

October 2016 Board Reports and Meeting Minutes

In attendance (10): President Mike Hinton, Vice President Craig Steele, Treasurer Jerry Gladstone, Secretary Chip Witt, Autocross Director Grady Carter, Sponsorship Director Simone Kopitzki, Thorsten Kopitzki, Past President Vern Rogers, Membership Director Tom Short and Social Media Director Kurt Fischer.

Absent (4): Goodie Store Director David Bunch, Concours Director James Heisey, Safety Director Mac Cranford and der Riesenbaum Editor Jamie DeRuiter.

Meeting called to order at 7:05 p.m. PDT on October 25, 2016 by President Mike Hinton at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the September 2016 Board Reports by Vern Rogers, seconded by Craig Steele and was unanimous.

President's Report (Mike Hinton):

- Attended Oktoberfest event on September 24. Once again, a great event. Vern, Craig and I had an awesome drive back to my house for an informal get-together.
- Obtained insurance for October and November events.
- Finalized arrangements with Union Hotel for annual Membership meeting.
- Attended the Autocross on October 8. Once again, the enduro is my favorite event of the year. We had a fantastic turnout, so it seems that others feel the same way too!

Items for Discussion: none

Meeting suspended for dinner at 7:12 p.m. PDT for dinner break by President Mike Hinton

Meeting resumed at 7:50 p.m. PDT by President Mike Hinton.

Vice President's Report (Craig Steele):

- Missed AX #9, attended World Workplace in San Diego and visited Family
- Plan to attend Members meeting so I can throw my hat in the ring for President
- Plan to attend AX #10 on Saturday 10/29

DISCUSSION Items

- Are we set for 2017 Auto Cross in 2017? Grady: Greg Matsumoto committed.
- Revised By-laws and ratification, Thank You Jerry for taking on this chore... well done!
- Review Event Leader Instructions and Event Scheduler documents

UPCOMING Events

2016

- Oct 29th, Auto Cross #10
- Nov 5th, Zone 7 President's Meeting at Clarion Hotel in Concord

- Mike in Hawaii, Craig is attending
- Nov 10th, Annual Calendar Planning Meeting at the Steele's
- Nov 12th, Two Bird Café Brunch Run, Bob Hall, event leader
- Dec 3rd, Calistoga Tractor Parade with Party at Hinton's
- Dec 17th, Annual Party at Flamingo Hotel, Kurt Fischer, event leader
- No Dec board meeting

2017

- Jan 1st, One One Run to Hamburger Ranch, Mike Hinton, event leader
- Feb 25th, Crab Feed and Out and Back Tour at Marin Yacht Club, Sharon Castle, event leader
- Tech Session in January (Hi-Tec)?

Items for Discussion: none

Event's Coordinator's Report (Kurt Fischer)

- Nothing to report

Items for Discussion: none

Treasurer's Report (Jerry Gladstone):

This report covers the period from September 24 through October 21, 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.

Activity Report:

- First draft of revised Redwood Region Bylaws completed. Distributed to Executive Council for review and feedback. A hopefully easier to follow summary of proposed changes has been compiled. Discussion at Board meeting?

Submitted by:

Jerry Gladstone

October 21, 2016

Items for Discussion: none

[Motion](#) to ratify the bylaw revision as presented by Jerry Gladstone and to present the summary and a link to updated document to membership as part of election balloting process by Vern Rogers, seconded by Mike Hinton and was unanimous.

Secretary's Report (Chip Witt):

- Participated in my first AX of the year with #9 and the EW Enduro on 10/8. I proved a tad rusty (with some bottom-of-class times and one spin), but enjoyed the opportunity to share Sasha with Drew Powers, who bested my best by nearly 4 seconds.
- Spoke with Ben Daveron and Alan Geddes briefly re: Secretary duties and workload for their consideration in deciding whether or not to run for 2017 club office.

