float ideas by Mike or Craig for investigation.

Vice President's Report (Craig Steele):

- Attended One One Run, was sweeper for one of the run groups.
- Attended the HiTech tech session event.
- Attended the SVR HPDE 101 event in Sacramento.
- Co-event leader with Mike on Two Bird Café Run, will be run leader for route.
- Discuss the future of our monthly meeting locations.

Items for Discussion:

- Continuing search for space for board meetings. Process thus far has included using Yelp reviews and a search of 20 that advertised having private meeting rooms. Some weren't really private rooms. Some had overly high expectations and requirements wrt spend. Narrowed down to first two meeting locales: Graffiti and Hilltop. Still open to other suggestions. More to follow. Considerations
 - Good place for meeting.
 - Restaurant with reasonably priced food.
 - Good, safe parking for our cars.
- Review of autocross T-shirt design options that have been submitted. Need to move forward to have something in time for first AX on 3/14. Sticking w/ two-color and insuring range will stay within \$1000 range of previous years. Pros and cons? Taking ideas and will produce another iteration of designs for additional feedback.
- Reminder of work that needs to be done to review content of Procedures Manual. Jerry submitted Treasurer updates. Chip and Craig discussed how to break this apart and get it done. Will be sending out email to follow-up to gather information from each of the board members in their current and past roles, including procedures that have content considerations that cross over multiple roles.

Event's Coordinator's Report (Craig Steele)

- Review of concept and example of "Event Dashboard" for managing completion of steps required (red, yellow and green) for organizing events so that status/readiness can be easily interpreted visually in updates leading up to event dates. Still a work-in-progress.
- Finalizing preparation of fliers, Facebook, website content and MSR data for February 7 and 21 events.
- Working on Pine Ridge Winery for March. May want to do a brunch run event for 2/21. Kurt and Craig to discuss off-line.

Items for Discussion:

- Kurt: 6/27 Porsches on the Plaza event date is no-go due to conflict. Will move to 6/28.

Meeting suspended at 7:38 p.m. PST for dinner break by President Mike Hinton.

Meeting resumed at 8:01 p.m. PST by President Mike Hinton.

Treasurer's Report (Jerry Gladstone):

This report covers the period from January 1 through January 23, 2015.

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. Also submitted at this time was the Treasurer's 2014 Annual Report to the Board and the 2015 "Baseline" Budget. Anyone wishing to see additional financial detail please contact the Region Treasurer.

Amended to this report:

1. Balance Sheet as of January 23, 2015.
2. Profit & Loss Statement for the period January 1 through January 23, 2015.
3. Holiday Party expense and subsidy - final report.
4. 2014 Treasurer's Annual Report to the Board and 2015 Baseline Budget (separate attachment and also filed under Treasurer in DropBox).

Notes:

- Mike's Redwood Region credit card was applied for and issued. Mike now has signature authority on all WestAmerica Banking and checking accounts replacing Vern as president.
- The WestAmerica online banking login and password has been changed; Mike has been issued a copy of this information.
- As we have changed officers, a revised Secretary of State Information Form has been filed. No fee was due.
- The Treasurer's section of the Redwood Region Procedures Manual has been updated.
- Without a newsletter, shall we continue our subscription to Constant Contact?
- The 2014 "books", i.e. QuickBooks file, are ready for review by the Financial Review Committee.

Secretary's Note: Please see additional attachments from Treasurer:

- *2014 Annual Treasurer's Report to the Board with charts.pdf*
- *Treasurer's Report 1.27.15.pdf*

Items for Discussion:

- Should we continue Constant Contact? – the answer is yes, we need it, as this is how we send out monthly announcements.
- Financial Review Committee – Treasurer's work is reviewed annually. Content provided to committee.
- Report will be light next month due to vacation plans to Mexico.
- Do we need any discussion about the Annual Report? Had been reviewed by those present, and did not require further discussion.

Secretary's Report (Chip Witt):

- Attended Holiday Party and Accepted Hand-off of Secretary Role from Craig Steele.
- Collected two boxes of region paperwork and assorted process documents from Craig to complete Secretary role tactical hand-off.
- Accepted Dropbox administrative control from Don Magdanz.
- Attended Jan 4 Cars & Coffee with several other region members. Surprisingly high Porsche turn-out! Great event, Kurt!
- Attended Jan 17 Hi-Tec Tech Session. Thanks, Devon!
- Time again to review procedure manual for region roles. Input from Treasurer already received to update those procedures. Suggest those new in roles work with predecessors (where possible) to review doc and provide corrections for collective review at February's board meeting. (*See attached Procedure Manual.doc*)

Items for Discussion: None

Past-President's Report (Vern Rogers):

- Filed Annual Region Report form and Region Continuity Checklist with National.
- Attend the Holiday Party and handed off the Presidency to Mike along with a scepter of office.
- Bring checks from 3 Region sponsors to the Jan 27 board meeting.
- Will not be attending the Feb 21 Presidents meeting nor the Zone 7 Awards Dinner.
- Still getting comfortable with my new role.

