

November 2015 Board Reports and Meeting Minutes

In attendance (9): President Mike Hinton, Vice President Craig Steele, Treasurer Jerry Gladstone, Secretary Chip Witt, Autocross Director Grady Carter, Concours Director James Heisey, Sponsorship Director Simone Kopitzki, Thorsten Kopitzki, and Past President Vern Rogers

Absent (7): Webmaster Barbara McCrory, Membership Director Tom Short, Goodie Store Director David Bunch, Safety Director Mac Cranford, Social Media Director Kurt Fischer, der Riesenbaum Editor Jamie DeRuiter, and Newsletter Committee Dawn Gee.

Meeting called to order at 7:07 p.m. PDT by President Mike Hinton at Mary's Pizza Shack, 121 San Marin Drive, Novato.

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

President's Report (Mike Hinton):

- Obtained insurance certificates for Dillon Beach run on 11/14.
- Attended Membership meeting at Union Hotel on 10/25. This year, I made it to the event without incident!
- Attended Zone 7 President's meeting with Craig on 10/31. We had several good discussions concerning multi-region events, and methods to ensure that Zone events are promoted by all regions.
- Looking forward to Holiday Party on 12/12. I've never been to the Flamingo, so it should be fun.
- Will be attending the Calistoga lighted tractor parade on 12/5. It's a really fun event! We will be having dinner in Calistoga before the parade starts at 7:00, and will invite folks over to our house at conclusion of parade.

Items for Discussion: none

Vice President's Report (Craig Steele):

- Did not attend any club activities do ailing parent issues
- Rescheduled the 2016 RR Planning Session to Wednesday 12/9 at my Santa Rosa Wikiup home
- Need to schedule 2016 Board meetings at Mary's Pizza

Items for Discussion: none

Event's Coordinator's Report (Craig Steele)

December 9 – Redwood Region 2016 Planning Session at Craig's Wikiup Home

- 5:30pm, ED meeting to discuss Communication platform and digital tools for our region to inform and promote our events
- 7:00pm Dinner and event scheduling
- Adult beverages and finger food available as we start the deliberations

December 12 – Holiday Party at Flamingo Hotel (Kurt Fischer is event coordinator, Craig Steele is assisting, Chip is our music consultant)

January 1 – 1.1 Fun Run (Mike Hinton, event coordinator)

January 2016 Possible Events:

- New Member Mixer and Anniversary Pin Presentations (Need an Event Coordinator)
Meet at Novato's Mary Pizza, start time: TBD
- Tech Session that may include:
 - Put on by AX co-directors and committee
 - Learn how to prep Porsche for AX
 - Training sessions for Instructors, Inspectors and drivers
- Week event (Sat-Sun overnight), possibly over MLK holiday (need destination and event coordinator)

Items for Discussion:

- ABC License for Liquor (wine) in silent auction still needed for Holiday Party.
- Craig and Chip to do "Year in Pictures" for Holiday Party display.
- Need route and destination agreement for 1.1 Fun Run.
- Will there be crab for Crab Feed?

Treasurer's Report (Jerry Gladstone):

This report covers the period from October 24 through November 20, 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 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 November 20, 2015.
2. Profit & Loss Statement for the period October 24 through November 20, 2015.
3. Profit & Loss Statement Year-to-Date (YTD) November 20, 2015.
4. Annual Membership Meeting financial report.
5. 2015 CASA Funds collected to date spreadsheet.

Notes:

1. Did lots of behind the scene support for the Holiday Party: created MSR posting, finalized contract, wrote copy for the flyer, worked with Chip on securing a DJ.

For **Approval** by the Board:

1. Recommend a donation of \$5,000 to CASA to be presented at the Holiday Party.
 - a. Financial analysis spreadsheet showing affordability attached.

Submitted by:

Jerry Gladstone

November 20, 2015

Items for Discussion: none

Motion to donate and present \$5000 to CASA at Holiday party made by Mike Hinton, seconded by Chip Witt and carried unanimously.

Meeting suspended for dinner at 7:41 p.m. PDT for dinner break by President Mike Hinton

Meeting resumed at 8:04 p.m. PDT by President Mike Hinton.

Secretary's Report (Chip Witt):

- Attended the Annual Member's Meeting on 10/25. Fun drive there and even better one back. Food was outstanding.
- Joined Grady and Drew for the Zone Autocross Design Class on 10/31. Was interesting and gave me the opportunity to join Grady as a "fly-on-the-wall" for the Zone Autocross Directors' Meeting. Also used the opportunity of same-time-same-place to have Grady review the technical components of the AX Director tasks.
- EC review of web platform concept postponed until 12/9.
- Attended the Dillon Beach Brunch Run on 11/14 and enjoyed the drive and the food.
- Worked with Jerry and others to secure a DJ (Julien Marquez) for the Holiday Party. Secured our tickets and a room and we are looking forward to the 12/12 event.
- Voted in the PCA-RR Officers Election.

Items for Discussion: none

Past-President's Report (Vern Rogers):

- Attended our last Brunch Run of the Year, Dillon Beach. It proved to be an interesting day. Craig's battery was dead, so he asked Kurt to lead. Kurt was all ready to do this, and after the driver's meeting we were all in our cars and lining up when it became apparent that Kurt's car would not start. So, after a few minutes of clustering, I pulled out of line, picked up Kurt, and lead the tour. The pace was somewhat brisk, and from what I heard, enjoyed by all. Most folks seemed to enjoy their meals, and much socialization occurred given the slowness of the kitchen.