- Kim Powers approached me again, expressing interest in taking ownership of the club website for 2017. Want to see if there are others we might wish to consider as well, with intent to begin to move forward with the process education portion of the transition before end of 2016 so Kim (or whoever takes the responsibility on) can hit the ground running in advance of formal appointments in 2017. Board: Proceed.
- Plan on participating in the Annual Members Meeting on October 23 and confirming intent to run for club Vice President for 2017.

Items for Discussion: none

Past-President's Report (Vern Rogers):

- Attended the Oct 8 AX and brought two friends.
- Attended the 10/23 Annual Members meeting at the Union Hotel.
- Assisted in enrolling Alan Geddes to run for Region Secretary in 2017. Also had conversations with Ben Davoren regarding the same position. Ben wanted to attend the 10/25 Board meeting to see if the commute from the SF VA Hospital to Novato was possible timing-wise. I sent him an email giving him a heads-up about Alan accepting the nomination so that he could skip the 10/25 meeting if he wanted. I also reiterated that even if he does not run for secretary, we have plenty of other volunteer opportunities.
- Gathered Election Bio's from Craig, Chip, Alan, and Jerry.
- Reviewed Jerry's draft of Bylaw changes.
- We will need (I believe) Bob's help to set up the election ballot, and will need to clarify how long it will be accessible.

Items for Discussion: none

Membership Director's Report (Tom Short):

In September 2016, 42 PCA Redwood Region members marked five or more years in the club. A special thank you goes out to three members who marked anniversaries of over 40 years, and six more more who have been in the club for over 30 years. Congratulations and thank you 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 seven new members – I hope you take advantage of the excellent activities our club offers throughout the year. You will be receiving a complimentary Redwood Region name badge shortly, along with a coupon good for a free autocross. Check out our website for upcoming autocross events. Also, you can order a name badge for your associate member there as well.

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: 11

Transfer In 0

Transfer Out 1

Non-renewal 7

Renewals 36

Official 594

Affiliate Members 363

Total Members 957

New Members

Name	City	Porsche
Barry Wasserman	Mill Valley	2007 911 Carrera S Cabriolet Cobalt Blue Cabriolet
Randall Gibbons	Windsor	1968 912 Targa Tangerine targa
Robert DesMarais	San Anselmo	2016 Cayman S
Anthony Shoemaker	Santa Rosa	2015 Macan S
Rob Merrick	Napa	2003 911 Carrera 4S Silver Coupe
Amanda Kreklau	Petaluma	1955 356
Tony Eldon	San Rafael	2014 Cayman Midnight Blue

Anniversaries (five years or more)

Name	Member Since	Years
Allen Barbieri	1969	47
Steve Hunter	1974	42
Lawrence Harrison	1975	41
Edwin Everhart	1977	39
Stan Michelman	1981	35
John Rice	1984	32
David Neuman	1985	31
Stephen Davis	1985	31
Jon Phillips	1987	29
Davidson Neukom	1987	29
William Newton	1987	29
Richard Elb	1987	29
James Polisson	1991	25
Fred Clough	1994	22
Paul Carver	1996	20
George Nostrant	1997	19
Richard French	1998	18
Michael Cole	1999	17
Thomas Short	1999	17
Richard Ruff	1999	17
Dominic Arcuri	2000	16
Victor Brito	2000	16
Dean Lyon	2000	16
Robert Pringle	2000	16
Brian Vineys	2001	15
Thomas Dixon	2002	14

James Demmert	2002	14
Stephen Glenn	2002	14
Michael Thomas	2003	13
Gordon Reynolds	2003	13
David Lundgren	2003	13
Joseph Valls	2004	12
Eugene Kunde	2005	11
Tim Bringman	2005	11
Alfred Ghanayem	2005	11
Russell Meeks	2006	10
Gregg Kellogg	2006	10
Christopher Wettstein	2006	10
Michael Vogel	2007	9
Michael Palumbo	2009	7
John Shoffa	2009	7
Paul LaPerriere	2010	6

Items for Discussion: none

Autocross Director's Report (Grady Carter):

- October AX participation was 53. Included 8 guests. Largest turnout in over 4 years.
- John Jackson has started the process of going through his photos for award qualifiers and we have started the selection process.
- AX T-shirts: 52 sold so far. Only large size left.

