

## October 2015 Board Reports and Meeting Minutes

**In attendance (12):** President Mike Hinton, Vice President Craig Steele, Treasurer Jerry Gladstone, Autocross Director Grady Carter, Concours Director James Heisey, Sponsorship Director Simone Kopitzki, Thorsten Kopitzki, Safety Director Mac Cranford, Past President Vern Rogers, Membership Director Tom Short, Social Media Director Kurt Fischer, and Bob Hall

**Absent (5):** Secretary Chip Witt, Webmaster Barbara McCrory, Goodie Store Director David Bunch, der Riesenbaum Editor Jamie DeRuiter, and Newsletter Committee Dawn Gee.

**Meeting called to order at 7:10p.m. PDT** by President Mike Hinton at Mary's Pizza Shack, 121 San Marin Drive, Novato.

**Motion** to approve the September 2015 Board Reports by Vern, seconded by Jerry and was unanimous. There were two corrections (misspelled name Emmett name on AX Enduro and incorrect amount changed to was \$2500, now \$1000 on holiday party motion.)

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

- Obtained insurance certificates for the membership meeting on 10/25.
- Attended the October autocross on October 3. Reverted back to my old faithful AX car, Barney. I'm sure I've mentioned before how much I enjoy the endure format, and the October event reminded me why. When I get the opportunity to do multiple laps, I find that I learn a LOT more! My final 3-lap run was epic, and I turned in my fastest time of the day! Can't wait for the next season to begin.
- Attended Davis Estates Winery tour. What a fantastic venue, and the wines were superlative as well. Many thanks to Vern for organizing the tour, and to Mike Davis for being such a gracious host!
- Attended Rennsport Reunion V at Laguna Seca. We had a thoroughly great time. Met a bunch of very cool people, saw plenty of fantastic cars and races, and had a great dinner with a dozen or so Redwood members and friends. Too bad it can't be an annual event.
- Will be attending Membership meeting at Union Hotel on 10/25. Will be leading the event on the same route as last year. I promise to miss the rocks this time!
- Mike and Craig are attending the Zone 7 President's meeting in Pleasanton on Halloween

**Items for Discussion: none**

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

- Attended Redwood Region AX #9
- After September board driving home on US 101 North, a deer jumped in front of the my Porsche. The deer impacted the front passenger side causing \$9000 damage. I'm scheduled to have the car repaired before end of October.
- Wrote three articles and supplied pictures for der Riesenbaum for:
  - Autocross #9, the Enduro
  - Rennsports V impressions of the gathering
  - Ledson Concours focusing on the judges

### Items for Discussion:

- Bob Hall volunteered to do the 11/14 Dillion Beach Café Brunch Run. Bob got the owner to say yes with open menu. The route is from Chevys to Dillon Beach.
- Discussed the AX Trailer future outfitting planning session at Craig's house in early January with a work party to complete the work before the March 12<sup>th</sup> AX
- Kurt Fischer has made contact with Milann Reynolds, a RR member in Crescent City. Milann has volunteered to co-host a weekend event in the Northern Redwood Region in the July-August 2016 time frame
- November Planning session needs to be re-scheduled to Wednesday 11/18 so the Mike can attend the event
- Ask Bob Schoenherr putting a tech session to include a drivers school, prepping your car for AX, schools for instructors and tech inspectors planning for February 2016
- Plan on attending Zone 7 President meeting with Mike with a focus on fully advertising Zone Z in all our regions communication media. All Zone 7 needs to be cross advertised
- Update of Crab feed need for social hall venue, commercial kitchen and parking available for a February date. Nourish restaurant was suggested as a possible location. Drive may be organized before event.
- Craig discussed idea of a New Member / RR Anniversary Milestones Mixer with all RR invited every quarter (3 months). It was suggested to book Novato Mary's for the mixer. I was suggested a anniversary pin at 10<sup>th</sup>, 15<sup>th</sup>, 20<sup>th</sup>, 25<sup>th</sup>, etc. dates. PCA sends out a 25<sup>th</sup> pin too which we could acknowledge at these mixers. Jerry to source out a pin idea for these anniversary acknowledgments.
- Discussed the Holiday Party which is six weeks away with only one more dR before the December 12<sup>th</sup>
  - \$75 was agreed as the per person cost (80 average attendance per event)

**Motion** to approve the \$75 be the per person charge for the Holiday Party by Mac, seconded by Mike and was unanimous.

- Still need a Dee Jay for music
- Need more lodging rooms, have five and need a total of twenty rooms
- Carla volunteered for do Christmas décor, the budget is \$350
- Lot of items need to be decided so the MSR and flyer can be finalized
- Have giant hole in our communications with Barbara retiring at the end of this year.

