

February 2016 Board Reports and Meeting Minutes

In attendance (12): 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, Safety Director Mac Cranford, Past President Vern Rogers, Sharon Castle and Tom Stroble.

Absent (5): Goodie Store Director David Bunch, Membership Director Tom Short, Social Media Director Kurt Fischer, der Riesenbaum Editor Jamie DeRuiter, and Newsletter Committee Dawn Gee.

Meeting called to order at 7:14 p.m. PDT by President Mike Hinton at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the November 2015 and January 2016 Board Reports by Vern Rogers, seconded by Jerry Gladstone and was unanimous.

President's Report (Mike Hinton):

- Was notified that there was some sort of procedural glitch concerning the use of proxies at the National Board Meeting, so the subjects of the proxies were continued into the future. Sandy Provasi will let all of the Zone Presidents know what the procedure will be going forward.
- Submitted the Badge Audit Report to the Airport. Not sure why we have to do this, since they have all of the information anyway...
- Applied for insurance certificates for the March autocross and the Whale to Whale Tail Rallye. Those are the only two events for March that will require insurance.
- Logged into the new Wordpress site. So far, have just poked around. If I summon up some courage, I may attempt to post something soon.
- Went for a nice drive on February 6 with some members to celebrate my 60th birthday. Thanks to all for a wonderful day!

Items for Discussion: none

Vice President's Report (Craig Steele):

- Attended Mike's 60th BD ride to Howard's Station, fun time
- Will be attending the Winter Crab Feed Saturday, February 20th
- Need to re-schedule March Board meeting to March 22nd, Mary's closed for a cleanup on March 29th
- Having an EC meeting to review what event we can support with the current event coordinating resources we have.
- Planning on attending:
- SVR Crab 36 planning meeting on Sunday 2/21 in Shingle Springs
- Testing out RR Porsche Caravan Route for May 13th event Welcome Party
- Zone 7 President meeting and Awards Banquet on Saturday 2/27 in Milpitas

Items for Discussion: none

Event's Coordinator's Report (Craig Steele)

March 2

- New Member and Significant Anniversaries Social Mixer #1 at Mary's Pizza Shack, Novato, 7-9pm
 - Sharon Castle, Event Coordinator
 - Full board needs to attend to greet our new members and congratulate our long term member's anniversaries
 - Have list of new members and anniversary invitees

March 19

- Whale to Whale Tail Rallye, Santa Rosa to Gualala
 - Bob Scheonherr and Craig Steele are co-event coordinators
 - Event starts at Windsors Kafe Mocha's and ends at Gualala's Bone's restaurant
 - Bob has cooked up a fun poker game with lot of prizes to be awarded at Bone's
 - After lunch, attendees can drive North on Hwy. 1 to the Lighthouse, Casino or Animal Preserve in Pt. Arena
 - Bob has rough flyer designed

April 2

- Lakeport Brewery Tour
 - Bob Scheonherr, and Craig Steele co-event coordinators
 - Tour starts at Calistoga's Bottle water facilities, stops in Middletown and Lucerne ending at the O'Meara Pub in Lakeport
 - Food will be appetizers with a flight of five sampler beers brewed on the premises.
 - After event attendees can order off menu and check out local Lakeport sights.
 - Working on flyer for this event

May 13-15

- SVR Carb 36, Eagle Nest Private Airport, Lone
 - Registration open 2/15/16, I was #6
 - Jackson Best Western has a block of rooms for \$85 per night, I have my room too
 - Events include a Welcome party, AM/PM AX and Tours, Concours, Rally, etc.
 - Check out SVR website for additional info.
 - Want to organize a RR Porsche Caravan from Novato to Jackson on Friday May 13th, hoping get 10-15 cars to participate. I will continue to get a list of car caravaners for May 13th

Items for Discussion: none

Treasurer's Report (Jerry Gladstone):

This report covers the period from January 23 through February 19, 2016.

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 are in accordance with expectations. Anyone wishing to see additional financial detail please contact the Region Treasurer.

Discussion Items:

- If MSR registration pages, links and reports are required for an upcoming event, I need the complete information package in a timely manner.
- "Porsche Turbo" by Randy Leffingwell: One book has been ordered via MSR, how many should we purchase for Club for donation at the CASA silent auction? Need publicity for other potential purchasers.