Items for Discussion: none

Membership Director's Report (Tom Short):

In November 2015 18 PCA Redwood Region members marked five or more years in the club. Congratulations to all of you who are marking anniversaries – I hope you are enjoying your membership and taking advantage of all the great benefits our club has to offer!

In October we welcomed six new members – I hope you take advantage of the excellent activities we have on tap as head into autumn. 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 or call me at 415-300-7457.

Best,

Tom Short

New members: 6
 Transfer In 2
 Transfer Out 0
 Non-renewal 12
 Renewals 28
 Official 593
 Affiliate Members 368
Total Members 961

New Members

Name	City	Porsche
Michael Petter	Mill Valley	2013 911 Carrera S Cabriolet Black
Stephen Johnson	Novato	1994 911 Carrera 2 Cabriolet Grand Prix White
Kaj Hallstrom	Novato	1994 968 Cabriolet Amethyst Metallic
Thomas Byrnes	Ross	2016 911 Carrera
Daniel Brady	Ross	2015 Macan S White
Daniel Trimbach	Tiburon	2002 Boxster

Anniversaries (five years or more)

Name	Member Since	Years
Ernest King	1991	24
James Baratta	1997	18
Dominic Arcuri	2000	15
Edward Lee	2000	15
Milann Reynolds	2000	15
Jay Polack	2002	13
David Lundgren	2003	12
Greg Maissen	2004	11
Warren Weagant	2007	8
Tony Wong	2007	8
Thorsten Kopitzki	2007	8
Michael Hinton	2007	8
Phillip Yasuhara	2009	6
Lawrence St John	2009	6
Martin Kadlecovic	2009	6
Robert Boinski	2009	6
Lawrence St John	2009	6
Robert Smyth	2010	5

Items for Discussion: none

Autocross Director's Report (Grady Carter):

- Adjusted the proposed 2016 AX calendar dates to minimize conflicts with the other Zone 7 Regions.
- Probably have one date change to make. Airport thinks the Air Show will conflict with be on our currently selected September weekend (17th). Do we want to move to the 3rd or 24th. ESCA has the 10th? [Board: Waiting for 12/9 Event Planning Meeting to decide.](#)
- Updated Ax Director’s tasks and roles and submitted for the Procedures Manual and sent to Chip. What is the process for making further modifications?
- Attended the Zone 7 AX Directors’ meeting. Agreed to use the green cones for gate/apex indicators. Either as pointer or as the upright cone (couldn’t get agreement on one or the other).
- Attended the AX Course Design class (along with Redwooders Chip and Drew). Have received the PowerPoint presentation from Larry Sharp for future use by us.
- Had a short meet with Chip to show what software tools I have been using.
- More fully automated the Excel workbook for AX day printouts and cleaned up the time card printing program (Access) to a final clean version. Placed both in Dropbox.
- Started organizing the AX documents on Dropbox. Includes a TRAILER folder to collect suggestions for the trailer upgrades (storage, flooring, etc.). Need ideas around the battery and solar panel charging system.
- Will need to include Trailer Work Party and Instructor Training Class dates in the Event Calendar.
- A spare set of FarmTek timing eyes with tripods will run approx. \$300.

[Motion](#) to spend up to \$300 on spare set of FarmTeck timing eyes with tripods made by Vern Rogers, seconded by Craig Steele and carried unanimously.

- Status on insurance on the trailer and contents? [Mike: Cannot insure. Should we look to PCA for how others handle?](#)

Items for Discussion:

- **Jerry:** Registration for trailer needs to be in Treasurer’s possession.
- AX trophy pictures (Grady to work with Barbara and others)

Webmaster’s Report (Barbara McCrory):

Website	November 2015
Visitors	6354
Unique IP's	4571
Country Activity	United States, Germany, China, Canada, United Kingdom, Ukraine, Russian Federation, France 87%
iPads, iPhones, iPods, Androids	1737 27%
Calendar	
Visitors	156
Sessions	357

Mobile/Tablet	22
Counties	San Francisco, Marin, Sonoma, Napa, Lake 203 sessions

- Completed flyer for Dillon Beach Run, 2016 Calendar Planning meeting and Holiday Party.
- Updated Calendar for change in event date for Planning Meeting and Year-at-a-Glance Calendar.
- Updated contact database in Constant Contact for new members and changes for October for the Redwood Region Contact List.
- Sent list of new members with email addresses to Simone Kopitzki for email welcome letter.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

- Nothing to report

Items for Discussion: none

Concours Director's Report (James Heisey):

- Ledson scheduled for September 18, 2016

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

- Sent out 2016 invoices to all current sponsors, included invitations to donate items for silent auctions at holiday party, invited to attend at own cost (75).
- Sent out 2016 categories to potential sponsors.
- Deven paid 1,200 instead of 1000 and is asking for additional t shirts for HiTech. (Will be further discussed at meeting).

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):

- Nothing to report

Items for Discussion: none

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

The November 2015 issue of der Riesenbaum was mailed November 16th to 873 email addresses; the issue is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1122463824445.html>

As of November 22nd the November issue dR had the following distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
November 2015	873	0	43.5% (380)	11.3% (43)	0.1% (1)

Publication date for the next issue of der Riesenbaum is approximately December 7th with all submissions and materials due by November 30th, 2015

Jamie DeRuiter
PCA Redwood Region, Editor
1966 White 912

Items for Discussion: none

Meeting adjourned at 8:57 p.m. PDT by President Mike Hinton.