

## May 2015 Board Reports and Meeting Minutes

**In attendance (9):** President Mike Hinton, Vice President Craig Steele, Secretary Chip Witt, Autocross Director Grady Carter, Safety Director Mac Cranford, Past President Vern Rogers, Membership Director Tom Short, Social Media Director Kurt Fischer, and Newsletter Committee Dawn Gee.

**Absent (7):** Treasurer Jerry Gladstone, Webmaster Barbara McCrory, Goodie Store Director David Bunch, Concours Director James Heisey, der Riesenbaum Editor Jamie DeRuiter, Sponsorship Director Simone Kopitzki and Thorsten Kopitzki

**Meeting called to order at 7:09 p.m. PDT by President Mike Hinton at Mary's Pizza Shack, 121 San Marin Drive, Novato.**

**Motion** to approve the April 2015 Board Reports by Craig Steele, seconded by Vern Rogers and was unanimous. **Comment:** Grady Carter requested motions and actions be highlighted in blue in final board reports.

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

- Due to previously scheduled vacations, I missed the Zone 7 autocross this month. I'll certainly be attending the June event, however. It sounds like all of the participants had a better time than I did while piloting our enormous Dodge Charger around the narrow roads of Maui.
- Obtained insurance certificates for all of the May events and ordered insurance for June autocross.
- Sent in my proxy for the Summer PCA Board meeting. After the events of the previous meeting, actions on "unexpected" motions will be deferred to allow greater analysis and discussion before holding a vote. I for one, am happy about the change.
- New autocross trailer! Woo hoo!!!!

**Items for Discussion: none**

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

- Attended the 5/9-5/10 AX #3 & #4, and Zone 7 event dinner
- Not started 2015 Procedure manual revision
- Cris Fischer has agreed to partner with me to do the social direction and event coordination for 2015
- Driving to 60<sup>th</sup> Porsche Parade, leaving Thursday, June 11<sup>th</sup> arriving June 21<sup>st</sup> in French lick, IN. After the event driving to Chicago on June 28<sup>th</sup> and track Route 66, the Mother Road, to the Santa Monica pier arriving July 5th.
- I will miss the June Board meeting on June 30, I will be driving the Cayman somewhere between St. Louis and Oklahoma City on Rt. 66

**Items for Discussion: none**

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

**May 23-** Langtry Estates Winery and Tour is ready to got 25+ Porsches will be attending.

**May 30-31-** Porsche Corral at Sonoma Historics, Sonoma Raceway is ready to rock.

**June 7-** Tech Session "Porsche and their Audio System is ready to go see attached flyer.

**July 18-** Fieldstone Winery Tour (Vern Rogers is event coordinator)

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

Cris Fischer and I are discussing several new activities to add to our 2015 event schedule including:

- New Members meal meeting
- Another specialized tech session
- Bring back past RR events that were popular and well attended
- Events planned from our after events survey data

**Items for Discussion:**

- Discussion about when the RR 50<sup>th</sup> Anniversary will be (2019), as there had been some confusion about when the region was founded
  - 1966 was founding of the Tamalpais club
  - 1969 was founding of the Redwood Region

**Meeting suspended for dinner at 7:21 p.m. PDT for dinner break by President Mike Hinton**

**Meeting resumed at 7:51 p.m. PDT by President Mike Hinton.**

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

This report covers the period from April 25 through May 22, 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. There is a difference between the bank statement and our accounting in QuickBooks as the check for \$5,856.28 for the remainder of payments due on the new autocross trailer has not yet been cashed. The \$722.00 permit fee for Porsches on the Plaza was paid for by Hi Tech Automotive directly; this is reflected in the attached Sponsors spreadsheet. Anyone wishing to see additional financial detail please contact the Region Treasurer.

Submitted by:

Jerry Gladstone  
May 22, 2015

**Items for Discussion: none**

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

- Missed AX#3 and #4 due to other commitments. Looking forward to June.
- Participated in Langtry Estate Wineries Tour. Thanks to Craig and Jerry for organizing, Craig for doing a great job leading the drive and Kurt for showing me the

ropes of being a “Sweeper”. A great event. From conversation with Scottie at event’s end, it sounds like Langtry is eager to work with us moving forward.

- Beginning to look at options to easily insure participants in our runs get turn-by-turn directions via their navigation systems or mobile devices to help us avoid losing people at non-obvious turns where they’ve lost sight of car in front of them. Early days in research, but goal is to find something that is both, easy for planners and accessible / easy to use for participants.

**Items for Discussion: none**

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

- Attended May 9 AX – the third with my Cayman. I think Bruno (the ’83 SC) will attend in June.
- Attending the Langtry Wine Tour on 5/23. Looks like a fun route.
- Called Randy (the bbq guy we use at Bergmans) to check availability and work out details for Oct 10 tour to Davis Estates. Last month I had said that the cost to members would be \$35. Given our costs (only \$15 a head to Randy) and the fact that Fieldstone will be \$30, do we want to drop Davis to \$30, or raise the Fieldstone price. My thought is that any ‘profit’ from these events could go to CASA.
- Did I hear that we have a possible volunteer for the 2016 AX Director?
- Looking forward to June 7 Swap Meet at Parts Heaven as I still need to sell my stock (leather) Cayman seats
- As chair of the nominating committee, I do need to know if the members of the Executive Council will be running for election next year.
- I want to acknowledge Craig for how significantly he has stepped up his involvement this year and what a great benefit to the region this has been!

