

July 2015 Board Reports and Meeting Minutes

In attendance (15): President Mike Hinton, Vice President Craig Steele, Treasurer Jerry Gladstone, Secretary Chip Witt, Webmaster Barbara McCrory, Autocross Director Grady Carter, Concours Director James Heisey, Sponsorship Director Simone Kopitzki, Thorsten Kopitzki, Safety Director Mac Cranford, Past President Vern Rogers, Social Media Director Kurt Fischer, Greg Maissen, Brenda Hinton and Briana Stroud.

Absent (4): Goodie Store Director David Bunch, Membership Director Tom Short, der Riesenbaum Editor Jamie DeRuiter, and Newsletter Committee Dawn Gee

Meeting called to order at 7:00 p.m. PDT on July 28, 2015 by President Mike Hinton at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the June 2015 Board Reports by Vern Rogers, seconded by Mac Cranford and was unanimous.

President's Report (Mike Hinton):

- Obtained insurance certificates for all of the July events.
- Attended the July autocross on July 11. Even though most of my rivals went faster than I did, the course was fun. The turnout was fantastic, and it seemed that everyone enjoyed the day. Really looking forward to the August event.
- Attended the winery tour to Fieldstone on July 18. Many thanks to Vern for organizing and leading the drive. A very enjoyable route, followed by excellent food and wines. This year was my first time to attend this run, and I will certainly be attending in the future.
- Brenda and I will be participating in Porsches on the Plaza on July 25. Should be a beautiful day, with lots of cool cars on display.

Items for Discussion:

- Received a postcard from Santa Rosa Airport – new AOA requirements for badge-holders.

Vice President's Report (Craig Steele):

- Got back from Parade on Sunday July 5th finished road trip logging 6500 miles on the Cayman S in 3.5 weeks
- Attended Autocross #6
- Attended the Fieldstone Winery Tour
- Will attend the Porsches on the Plaza Event on 7/25/15
- Met with Cris Fischer to discuss:
 - Draft 2015 PCA-RR Policies & Procedures, (see attached PDF), Cris reformatted document to eliminate cut & paste errors and added Kurt Fischer is event coordinator) Jerry's treasurer's changes
 - Holiday Party Update, bringing Kurt Fischer to discuss best venue and date
 - Getting a head start on 2016 Event Planning to add weekend trips, dinner socials, and multi activities tour events

Items for Discussion:

- Executive Council to review draft of Policies & Procedures draft – will schedule a meeting – suggestion was to meet the hour prior to August 25th Board Meeting.

Event’s Coordinator’s Report (Craig Steele)

July 25- Porsches on the Plaza (Kurt Fischer is event coordinator)

August 22- Second Pech Merle Winery Potluck (Kurt Fischer is event coordinator)

September 5- Maple Creek Winery Tour (Kurt Fischer is event coordinator)

Items for Discussion:

- Should have list of vetted wineries going into November’s 2016 Events Planning Meeting
- Looking at adding evening meals – new members
- Considering revisiting weekend tours
- Beer tour

Meeting suspended for dinner at 7:38 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 June 27 through July 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. Anyone wishing to see additional financial detail please contact the Region Treasurer.

Attached to this report:

1. Balance Sheet as of July 24, 2015.
2. Profit & Loss Statement for the period June 27 through July 24, 2015.
3. Profit & Loss Statement Year-to-Date (YTD) July 24, 2015.
4. 2015 Autocross #6 accounting report.
5. Field Stone Winery Tour accounting report.
6. 2015 CASA Funds collected to date spreadsheet.

Notes:

1. MSR registration pages were created for Porsche 911 Red Book sales and the Pech Merle Winery pot luck.
2. Only 5 copies of the Porsche Red Book have been ordered.
3. The Treasurer's semi-annual report was published in the July newsletter.

Submitted by: Jerry Gladstone , July 24, 2015

Items for Discussion:

- 911 Red Book – Listed in last newsletter. Ordering available through MSR. 5 orders thus far.

Motion to purchase 3 copies of the 911 Red Book for the club by Vern Rogers, seconded by Mac Cranford and was unanimous.

