

## **April 2015 Board Reports and Meeting Minutes**

**In attendance (13):** President Mike Hinton, Vice President Craig Steele, Treasurer Jerry Gladstone, Secretary Chip Witt, Webmaster Barbara McCrory, Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, Autocross Director Grady Carter, , Safety Director Mac Cranford, Past President Vern Rogers, Membership Director Tom Short, der Riesenbaum Editor Jamie DeRuiter, Newsletter Committee Dawn Gee, and Ray Kaliski.

**Absent (3):** Goodie Store Director David Bunch, Concours Director James Heisey and Social Media Director Kurt Fischer

**Meeting called to order at 7:06 p.m. PDT** by President Mike Hinton at Mary's Pizza Shack, Novato.

**Motion** to approve the March 2015 Board Reports by Vern Rogers, seconded by Craig Steele and was unanimous

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

- Survived another tax season!
- Ordered insurance for April events.
- Attended 4/18 autocross event and had a great time. Brenda also did her second event of the year!
- Will be attending 7<sup>th</sup> Targa California in Southern California beginning on 4/23. Will be driving 379 miles the first day, after driving 445 miles to get here. Barney ran flawlessly on the trip down. More information to come!

### **Items for Discussion:**

- Highly recommended Targa California in Southern California. A great experience.
- To Jerry: Completed review of 2014 books. Everything checks out.

### **Vice President's Report (Craig Steele):**

- Booked 2015 Board Meeting at Novato's Mary
- Missed attending CASA Denim & Diamonds, wife was sick
- Attended the 4/18 AX #2
- Not started 2015 Procedure manual revision
- Still need a volunteer to help me with event coordination
- Co-Event Leader for the Langtry Winery and Tour with Jerry Gladstone
- Event leader for Tech Session on Porsche and their audio systems

### **Items for Discussion:**

- On topic of needing help with event coordination:
  - Vern: "Just reach-out when you need help".
  - Ray: Would like to offer help with Holiday Party.

### **Event's Coordinator's Report (Craig Steele)**

**Saturday, May 23 – Langtry Winery Tour**, 21000 Butts Canyon Rd., Middletown

- We visited this winery last in maybe 2010 or 2011
- They are looking forward to our return, this is the start of Memorial Day holiday
- Craig Steele and Jerry Gladstone are event co-leaders
- **Schedule**
  - Start 9:00am, leave 9:30am from Kaffe Mocha arrive at Langtry about 11:30am
  - Tours goes from Windsor to Middletown, Lower Lake on highways 29 and 175, etc.
  - After Arrival at Winery, Tour of Cellars, Wine Tasting and enjoy Box Lunches sitting in the outdoor picnic site overlooking the canyon's scenic lake view
  - **Box Lunch choices** (price range max. \$25)
    - Curry Chicken Salad with Apple, Lettuce and Tomato in wrap
    - Santa Fe Turkey, Green Chili, Melted Cheese, Lettuce, Tomato & Aioli
    - Charcuterie Sandwich, Oven Roasted Beef, Havarti, Caramelized Onion, Roasted, Lettuce, Tomato and Horseradish Aioli
    - Club- Turkey, Bacon, Avocado, Lettuce and Tomato with Black Pepper Aioli
    - Vegetarian Wrap with Grilled Seasonal Vegetables, Herb Cream Cheese
    - All above served with Kettle Chips and Cookie or Brownie, plus a drink
- **Discounts and Tasting Fees**
  - Working with Dustin Fults, Hospitality Manager
- Planning for 30-40 Porsches, no limit on cars
- Register on MSR.com with same rules for food orders at Pine Ridge, no wait list

I have included a sample Chic Le Chef the event catering menu.

If there are better box lunch choices to replace the above five picks... **"Speak Out"**.