Motion to purchase 10 additional copies for Club donation at the CASA silent auction, awards at events, etc. by Mac Cranford, seconded by James Heisey and was unanimous.

Action Items Reports:

- The Treasurer's Annual Report was issued on January 29, 2016. The version for the Board was sent by email; the member's version was published in the February der Riesenbaum.
- The Redwood Region's 2015 books (QuickBooks) are ready for financial review.
- A WestAmerica ATM card must be reapplied for due to inefficient bank procedures.
- Anniversary pins are scheduled to ship on February 24th.
- Given a case of nice wine for the club (\$45 / bottle). 4 bottles have been designated for AX awards at the Zone event. 8 bottles remain as prizes and silent auction items for later in the year.

Submitted by:

Jerry Gladstone

February 19, 2016

Items for Discussion: none

Meeting suspended for dinner at 7:24 p.m. PDT for dinner break by President Mike Hinton

Meeting resumed at 7:52 p.m. PDT by President Mike Hinton.

Secretary's Report (Chip Witt):

- Work (aka "The Night-and-Day Job" keeps dragging me under and I'm not getting as much time for club activities as I would want. This is impacting progress on many things have taken ownership of, including the website refresh and AX direction for this year. Leaning heavily on the patience and good graces of those around me, including the entire EC, Grady Carter and Bob Schoenherr.
- Participated in the AX Trailer Work Day. Got some great pictures you'll be seeing in an upcoming newsletter to prove it.

Items for Discussion: none

Past-President's Report (Vern Rogers):

- Nothing to report

Items for Discussion: none

Membership Director's Report (Tom Short):

- Nothing to report

Items for Discussion: none

Autocross Director's Report (Grady Carter):

- AX Instructor Training on 3/5 at Mary's in Novato.
- Held Ax trailer update work party. Big thanks to Bob, Mike, Vern, Chip, Mark.
 - 1) Dried trailer and re-caulked (water leak caused by bird)
 - 2) Laid flooring
 - 3) Assembled shelving
 - 4) Installed helmet hooks
- Additional trailer/equipment needs
 - 1) Velcro tie-downs for the shelving
 - 2) Metal tie-down strip for edge of flooring
 - 3) **Other? Suggestions?**
 - 4) One new helmet – **not sure what size, type (M open face)?** [Craig to check sizes and report back.](#)
- Instructor training class is set up for March 5 at the Mary's in Novato. Have four attendees so far (Mike, Ben, Essy and Drew). Will be sending out a second invite to the non-responders.
- New time cards ordered. Will be split between Chip and me.
- Will work on getting the frames for the 2015 Ax awards in the next week. Cost should be a little over \$200 for the frames.
- Need a plan for how to handle the cash box. Did we come up with a solution for this?
- Will be contacting several other clubs to see what/if they are doing anything in the way of insuring their trailers/contents.