- Porsches on the Plaza and Refund to Deven (Hi Tec Automotive)
 - Greg Maissen: No banners were allowed at the event. Hi Tec Automotive was not aware they would not be able to place a banner; no prior notice was provided to them as they agreed to sponsor the event. This new rule by City of Sonoma reduced the value of sponsorship for Hi Tec Automotive.
 - Despite informal notice to members of the club, no mention of a ban on banners was present in the contract signed with City of Sonoma. In fact, the contract was missing pages so was incomplete anyway.

Motion to return full sponsorship amount (\$522) to Hi Tec Automotive by Vern Rogers, seconded by Mike Hinton and was unanimous.

Motion for club to absorb costs and pass all event proceeds to CASA by Vern Rogers, seconded by Mike Hinton and was unanimous.

Secretary’s Report (Chip Witt):

- Spent time communing with cars and the car people that love them at the July 5 Marin County Cars and Coffee. Great turn-out. Met some new folks and had a great time.
- Participated in AX #6 on July 11. Slightly disappointed in my own performance on-track, but redeemed the day handing the keys over to Drew Powers to allow me to ride as a passenger and see the lines of a better driver for my last afternoon run. Good decision. Much fun. Interviewed a new RR member and first-time autocrosser re: his experience for dR. Will appear in August edition.
- Had a bolt missing (vs. the expected “screw loose”) for the bumper support arm on driver’s side rear. Deven at Hi Tec Automotive sorted me out on July 17. Got a well-needed wash in the visit.
- Nicole and I enjoyed the Field Stone Winery Tour on July 18. Well attended event. Great drive. Food was excellent and got a lot of good tastes in from their wine list. Thanks for the hard work organizing the event, Vern.
- Got to Santa Rosa Airport AOA office to submit application and payment for AOA card. Unless something goes wrong, should have my card before AX #7 on August 8.
- Sasha was parked in front of the Town Hall in Sonoma all day July 25 for Porsches on the Plaza. Lots of gorgeous examples of the marque and a tremendous turn-out of PCA members and general enthusiasts. Wrapped up at Deven Wailes’ house for an after-party to enjoy a late afternoon of beverage, food and great conversation.

Items for Discussion:

- Scheduled to pick-up AOA card on Thursday. Will provide card number and expiration to Mike Hinton to maintain card holder records.

Past-President’s Report (Vern Rogers):

- Volunteers are still needed for Rennsport V. Sharon Neidel is coordinating. Her email is SharonNeidel@yahoo.com. Susan and I will be there doing a 3 hour shift on Saturday. She'll be in hospitality, and I will be working the corral.
- Attended July AX – the 2nd with Bruno this year. Really great time(s). You gotta love it when your times improve all day long and your best is your last!
- The Cayman (Ernie) decided he was going on a backwards drive without me on the 4th of July weekend. I had pulled into the driveway and was distracted by someone crossing it just as I entered. I forgot to leave the car in gear, but did pull on the E-brake. I got out, covered the car, and headed off to the Marin County Fair with Susan in another car. We came back that evening to find Ernie had rolled down the driveway, between Bruno and my commute car, not touching either one. What he did touch was an oak tree. He touched it hard enough to break the driver's tail light the bumper and the driver's rear quarter panel. Good news is that I got him back on the 16th and Bertolli's did a fabulous job. I also had them paint the mirrors and side vents in Carmon Red. I love the combination with the Artic Silver.
- Lead the Fieldstone run on 7/18. The route was over some very nice pavement and on a route that the club has not run in the past 8 years (at least). Bicycles, although always a bit in the way, were not too bad considering we were sharing the route with a century ride. Riders from this event were going the opposite direction. Wine, food, and people were excellent. I can write an article on the event if no one else has stepped up. I know that Mike, Barbara, John Jackson, and some others shot pictures and will need to be contacted to send them in for the article.
- I will also be writing a small paragraph about running for the board as elections are on the horizon.

Items for Discussion: none

Membership Director's Report (Tom Short):

- Ordered and sent two new name badges for two new members, along with free AX coupons
- Worked with NiceBadge.com to revise badge template so text box is vertically centered on the badge (Vern noticed that the text was skewed toward the bottom of the badge).

Issues / Questions:

- I will be absent for our July meeting due to business travel. Please provide any input/response from the meeting to the following items. Thanks!
- Re membership reports, the number of dual members is no longer reported in the monthly reports from national. I have a query into Vu about this to confirm whether or not that info is available in any fashion to us so we can continue including it in our reports.
 - Barbara McCrory: Dual members have never been included in National Reports – they have no way of tracking.
- Barbara asked me about including Transfers In in our new member list for the monthly membership report. I had not been doing this. Happy to do it going forward. Any thoughts/reaction?