Remember Jerry has to convert this food menu into an ordering list on MSR.com

**Saturday/Sunday, May 30-31-** Porsche Corral at Sonoma Historics, Sonoma Raceway is planned.

**Sunday, June 7 – Tech Session, Porsches and their Audio Systems,** Kustom Kar Audio, 1390 Santa Rosa, Santa Rosa

- First time event, starts at 11am and goes till you have all your audio questions answered
- Chris and his staff at **Kustom Kar's** has world class experience in audio systems
  - Working with budgets from \$500 to \$80,000
  - His team won first place in a National event in Memphis this year
- Food and Drink will be provided as you hear about various audio challenges installing the right system in a Porsche
- Bring your favorite tunes on a USB thumb drive or bluetooth device so you can hear the difference
- Attend the Car and Coffee at 8 am in Novato then join us for this event
- Craig Steele, event leader
- No tour planned prior to this event

**Saturday, October 10 –Davis Winery, Silverado Trail, Calistoga**

- Vern Rogers is event leader
- John Bergman has put this event together for us to enjoy this Fall

**Items for Discussion:**

- May 9 & 10 AX event dinner will be Mary's beginning around 5:30 p.m.
- July 25 Porsches on the Plaza event:
  - Kurt (and Joe) getting permit
  - Jerry: "Who's getting the bill?" (Logistics for managing how Deven covers the expense)
- September 27 Oktoberfest in Vacaville event coincides with rescheduled Rennsport Reunion V at Laguna Seca
  - Chip: Given the expected high-level of club participation in the Rennsport Reunion, do we want to consider canceling or rescheduling Oktoberfest event?
- December 5 Holiday Party: Where? Nourish again? Somewhere in Sonoma County?
  - Board agreed to research venues, but not eliminate having it in Marin County again despite tendency to alternate years between Sonoma and Marin Counties.
- Need to begin looking at solutions to increase event participation. New members drop off participation around a year after joining
  - Concept of "Porsche Pals" was discussed. Agreed that it is incumbent upon standing board members to be these "Porsche Pals" without a formalized process. It is our responsibility, for the good of the club, to do all we can to insure newcomers feel welcome. Introduce them to other members. Check-in to insure they are having a good time.
  - Photos of new members with their Porsches at events. Publish in dR.

**Meeting suspended for dinner at 7:39 p.m. PDT for dinner break by President Mike Hinton**

**Meeting resumed at 8:00 p.m. PDT by President Mike Hinton.**

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

This report covers the period from March 28 through April 24, 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 in accordance with expectations. \$4,500.00 was transferred from the general account into the autocross reserve to cover the expense of the new trailer. Anyone wishing to see additional financial detail please contact the Region Treasurer.

Notes/Questions:

- How should we account financially for the new trailer? Asset to be depreciated, other?

Submitted by: Jerry Gladstone ... April 24, 2015

**Items for Discussion:**

- On financially accounting for new trailer:
  - Mike: Just expense it to keep it simple
  - Vern: As an unusual and high expense it will be distortive when looking at expenses year-over-year if we do not spread it out over multiple years.
  - Board agreed to expense it and provide a footnote in account to explain distortion in annual report.

**Secretary's Report (Chip Witt):**

- Attended AX #2 on April 18. Aside from developing a mysterious post-cat exhaust leak in the afternoon (thanks to Hi Tec, found it was a clamp that, while tight, had somehow been rotated out of place to cause the leak...cheap fix...all good), had a great time. Good layout, which a "little bird" told me was close to what the layout for May's Zone events will be. Got some great pics which I published at <https://plus.google.com/photos/110068523322251094238/albums/6141566989501358129>.
- Wrote a couple of articles that were accepted and published in dR. One on AX #1 and the other on the Pine Ridge Winery Tour. Both great events, so I hope I did them justice in my write-ups.
- Amidst a product launch and the RSA Conference for HP, the Vator Oakland Splash and Y-Combinator interviews for my start-up and moving from Penngrove to Petaluma, I've been a tad over-

subscribed this month. Looking forward to Laguna Seca for United Sports Car action and Porscheplatz the first weekend of May.

**Items for Discussion: none**

**Past-President's Report (Vern Rogers):**

- Attended April 18 AX – the second with my Cayman. Figuring out that I may need different tires, but need to use up the tread on these Hankook Evo V12's first.
- Attended the Pine Ridge Tour on 3/28. Great route, great tour at the winery, great wines. Tour pace could have been quicker. Perhaps we need to revisit the need for two groups.
- Wrote a paragraph which was incorporated into GGR's submission of Sharon Neidel for PCA Enthusiast of the Year.
- Worked with John Bergman to secure a winery for a tour in October. Settled on Oct 10 at Davis Estates. Cost will be \$35 to members. I will lead the event and develop the route.
- We still need to be looking for a 2016 AX Director.