Items for Discussion:

Autocross Software

Pronto Timing System (use by SCCA at Nationals)

2 Base modules - \$825

2 optional additional modules to go web results - \$650

Annual support/maintenance fee - \$175

Additional:

Laptop – up to \$500 (including fullsize keyboard & mouse)

Power Inverter - \$200 with mount and cabling

2 Training Classes – \$300 (food, etc.)

Optional additional:

Monitor 19" - \$150

HD Battery - \$250 if ours is not in good shape

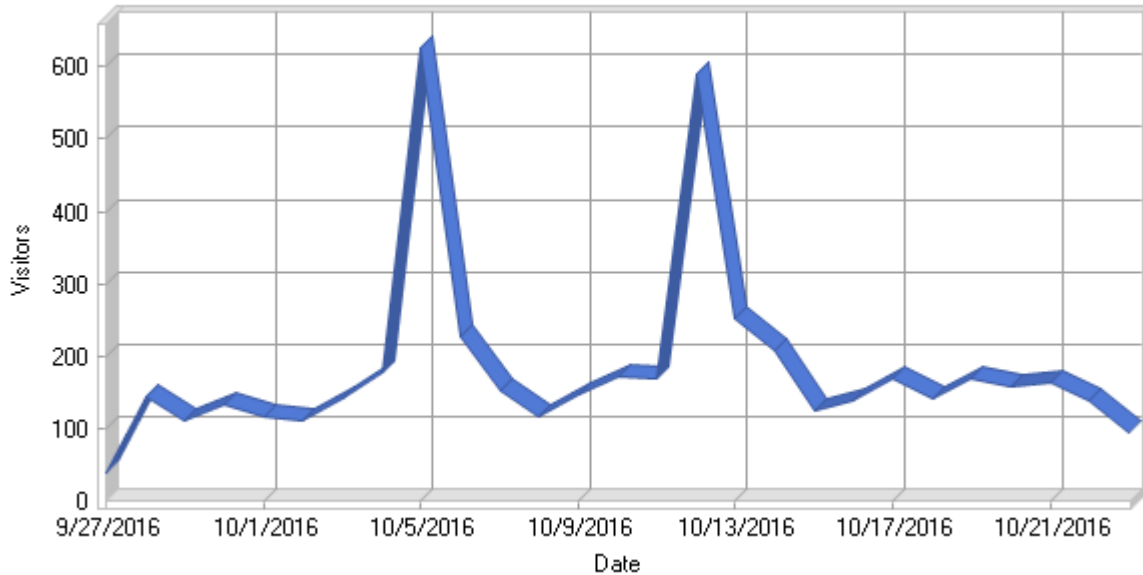
Trailer Water Leakage

Need to develop plan, set time and date to correct the problem. Is it a problem with the manufacture of the trailer? How to fix and test once problem is determined.

Motion to pursue autocross scoring automation solution (not to exceed \$2500) by Chip Witt, seconded by Kurt Fischer and was unanimous.