Items for Discussion: None

Membership Director's Report (Tom Short):

The December 2014 membership report ending December 31, 2015

Happy 2015 PCA Redwood members! And congratulations to our members with 30+ and 40+ years in the club! I'm looking forward to a great 2015. I hope our new members take advantage of the excellent activities we will undoubtedly have on tap in the coming year. And I encourage everyone to participate in our club events – it's a great way to meet other PCA members and have some fun with great people and our amazing cars.

This is my first membership report as your new Membership Chair. I'd like to thank Bob Schoenherr for his excellent tutelage, helping me learn the ropes to prepare this report.

New members:	2	
Dual members:	22	
Transfer In	2	
Transfer Out	0	
Non-renewal	9	
Renewals	29	
Official	556	
Affiliate Members	357	
Total Members		913

New Members

Name	City	Car
Bert Nevins	Sonoma	2005 911 Carrera S, Seal Gray
Elias Olson	Mill Valley	

Transfer Members

Name	City	Car	Transferring From
Bo Friberg	Greenbrae	1997 911 Carrera	San Diego
Amy Friberg (co-member)			

First	Last	Anniversary	Years
Alison	Schlosser	1/1/1970	45
Emma	Ramshaw	1/1/1970	45
Bob	Sherwood	1/1/1971	44
Gail	Tierney	1/1/1976	39
Malcolm	Boyes	1/1/1976	39
Peter	Tierney	1/1/1976	39
Candace	Boyes	1/1/1988	27
Richard	Howard	1/1/1997	18
Bo	Friberg	1/1/1998	17
Colleen	Giampaolo	1/1/1998	17
Fairuz	Neumann	1/1/1998	17
Richard	Gale	1/1/1999	16
James	Fash	1/1/2000	15
Rosemary	Machado	1/1/2000	15

Items for Discussion:

- Affiliate members should not be included in membership report; only primary members.
- Badge order submitted.
- Sorting out who will be sending out welcome message to new members (Simone has been doing it as a service to the board and may wish to continue) as well as the message content for contacting members up for renewal.

Autocross Director's Report (Grady Carter):

Here are the items I sent out earlier this month with the consensus responses noted next to each item. I inserted the survey summary in after Item 5. Also included event pricing summary for discussion purposes. Also sending attachments on the trailer pricing, size, etc. and last year's repaving report.

1) Paving Repairs: Yes

2) Trailer Replacement: Yes

3) MSR registration: Don't Require

4) AX event pricing: Dual Pricing

	PCA Mbr	Porsche non-Mbr	OnSite PCA	OnSite Porsche
RR	35	35	35	35
GGR	40	50	50	60
LPR	45	55	55	55
SVR	40	50?	N/A	N/A

	MBR	non MBR	OnSite MBR	OnSite non-MBR
SCCA	40	55	50?	65?

ESCA 35 (30 for AOA card holders) (note: have many more participants)

5) Car Classification: GGR points/showroom system

Survey Results:

	Paving Repairs	New Trailer	GGR/Zone Car Class	Require MSR	Dual AX Pricing	Prices	Comments
Mike	Yes	Yes	GGR	No	Yes	40/45+	
Craig	Yes	Yes	GGR	No	Yes	??/??	
Tom	Yes	Yes	---	---	Yes	35/45?	Membership has it benefits
Chip	Yes	Yes	GGR	No	Yes	40/50	Season Pass or Multi-Pack
Bob							No response
Jerry	Yes	Yes	---	---	---	Increase	
Barbara							No response
Mac	Yes	Yes	GGR	No	Yes	40/50?	
Vern	Yes	Yes	GGR	No	Yes	40/50	
Grady	Yes	Yes	GGR	No	Yes	40/45	

Secretary's Note: Please see additional attachments from Autocross Director:

- *Replacement Trailer Info.xls*
- *SBI BID COMPONENTS.docx*

Items for Discussion:

- Track repair estimates will be provided by section. Can determine priority and plan with ESCA once we have more data.
- Mac: Do we have airport buy-in. Grady: Will be seeing where we stand in up-coming meeting with track representative, Jon.
- Jerry: Do we want to position to spend up to half our asset base in one shot on track repairs and trailer for autocross? Do we need to take it to the membership? Board consensus was that, as autocross represents a significant portion of club income, and in order to grow (or even maintain) participation, these expenditures are necessary at this time. It is the board's purpose to make these decisions based on research and in the best interest of the club. We should consider if it would be

possible to subsidize the Annual Meeting or some other event in interest of fairness to the non-autocrossing portion of the membership.

- Pricing on different trailers is pretty close in terms of cost. The benefits of the options are worth the additional, marginal costs. Three month lead time on order.