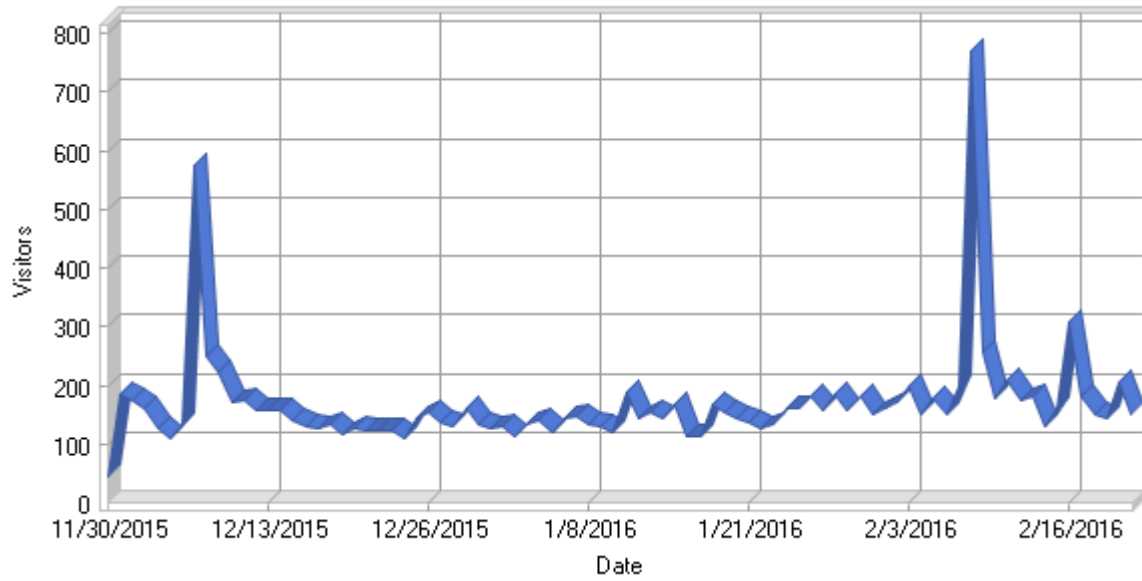
Items for Discussion: none

Webmaster's Report (Chip Witt):

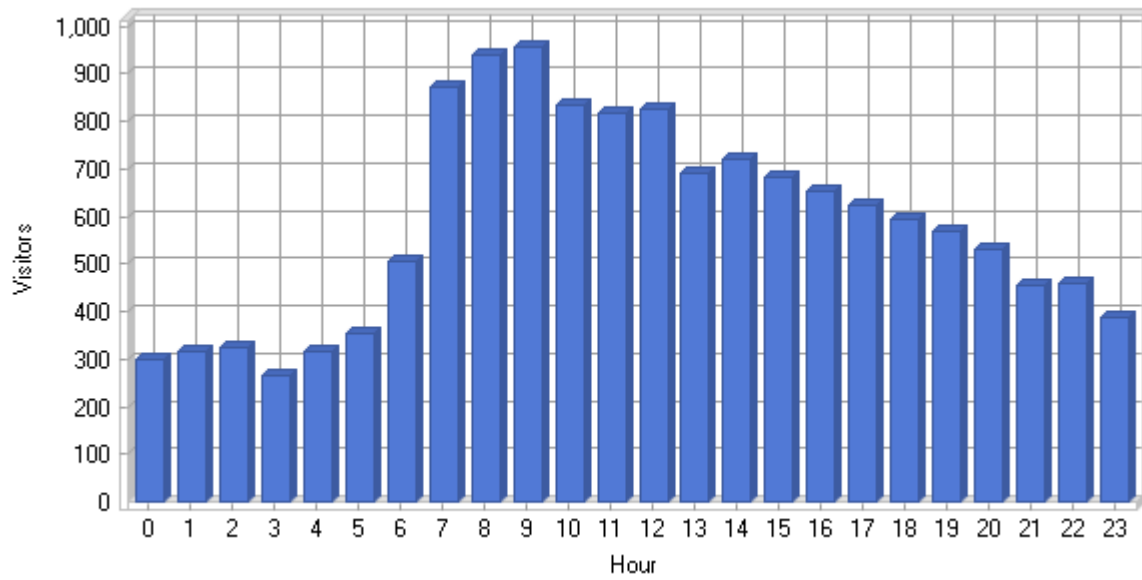
- Updates to legacy site being made as absolutely necessary for events and critical updates. EC sent credentials for new Wordpress site to begin to "play". Work to port final pieces of site still underway.
- Updated Goodie Store content and included link to new store per David Bunch's instructions.
- Updated AX Schedule to reflect 2016 dates. Working with Craig to update flyers and calendar events as well.