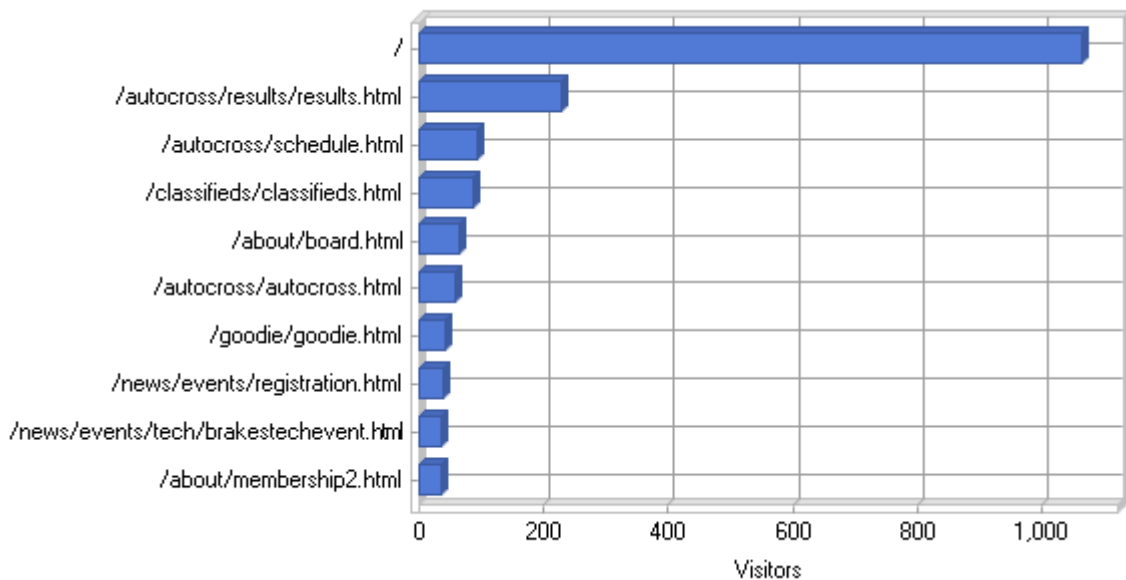
Webmaster's Report (Interim, Chip Witt):

Daily Visitors

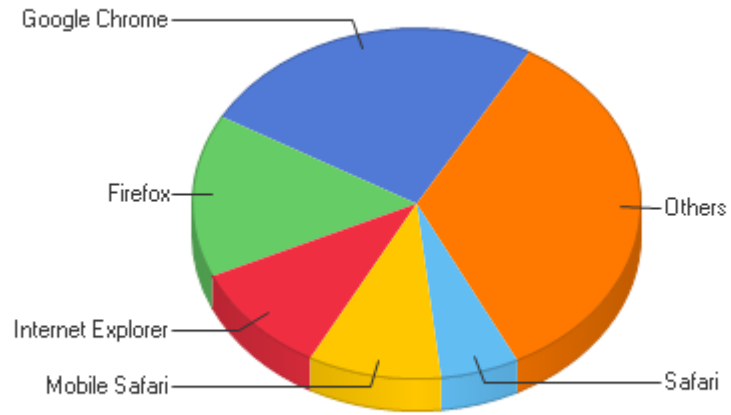


Tom: What do the spikes represent in terms of club communications activity? Identifying correlations to observed web activity will be informative to identify the most effective communications strategies moving forward.