**Items for Discussion: none**

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

In May, 28 PCA Redwood Region members marked five or more years in the club. And special congratulations go out to two 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: 3

Transfer In 1

Transfer Out 0

Non-renewal	10
Renewals	25
Official	577
Affiliate Members	360
<b>Total Members</b>	<b>937</b>

New Members

<b>Name</b>	<b>City</b>	<b>Car</b>
Adrian Rapp	Sausalito	2006 911 Carrera 4S
Rich Gantenbein	Sonoma	2003 911 Carrera 4S
James Poolos	Sonoma	1983 911 SC

**Anniversaries (five years or more)**

<b>Name</b>	<b>PCA Member Since</b>	<b>Years</b>
Peter Young	1978	37
Bela Thury	1984	31
Tom Whitaker	1988	27
Michael Ross	1995	20
Gary Altenbach	1998	17
Joseph Dalton	1998	17
Brian Barber	1998	17
Claude Boulware	1999	16
John Burns	2000	15
Scott Peterson	2001	14
Ian Graham	2002	13
James Meyer	2003	12
Chris Barriscale	2003	12
Charles Alegria	2004	11
Daniel Waugh	2005	10
Paul Fuerst	2005	10
Hugh Carpenter	2006	9
Carol Burnham	2006	9
Don Davidson	2006	9
Darin Brandt	2006	9
Gregg Kellogg	2006	9
Vern Rogers	2007	8
Brett Hamner	2007	8
Kurt Stahr	2010	5
William Naves	2010	5
Thomas Anderson	2010	5
Val Hanchett	2010	5

**Items for Discussion:**

- Tom will be using a unique giraffe stamp that would be hard to replicate to “authenticate” the AX coupons provided to new members.
- Simone will keep sending the “new member”, personal welcome letter in addition to other club welcoming communication.
- Tom will be involving the RR Board for follow-up with non-renewing members for personal touch.

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

- Very Good AX3 (Zone AX3). 41 participants. Great weather. 95% pre-reg.
- Okay participation AX4 (Zone AX4). 20 participants. 100% MSR pre-reg. Due to 5 people leaving at lunch, got agreement from participants to revise format to 1 session per group, morning only. Did 1 hour each group plus turnover. Resulted in 10 runs each and finished at 12:10.
- A big THANKS to Craig Steele and Brian Cooley who did not run but worked positions so we could run safely on Sunday.
- New trailer is on site at the airport thanks to the Mac tow.
- Consider getting insurance on the trailer and contents.
- Set up a meeting at the trailer for May 30 to evaluate needed mods (storage of containers, helmets, etc.) and determine sizing and type of tables.
- With increased participants should AOA card holders be surveyed prior to the Ax (3 weeks ahead?) to determine a max participant limit for the autocross. Do we limit spectators?

**Items for Discussion:**

- The AOA requirements for AX at airport are 1 card holder to every 4 spectators.
- New AOA cards: Chip, Jamie and Gordon ([Grady to email Mike to get them added to list](#))
- Discussion about Taste of AX Safety / Insurance. Agreement among board that we are fully compliant and need no further adjustments at this time despite questions that arose out of inquiry into Zone AX “Wounded Warriors” project requirements.
- Looking into options for incorporating more automation into registration, timing and scoring.
- [Grady to get combination lock for trailer.](#)
- Chip Witt stepped-forward to take reigns as Autocross Director for 2016. [Grady and Chip to connect to begin planning transition.](#)

[Motion](#) to secure insurance for new AX trailer and contents by Vern Rogers, seconded by Craig Steele and was unanimous. Mike to follow-up with Jerry.

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

<b>Website</b>	May 2015
Visitors	6840
Unique IP's	4764
Country Activity	United States, Germany, China, Canada, United Kingdom, Canada, Ukraine, Russian Federation, France 91%

iPads, iPhones, iPods, Androids	1911 28%
<b>Calendar</b>	
Visitors	866
Sessions	1017
Mobile/Tablet	97
Counties	San Francisco, Marin, Sonoma, Napa, Lake

- Completed flyer for Langtry Wine Tour, June AX.
- Updated 2015 Year at a Glance Calendar.
- Updated contact database in Constant Contact for new members and changes for May for the Redwood Region Contact List.
- Posted articles from May der Riesenbaum to website.
- Sent out new member email for April new members.

60% of the users on the Calendar are browsing "in Private".

**Items for Discussion: none**

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

- Nothing to report

**Items for Discussion: none**

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

- Nothing to report.

**Items for Discussion: none**

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

- Nothing to report.
- Will not be in attendance. Enjoying Germany!

**Items for Discussion: none**

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

- Nothing to report.

**Items for Discussion: none**

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

- Nothing to report

**Items for Discussion: none**

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

- 562 "Likes" on Facebook for the RR page.

**Items for Discussion: none**

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

The May 2015 issue of der Riesenbaum was mailed May 11th to 830 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1120292367687.html>

As of May 21st the May issue dR had the following distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
May 2015	830	0.4% (3)	51.4% (425)	14.6% (62)	0.2% (2)

Publication date for the next issue of der Riesenbaum is approximately June 18th with all submissions and materials due by June 8<sup>th</sup>, 2015

The May 1st Event Reminder was sent on May 1, 2015 to 807 email addresses.

	Sent	Bounces	Opens	Clicks	Opt Outs
May 1st Event Reminder	807	0.5% (4)	50.6% (406)	20.7% (84)	0.1% (1)

Jamie DeRuiter  
PCA Redwood Region, Editor  
1966 White 912

**Items for Discussion: none**

**Meeting adjourned at 8:33 p.m. PDT by President Mike Hinton.**