**Meeting suspended for dinner at 7:45 p.m. PDT for dinner break by President Mike Hinton**  
**Meeting resumed at 8:10 p.m. PDT by President Mike Hinton.**

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

**October 25** – Redwood Region Annual Meeting (Mike Hinton is the event coordinator, location is the Union Hotel in Occidental)

**November 10** – Redwood Region Annual 2016 Planning Meeting (Starts at 7pm at 1285 Wikiup drive, Santa Rosa food and drink provided)

**December 12** – Holiday Party at Flamingo Hotel (Kurt Fischer is event coordinator, Craig Steele is assisting)

**Items for Discussion: none**

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

This report covers the period from September 30 through October 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 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 October 23, 2015.
2. Profit & Loss Statement for the period September 30 through October 23, 2015.
3. Profit & Loss Statement Year-to-Date (YTD) October 23, 2015.
4. Davis Winery Tour Accounting Report.
5. 2015 Autocross #9 accounting report.
6. Final version 2015 Autocross #8 accounting report.
7. Preliminary 2015 Autocross Season Financial Summary
8. 2015 CASA Funds collected to date spreadsheet.

Notes:

1. All Porsche 911 Red Books have been distributed to their purchasers. I have retained the 5 copies purchased by Redwood for the silent auction at the Holiday Party.
2. Yearend financial projections and recommendation for 2015 CASA donation will be ready for presentation at the November meeting.

**Items for Discussion: none**

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

- Joined the setup fun for AX #9 on Oct. 3. Due to travel, did not feel well enough to run, but enjoyed the morning watching others.
- Attended the Davis Estates Winery Tour and had a great time. Weather was gorgeous. Well-organized event with great food and wine. Although still under construction, still an impressive tour of the grounds.
- Will be at the Annual Members Meeting on Oct. 25.
- **Will not be able to attend Board Meeting on Oct. 27.**
- Will be attending the Autocross Design Class and AX Directors' Meeting on Oct. 31 in Pleasanton.
- Coordinating with Grady on hand-off by end-of-month once he has completed the process documentation work to make that possible. Tentatively planning to do that on Oct. 31 between meetings or sometime soon after.
- Have discussed ideas around website platform update as we make plans to transfer content responsibilities from Barbara to her successor for 2016. Will be demonstrating some concepts for EC buy-in in Nov. and will be working on a plan for moving forward by Nov. Board Meeting.

- Finalizing article interviewing Harry Albers, a first-time AXer at our final AX event for the season, for the Nov. dR.

**Items for Discussion: none**

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

- Got the broken Cayman control arms replaced with Elephant Racing parts and tested them all at the Emmett Wilder Enduro. Had an amazing zero cone tail wagging experience. See dR for details.
- Led the Davis Winery tour. Great attendance (55) and a very nice event.
  - Congratulations to Mark and Joan Campagna for winning the 3-night stay in the Davis Guest House, especially just seconds before, they had agreed to write the dR article on the event.
  - Congrats also to Mike for winning the magnum of Davis wine.
  - We raised over \$500 for CASA .
  - We also raised over \$850 for Lake County Fire Victims.
- Attended Oct Cars and Coffee as well as Porsche B-Day event at 51-50 Club.

**Items for Discussion: none**

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

- Ordered and sent 10 name badges for new members and new transfers, along with free AX coupons.

**Issues / Questions:**

- Re membership reports, the Region does not use the number of dual members for anything. It is currently called out in the Region Procedure Manual as a required reporting item. I would like to discuss removing this requirement from monthly reporting.
- 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 asked me to submit my report earlier than usual for inclusion in dR this month. This is a change in the procedure I have been following since I took over from Bob, who directed me to make sure I submitted the report by “the second weekend of the month.” Happy to discuss an earlier date, however I’d like to discuss and agree on a deadline that I will endeavor to adhere to going forward.
- Received member nonrenewal survey response from former Redwood member – interesting.

**Note from Membership**

In October, 23 PCA Redwood Region members will mark five or more years in the club. A special shout out to one of our members who is marking 31 years with our 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 September 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](mailto:pcaredmembership@gmail.com) or call me at 415-300-7457.