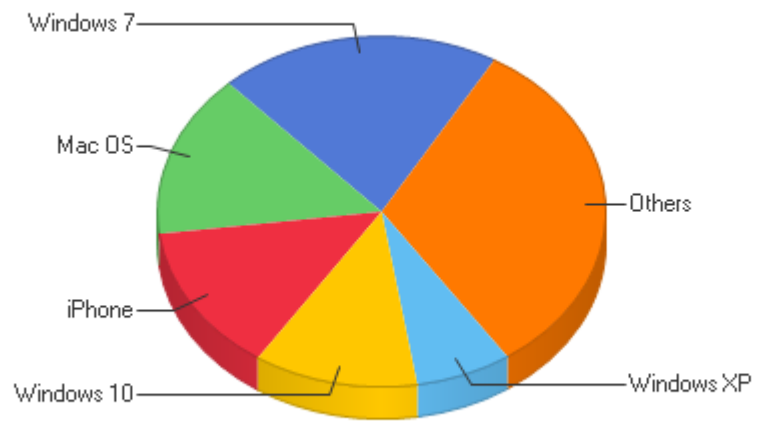
Most Popular Pages



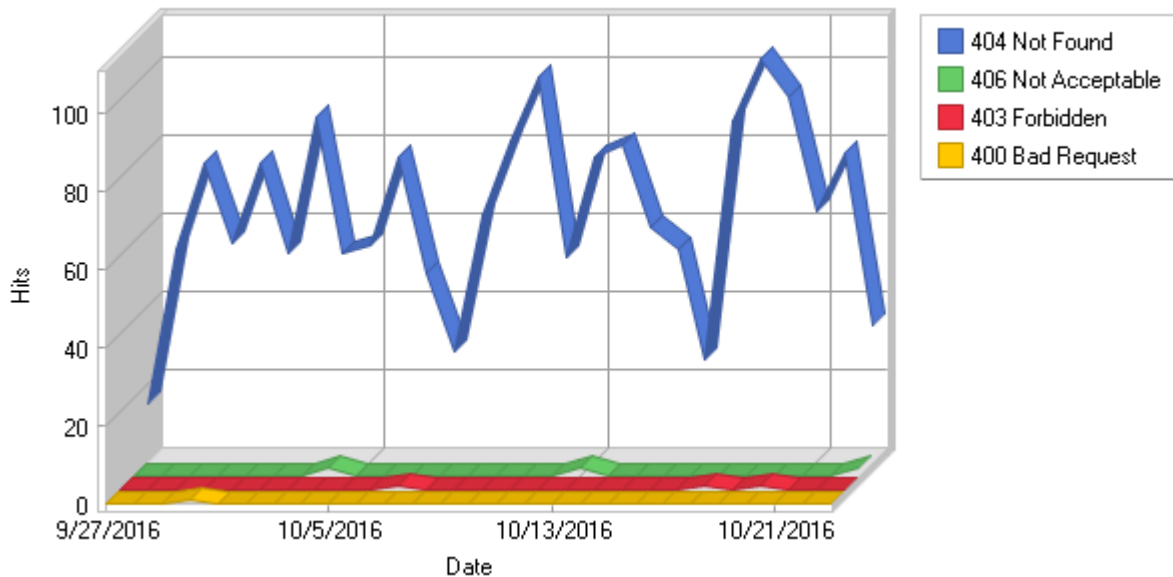
Most Used Browsers



Most Used Operating Systems



Daily Error Types



The “500” error condition that I noticed last month was a transient issue that subsided quickly without requiring further action to remediate.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

- Nothing to report

Items for Discussion: none

Concours Director's Report (James Heisey):

- We are confirmed for September 17, 2017 on Ledson's calendar (I sent the date to the Z7 rep and to Craig, so it should be on our calendar).

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

- Nothing to report.

Items for Discussion:

- Sponsorship categories 2017. I want this to be discussed at the beginning of the meeting and not in the last 5 minutes. This will probably my last board meeting so it would be great to find an agreement.
- Board: Decided we are doing fine with what we have. Have sent out invoices for existing sponsors and put other pursuits on the back-burner. Jerry will maintain responsibility for this for immediate term as part of Treasurer's duties.

[Motion](#) to charge a \$200 sponsorship fee to service link requests on website/newsletter (e.g. TRG race car sales) by Vern Rogers, seconded by Craig Steele and was unanimous.

Safety Director Report (Mac Cranford):

- Nothing to report.

Items for Discussion: none

Charity/CASA Report (Vern Rogers):

- Emailed Mille re: liquor license for wine and silent auction at Holiday Party.

Items for Discussion: none

Social Media Report (Kurt Fischer):

- Nothing to report

Items for Discussion: none

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

The October issue of der Riesenbaum was mailed on October 12th to 933 email addresses; the issue is archived at:

<http://conta.cc/2e7mzOP>

As of October 19th, 2016 the October issue dR had the following distribution statistics:

	Sent	Bounces	Opens	Clicks	Opt Outs
October 2016	933	2.0%(19)	41.9% (383)	7.6% (29)	0.3% (3)

Publication date for the next issue of der Riesenbaum is approximately November 7th with all submissions and materials due by November 1st, 2016

Jamie DeRuiter
 PCA Redwood Region, Editor
 1966 White 912

Items for Discussion: none

Meeting adjourned at 9:16 p.m. PDT by President Mike Hinton.