Web Statistics from December 2015 through Current

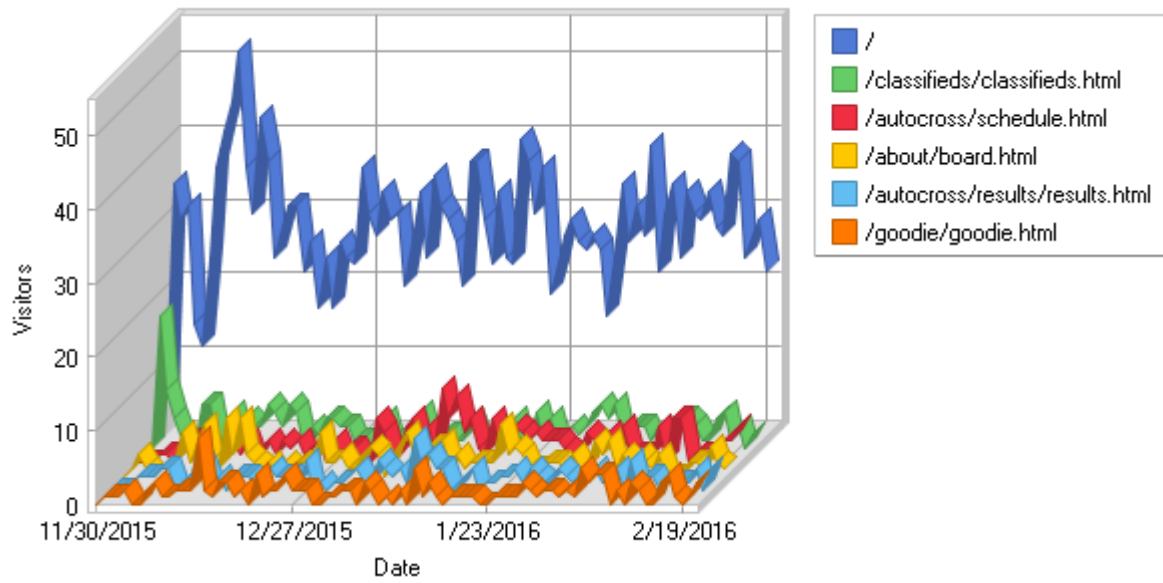
Daily Visitors



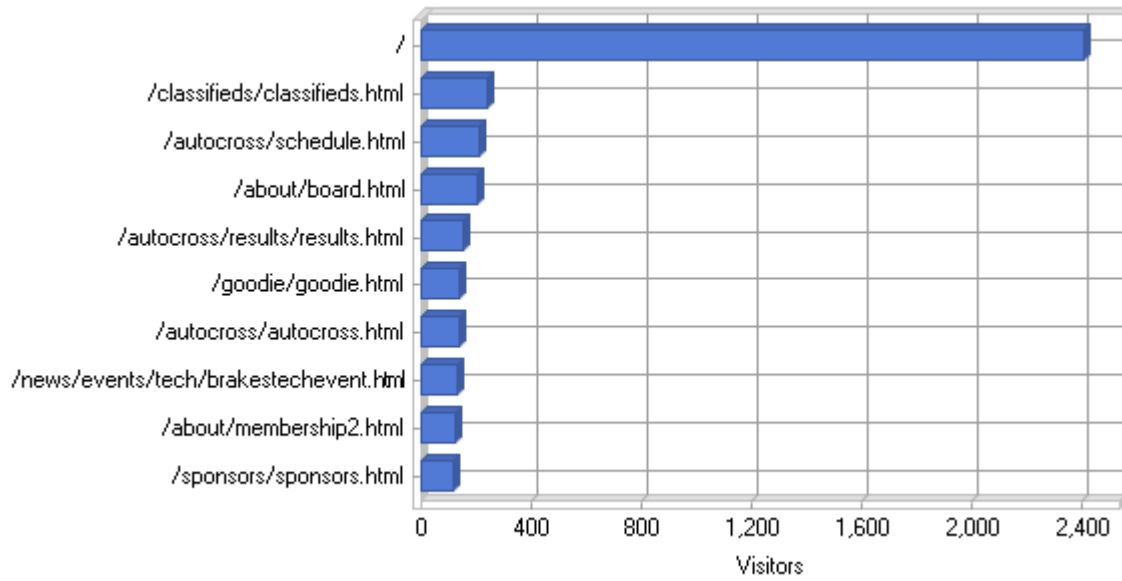
Activity by Hour of Day



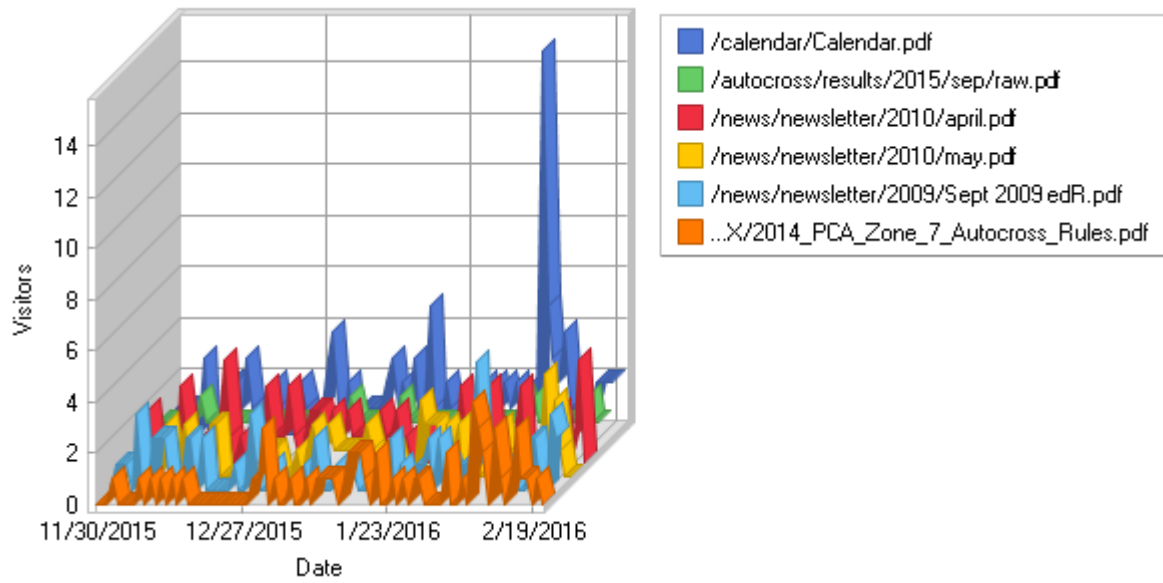
Daily Page Access



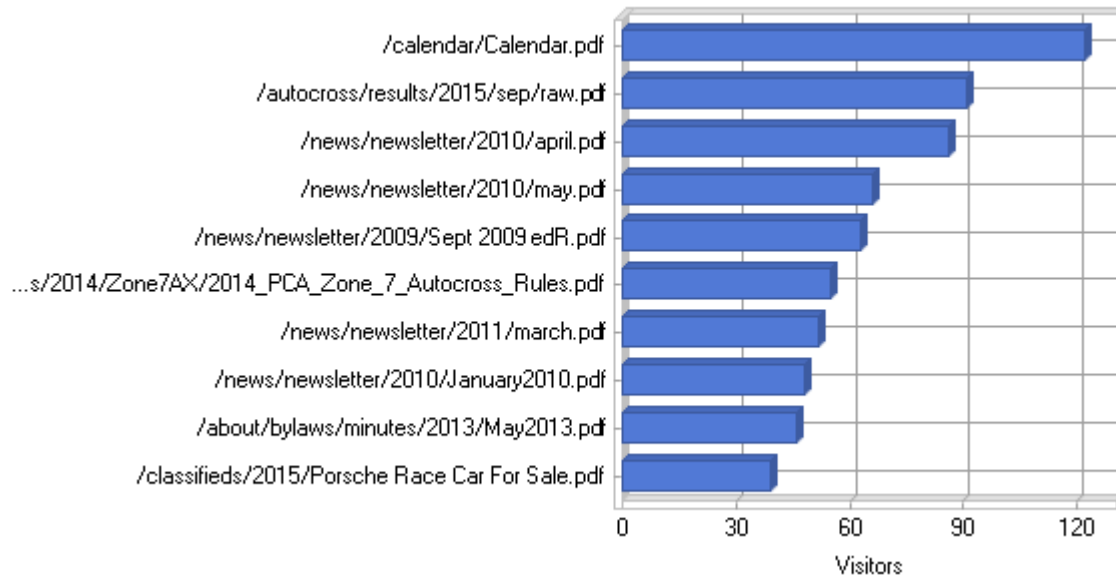
Most Popular Pages



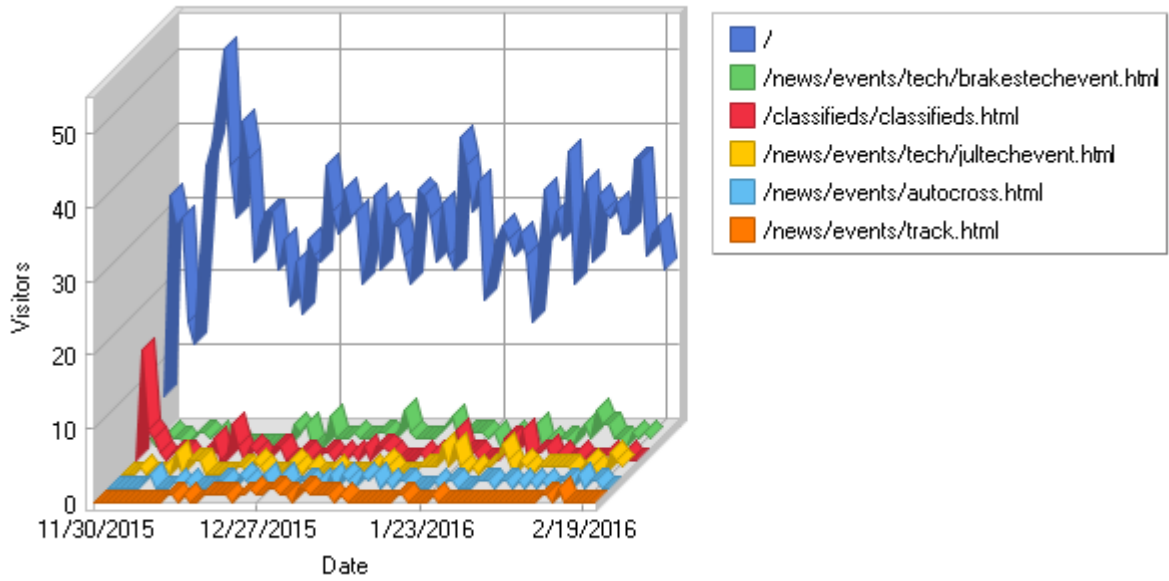
Daily File Access



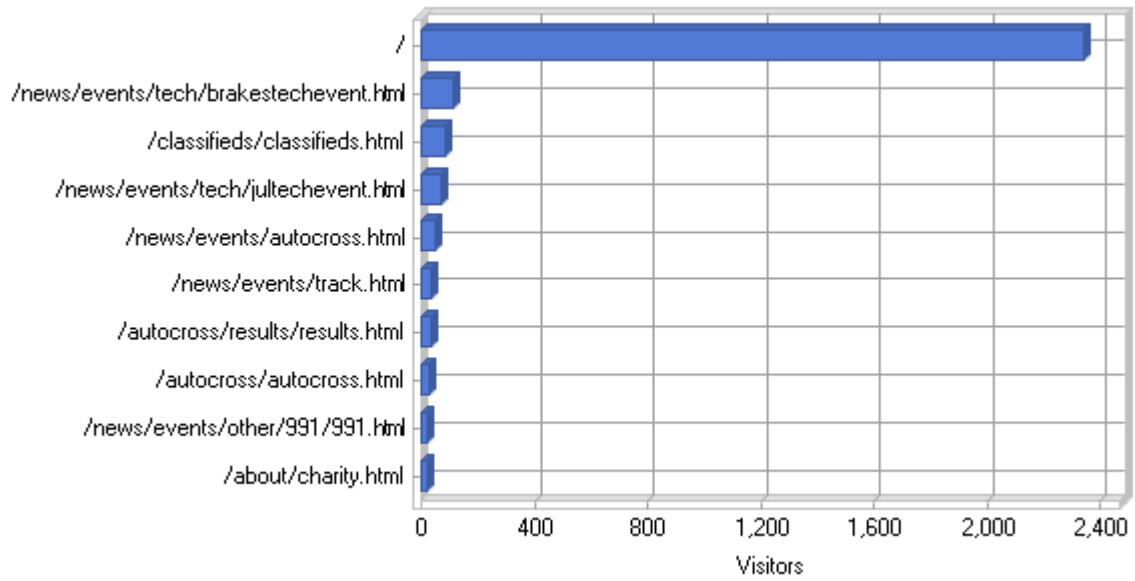
Most Downloaded Files



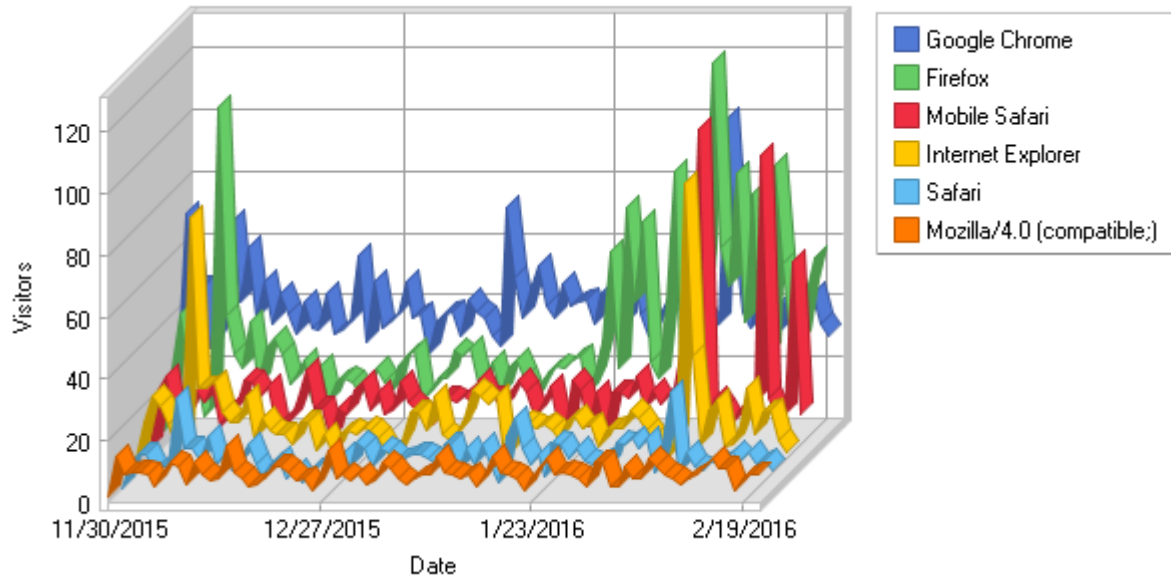
Daily Entry Pages