New members: 6

Transfer In	1
Transfer Out	1
Non-renewal	11
Renewals	33
Official	591
Affiliate Members	369
<b>Total Members</b>	<b>960</b>

**New Members**

<b>Name</b>	<b>City</b>	<b>Porsche</b>
John Hendrick	Saint Helena	2014 Cayman metallic black coupe
Bonnie Cunningham	Yountville	2011 911 Carrera Cabriolet
Philippe d'Offay	Kentfield	2012 911 Carrera S Cabriolet Silver Cabriolet
Alan Geddes	Mill Valley	2016 911 Carrera S black coupe
Chris Scarfone	Santa Rosa	2014 911 GT3 White Coupe
Rafael Bautista	Healdsburg	2013 Boxster Platinum Silver Convertible

**Anniversaries (five years or more)**

<b>Name</b>	<b>Member Since</b>	<b>Years</b>
John Rice	1984	31
Jon Paul Phillips	1987	28
Paul Carver	1996	19
Brent Morgan	1998	17
John Tuteur	1999	16
Victor Brito	2000	15
Dean Lyon	2000	15
Robert Pringle	2000	15
Thomas Dixon	2002	13
Stephen Glenn	2002	13
James Demmert	2002	13
Gordon Reynolds	2003	12
Joseph Valls	2004	11
Eugene Kunde	2005	10

Alfred Ghanayem	2005	10
Tim Bringman	2005	10
Christopher Wettstein	2006	9
Maria Duarte	2006	9
Russell Meeks	2006	9
Shirely Neidel	2008	7
John Shoffa	2009	6
Michael Palumbo	2009	6
Sagar Wanaselja	2010	5

**Items for Discussion: none**

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

- Excellent turnout for AX9 / Enduro. Had 38 participants. 4 morning runs for AX9 and two 3 lap runs for the afternoon Enduro. 92% pre-reg.
- Did lighting repairs to the old trailer to get it road worthy. Ended up having to install new taillights and cleaning up the main ground on the trailer. Moved the battery, solar panel and inverter to the new trailer.
- Trekkor is going to take the old trailer. Craig met with him on the 14<sup>th</sup> to transfer it but Trekkor didn't have the right hitch ball size. Craig is to meet him on the 21<sup>st</sup> to give it another try. The Trailer has now left for its new home.
- Much thanks to Craig for his help with AX9 since his Cayman was in the hospital and the help to get the old trailer into Trekkor's hands.
- Need to complete the evaluation of all the loaner helmets for manufacture date and condition for possible replacement. Jerry did get me the info that Greg Matsumoto got several for us just a few years ago.
- Currently know of 3 of our regular AXers that are going to Zone 7 autocross course design class on Oct. 31.
- Will not be getting a demo of the Axti.me autocross software. My contact has taken another job, which is taking all his time. Have used the sites email contact form to try and get more details on pricing, initial and any ongoing. I know that it currently will not do multiple laps per car and give a total time.
- Ax Director turnover: Plan to meet with Chip the week of Oct. 12 did not work out. Will work something out for the not too distant future.
- Working on listing all tasks and roles. Will start incorporating them into the procedures manual.
- Status on insurance on the trailer and contents? Do \$10,000 total.

**Items for Discussion: none**

[Motion](#) to approve the Grady's 2016 AX dates by Vern, seconded by Mike and was unanimous.

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

Website	October 2015
Visitors	6611

Unique IP's	4659
Country Activity	United States, Germany, China, Canada, United Kingdom, Ukraine, Russian Federation, France 87%
iPads, iPhones, iPods, Androids	1798 27%
<b>Calendar</b>	
Visitors	242
Sessions	402
Mobile/Tablet	66
Counties	San Francisco, Marin, Sonoma, Napa, Lake, 266 sessions

- Completed flyer for Annual Members' Tour.
- Updated contact database in Constant Contact for new members and changes for September 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):**

- Nothing to report, except submitted 9/18/16 for Ledson Concourse event

**Items for Discussion: none**

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

- Review, change or approve 2015 sponsorship categories (see attached) for 2016.

**Items for Discussion:**

- At driver's meeting announcement acknowledge primary and secondary sponsorship.

[Motion](#) to remove the value information from the sponsorship literature and reduce our tee-shirt order by 50% from last years purchase by Vern, seconded by Mike and was unanimous.

**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 October 2015 issue of der Riesenbaum was mailed October 12<sup>th</sup> to 866 email addresses; the issue is archived at:

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

As of October 22<sup>nd</sup> the October issue dR had the following distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
October 2015	866	0.1% (1)	49.2% (426)	14.8% (63)	0% (0)

Publication date for the next issue of der Riesenbaum is approximately November 16<sup>th</sup> with all submissions and materials due by November 9<sup>th</sup>, 2015

**Meeting adjourned at 9:11p.m. PDT by President Mike Hinton.**