**Items for Discussion: none**

**Membership Director's Report (Tom Short):**

**The March 2015 membership report ending March 31, 2015**

In April, 23 PCA Redwood Region members marked five or more years in the club. And special congratulations go out to five of our members with 30+ years!

Here's a big welcome to our new members – I hope you take advantage of the excellent activities we have on tap as the weather warms up. Be sure to check out the calendar on our website, and keep an eye on it as new events are added as we finalize them. I encourage everyone to participate in your club's events – it's a great way to meet other PCA members and have some fun with great people and our amazing cars.

If you spot any errors or have any questions about membership please feel free to email me at [pcaredmembership@gmail.com](mailto:pcaredmembership@gmail.com) or call me at 415-300-7457.

Best,

Tom Short

|              |    |
|--------------|----|
| New members: | 13 |
| Transfer In  | 0  |
| Transfer Out | 0  |
| Non-renewal  | 0  |
| Renewals     |    |

Official 573  
 Affiliate Members 357  
**Total Members 930**

New Members

| <b>Name</b>        | <b>City</b>     | <b>Car</b>           |
|--------------------|-----------------|----------------------|
| Harry Albers       | Santa Rosa      | 2003 Boxter          |
| Brooks Bayly       | Glen Ellen      | 1999 911 Carrera Cab |
| Craig Bestwick     | Kentfield       | 2004 911 Carrera     |
| Brent Chase        | McKinleyville   | 2007 Cayman S        |
| Henry Garcia       | American Canyon | 2007 911 Turbo GT    |
| Thomas Micka       | McKinleyville   | 2010 Panamera 4S     |
| Stephanie Nicholls | Sonoma          | 2014 Cayman          |
| Vikrum Nijjar      | Novato          |                      |
| Gagik Oganessian   | Santa Rosa      | 2015 911 GT3         |
| Rein Plakk         | Napa            | 1965 911             |
| Paul Roussopoulos  | Napa            | 1975 911 S           |
| Robert Smith       | Trinidad        | 1985 944             |
| Kirsty Williams    | Mill Valley     | 1995 911 Carrera     |

**Anniversaries (five years or more)**

| <b>Name</b>     | <b>PCA Member Since</b> | <b>Years</b> |
|-----------------|-------------------------|--------------|
| Robert Sachs    | 4/1/1960                | 55           |
| James Brown     | 4/1/1969                | 46           |
| Frank Massick   | 4/1/1975                | 40           |
| Don Nicoli      | 4/1/1983                | 32           |
| Michael Beavers | 4/1/1985                | 30           |
| Michael Obley   | 4/1/1992                | 23           |
| Elvin Ambler    | 4/1/1992                | 23           |
| Daniel Boesch   | 4/1/1993                | 22           |
| Alan Powell     | 4/1/1998                | 17           |
| Don Magdanz     | 4/1/1999                | 16           |
| Dennis Chizma   | 4/1/2000                | 15           |
| Rhyne Beatty    | 4/1/2000                | 15           |
| Paul Alber      | 4/1/2000                | 15           |
| James Kennedy   | 4/1/2002                | 13           |
| William Reising | 4/1/2002                | 13           |
| Judson Rounds   | 4/1/2004                | 11           |
| Gerald Connors  | 4/1/2005                | 10           |
| James Jordan    | 4/1/2006                | 9            |
| Tom Markovich   | 4/1/2006                | 9            |

|                    |          |   |
|--------------------|----------|---|
| Gregory Sieck      | 4/1/2008 | 7 |
| John Hollander     | 4/1/2008 | 7 |
| Ken Haupt          | 4/1/2008 | 7 |
| Enrique Delgadillo | 4/1/2009 | 6 |

**Items for Discussion:**

- Should we organize a new member Happy Hour event?
  - Barbara: Other regions do this.