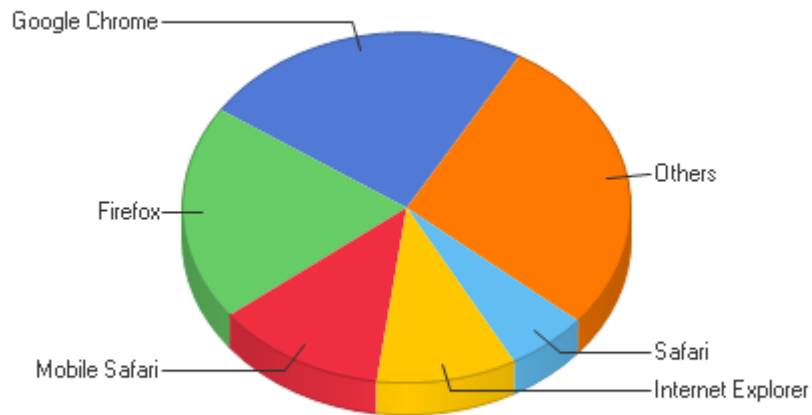
Top Entry Pages



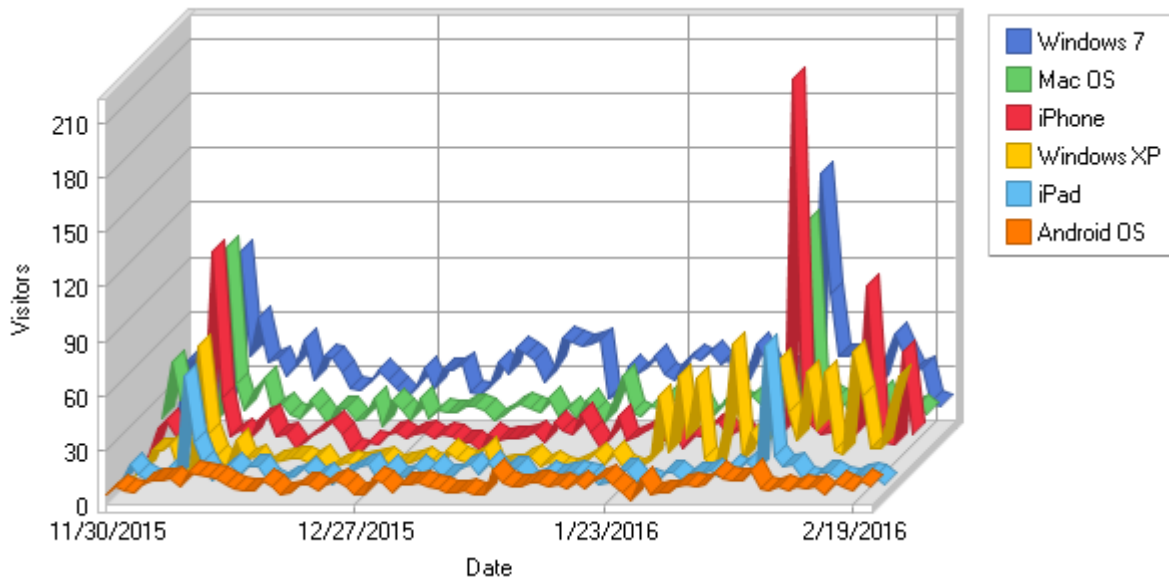
Daily Used Browsers



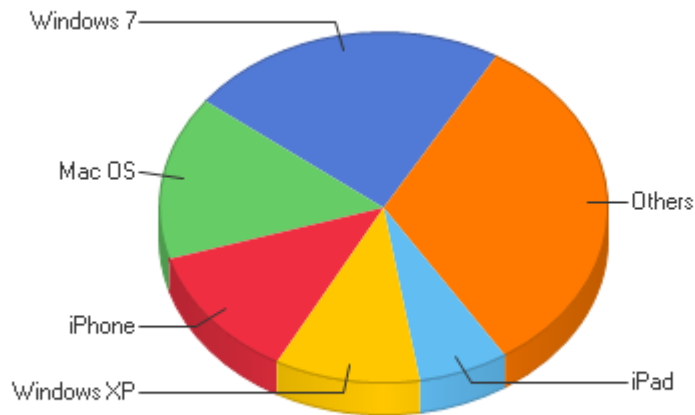
Most Used Browsers



Daily Used Operating Systems



Most Used Operating Systems



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):

- We need to put a committee together to begin examining new and more attractive opportunities for sponsors. Sponsors need to be able to measure the value of their sponsorship dollars.