- Barbara McCrory: Information from Draft Procedures Manual, D1, page 21, “Review monthly report from PCA National for all New Members, including transfers. Include Member Name(s), City, and vehicle type in ‘New Members’ section of Membership Report.” Indicated on page 32 of current Procedures Manual as well.
- If we do include them, do we also issue them a complimentary Redwood Region badge the way we do for new members? Consensus: yes.

Items for Discussion:

- Affiliate members do not automatically receive the dR newsletter. Affiliate members should send an email to barbara@groundspeed.com to add their email address to the dR newsletter distribution list. An article in dR will reiterate this to our members.

Autocross Director's Report (Grady Carter):

- Very Good AX6. Had 38 participants. The weather again was great. 11 runs. 84% pre-reg.
- Big thanks to Craig once again. Has order and will be delivering the steps to the trailer.
- Bob getting tongue lock key made, will make 3 full sets of keys. What to do with third set?
- Would like to set up a small work party for February to complete any needed modifications. Will need to have specific work list.
- Working on lengthening the rear door lock back latches. Wind cause a problem last AX.
- No word on additional AOA applicants.
- Chip, Gordon and Jaime agreed to get AOA cards.
- Put battery on solar charging at last AX. Hope to use as laptop power if can get Chris Trailer out to demo his software in one of the next two AXs.
- Any progress on getting insurance on the trailer and contents?
 - Mike to ping his insurance guy again.
 - Briana to provide additional information.

Items for Discussion: none

Webmaster’s Report (Barbara McCrory):

Website	July 2015
Visitors	5782
Unique IP's	3783
Country Activity	United States, Germany, China, Canada, United Kingdom, Canada, Ukraine, Russian Federation, France 89%
iPads, iPhones, iPods, Androids	1571 27%
Calendar	
Visitors	1283
Sessions	1378
Mobile/Tablet	91
Counties	San Francisco, Marin, Sonoma, Napa, Lake 192 sessions

- Completed flyer for Pech Merle, August and September AX and Ledson Concours.
- Updated contact database in Constant Contact for new members and changes for July for the Redwood Region Contact List.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

- Nothing to report

Items for Discussion: none

Concours Director's Report (James Heisey):

- Event flier prepared and circulated to other Regions in Zone 7.
- Confirmed with Deven that he has sufficient wine glasses remaining.
- Will order 1st place plaques about 30 days before the event.
- Will work out final details with the Winery the week before the event.
- In other words, everything is on track.

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

- Nothing to report.

Items for Discussion:

- Good feedback on new member letters.

Safety Director Report (Mac Cranford):

- Nothing to report.

Items for Discussion:

- Will not be at next AX. Bob Schoenherr provides backup as Safety in Mac's absence.

Charity/CASA Report (Vern Rogers):

- Nothing to report

Items for Discussion:

- Want to encourage participation in Ledson participation.

Social Media Report (Kurt Fischer):

- Nothing to report

Items for Discussion:

- Club Facebook page nearing 600 "Likes".

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

The July 2015 issue of der Riesenbaum was mailed July 13th to 844 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1121177966310.html>

As of July 26th the July issue dR had the following distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
July 2015	844	0.6% (5)	52.0% (436)	19.3% (84)	0.1% (1)

Publication date for the next issue of der Riesenbaum is approximately August 10th with all submissions and materials due by August 3rd, 2015

Items for Discussion:

- Email Event Reminders
 - Value? Spacing?
 - All agree they are useful. Should be maintained (in addition to “special” AX event reminders).
 - Jerry Gladstone: Suggestion that we send out the dR on the 1st of every month. Follow-up with Event Reminder on the 16th of every month.

New Business

- Holiday Party
 - Kurt Fischer: Ray sold Nourish so no longer have an “in” for use of that space. Suggests we return to The Flamingo for this year’s event. Suggested date of 12/12. Proposed price of \$43 / person.

[Motion](#) for Kurt Fischer to pursue agreement with The Flamingo for 12/12 Holiday Party by Mac Cranford, seconded by Vern Rogers and was unanimous.

[Meeting adjourned at 8:40 p.m. PDT](#) by President Mike Hinton.