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

- Excellent 2<sup>nd</sup> AX. 48 participants. Great weather. Of 47 paid participants, 83% (39) pre-reg'd on MSR.
- Had new members but too hectic to deal with as free Ax.
- Andy applied for an AOA card. Will have in 10 days. Yay!!!!!!!!!!!!!!!
- Helmet cleaning a success.
- Helmet rule: Parade or GGR (i.e. current & 2 previous or current & 1 previous, respectively).
  - Board: current & 2 previous
- Do transfer in's or new associate members get a free autocross?
  - Board: Transfers, yes. Associate Members, no.
- Can we develop an annual tech process (like SCCA) or is this up to the PCA? Do we want to? Should I pursue?
  - Board: not at this time.
- With increased participants should I survey the AOA card holders prior to the Ax (3 weeks ahead?) to determine a max participant limit for the autocross. Do we limit spectators?
- Talked with ESCA. No progress on getting a meeting with the airport yet.
- Trailer delivery moved back to week of May 11.
- Will purchase 2 5/16" hitch ball for trailer.
- Working on new start and finish flags.

**Items for Discussion:**

- New coupon for free AX for new members applies to new members from January on. Tom designed and shared with Grady to insure we know what to look for.

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

|                                 |  |
|---------------------------------|--|
| <b>Website</b>                  | April 2015   |
| Visitors                        | 6810   |
| Unique IP's                     | 4775   |
| Country Activity                | United States, Germany, China, Canada, United Kingdom, Canada, Ukraine, Russian Federation 90% |
| iPads, iPhones, iPods, Androids | 1863 27%   |
|                                 |  |
| <b>Calendar</b>                 |  |
| Visitors                        | 469  |

|               |   |
|---------------|---|
| Sessions      | 655   |
| Mobile/Tablet | 133   |
| Counties      | San Francisco, Marin, Sonoma, Napa, Lake 331 sessions |
|               |   |

Completed flyer for Sonoma Historics Corral. Updated 2015 Year at a Glance Calendar. Started flyer for Langtry Estates Wine Tour. Created ad for Mammoth Lakes tour. Updated contact database in Constant Contact for new members and changes for April for the Redwood Region Contact List. Posted articles from April der Riesenbaum to website.

Researched Redwood Region Logos, scanned and "cleaned up" old images and sent same to RJ Wilmoth for the 60th Porsche Parade and historical purposes. There will be a display at Parade of all the available Region's logos.

**Items for Discussion: none**

**Goodie Store Director's Report (David Bunch):**

- \$62.72 in Sales from 2 sales Goodie Store on-line.
  - \$50 in Merchandise.
  - \$8.24 for postage.
  - \$4.48 in packaging.
- \$12 sales of Wine Glasses.
- Awaiting checks in the mail, will forward to Jerry upon arrival.

**Items for Discussion:**

- Mike: What is the status of the new merchandise?

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

- Nothing to report.

**Items for Discussion: none**

**Sponsorship Director's Report (Simone Kopitzki):**

- Nothing to report.

**Items for Discussion:**

- Simone and Thorston will not be at next board meeting.

**Safety Director Report (Mac Cranford):**

- Nothing to report.

**Items for Discussion:**

- Mac: Last AX - stop area did not look great. Some adjustments made at event, but may need to pay closer attention to insure we are keeping the person giving out timing slips (and others) is (are) as safe as possible.

**Charity/CASA Report (Vern Rogers):**

No report submitted

**Items for Discussion:**

- No one on board was able to make the annual “Denim & Diamonds” gala.

**Social Media Report (Kurt Fischer):**

No report submitted

**Items for Discussion:**

**Der Riesenbaum Editor/Newsletter Committee Report (Jamie DeRuiter, Dawn Gee):**

The April 2015 issue of der Riesenbaum was mailed April 14th to 824 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1120310587940.html>

As of April 23 the April issue dR had the following distribution statistics:

|            | Sent | Bounces  | Opens       | Clicks     | Opt Outs |
|------------|------|----------|-------------|------------|----------|
| April 2015 | 809  | 0.2% (2) | 50.7% (417) | 16.3% (68) | 0.0% (0) |

Publication date for the next issue of der Riesenbaum is approximately May 11th with all submissions and materials due by Monday, May 4th.

The April 1 Event Reminder was sent on April 1, 2015 to 800 email addresses.

|                        | Sent | Bounces  | Opens       | Clicks     | Opt Outs |
|------------------------|------|----------|-------------|------------|----------|
| April 1 Event Reminder | 800  | 0.5% (4) | 51.5% (410) | 17.1% (70) | 0.4% (3) |

Jamie DeRuiter  
 PCA Redwood Region, Editor  
 1966 White 912  
 April 24, 2015

**Items for Discussion:**

**Meeting adjourned at 8:47 p.m. PDT** by President Mike Hinton.