- Needs to regularly receive New Member List to continue with the Welcome Letters.

Items for Discussion: none

Safety Director Report (Mac Cranford):

- Nothing to report.

Items for Discussion: none

Charity/CASA Report (Vern Rogers):

- The annual "Rat Pack" CASA Charity Event needs to make it into the newsletter.

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 February issue of der Riesenbaum was mailed on February 8th to 896 email addresses; the issue is archived at:

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

As of February 16, 2016 the February issue dR had the following distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
February 2016	896	5	48.4% (431)	22.7% (98)	0.0% (0)

Publication date for the next issue of der Riesenbaum is approximately March 7th with all submissions and materials due by February 29th, 2016

Jamie DeRuiter
PCA Redwood Region, Editor
1966 White 912

Items for Discussion: none

New Business (Sharon Castle):

- Given the space issues and shortness of time, the New Member / Anniversary Mixer needs to be rescheduled.
- We need to seek an optimal location that has enough space, is well-suited for “mixing” and is free or low-cost. Some exploration of possible spaces has been done, but more is necessary.
- The initial committee for driving this initiative is:
 - Craig Steele
 - Sharon Castle
 - Simone Kopitzki
 - Tom Short (Mike will reach-out to Tom to get buy-in on participation)

Items for Discussion: none

Meeting adjourned at 8:07 p.m. PDT by President Mike Hinton.