Motion to buy Lookvision 18' trailer (~\$8k) for autocross by Mac Cranford was seconded by Craig Steele and carried unanimously. Contingent on final quote. Executive Committee will give final authority for payment once final costs are known.

- Tom: Can we charge non-region members more for autocrossing at our events?
Kurt: that's a whole different can of worms...PCA membership has its privileges...not based just on region. PCA pricing is PCA pricing...regardless of region.
- "Only PCA or Porsche Owners" maintained, as managing anything else becomes a challenge at the gate.

Motion to amend autocross fees to \$40 for MSR pre-registration and \$50 for on-site registration by Vern Rogers was seconded by Tom Short. Discussion: Make sure this is adequately advertised. MSR registration is required, not payment on MSR (to get discounted rate). Carried unanimously.

- Stick with classes as they stand and improve advertisement of Showroom Stock class as option.
- Should we pursue Street Survival (locale w County for emergency AX site and Street Survival course)? – no. Haven't received response, and is not worth pursuing further.
- Event Observer report – need to insure we have someone responsible for filing as well as one back-up. Mac volunteered as primary. Mike volunteered as backup.

Webmaster's Report (Barbara McCrory):

Website	December 2014
Visitors	5598
Unique IP's	4048
Country Activity	United States, Germany, China, Canada, United Kingdom, Canada, Ukraine, France 87%
iPads, iPhones, iPods, Androids	1458 26%
	January 2015
Visitors	5911
Unique IP's	4046
Country Activity	United States, Germany China, United Kingdom, Canada, France, Ukraine, Venezuela 89%
iPads, iPhones, iPods, Androids	1665 28%
Calendar	November 21 to December 20, 2014
Visitors	161
Sessions	250

Mobile	35 14%
Counties	San Francisco, Marin, Sonoma, Napa, Lake 182 sessions
	December 21 to January 22, 2015
Visitors	347
Sessions	610
Mobile	94 15%
Counties	Marin, Sonoma San Francisco, Napa, Lake 408 sessions
Event Notices	January 1, 2015
Sent	791
Opened	405 52%
	January 15, 2015
Sent	804
Opened	400 50%
Last der Riesenbaum	December 2014
Sent	813
Opened	434 54%

- Prepared flyer for Hi Tec Tech Session.
- Drafted 2015 Autocross Flyer.
- Prepared 2015 Year at a Glance Calendar.
- Added 2015 Events to Redwood Calendar.
- Sent out Event Notices January 1, 2015 and January 15, 2015.
- Updated contact database in Constant Contact for new members and changes for December and January for the Redwood Region Contact List.
- Updated contact list for PCA National and Zone 7.

Items for Discussion: None

Goodie Store Director's Report (David Bunch):

- Thorsten gave me the \$200 check from Whitmans. Mailed to Jerry on Wednesday.
- Goodie Store
 - Did \$101 in Sales at the "One One Fun Run". - Mailed that check to Jerry earlier in the month.
 - Started selling off current stock of apparel at \$5 off the regular prices.
 - Working with ProForma on selecting the 6 to 10 items from their "On-line" Goodie Store.
 - We will be ordering 1 of each to display.
- Will have Goodie Store at the "Two Bird" start.

Items for Discussion: None

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion: None

Sponsorship Director's Report (Simone Kopitzki):

- Spoke to Deven about 2015 sponsorship opportunities. Deven wants to continue as the primary AX sponsor, he will sponsor Porsche in the Plaza and Ledson.
- Sent invoices and available sponsorship opportunities for 2015 to our existing sponsors.
- Received payment for Proshop and from Deven, I handed Vern the checks (Proshop will be handed this week) and my own payment (Busibee Bookkeeping). Per Jerry: received payment for Mobile Works West.
- Items to discuss: AX shirts for 2015 additional sponsor opportunities (Vern had some contact info for the wineries?)

Will be unable to attend 1/27 meeting.

Items for Discussion:

- Vern: Porsches on the Plaza sponsorship details w/ Deven at Hi-Tech. Mike to follow-up with Simone about discussion. Specifically, re: that sponsorship including the plaza rental fee. That fee was \$450 last year, but varies.

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):

- 554 members on Facebook.
- Good readership on recent articles. Good comments.

Items for Discussion: None

Final Business:

- Grady: Hi-Tec sponsorship typically has paid for AX T-shirts, which makes the sponsorship money a wash. Should we address this somehow to insure we can use this money for other club expenses?
- Is T-Shirt necessary? Overall consensus was the t-shirt is expected. Can we charge for t-shirts to off-set costs?

Motion to begin charging \$10 for autocross t-shirts to off-set costs by Chip Witt was seconded by Vern Rogers and carried unanimously.

Meeting adjourned at 9:06 p.m. PST by President Mike Hinton.