

October 2017 Board Reports and Meeting Minutes

In attendance (10): President Craig Steele, Vice President Chip Witt, Past President Mike Hinton, Autocross Director Greg Matsumoto, Communications Director Stacy O'Connell, Webmaster Kim Powers, Concours Director (Interim) and Social Media Director Kurt Fischer, Membership Director Tom Short, Goodie Store Manager David Bunch,. **Guests (3):** Sharon Neidel, Kai Hallstrom, Mark Campagna.

Absent (3): Treasurer Jerry Gladstone, Secretary Alan Geddes, Safety Director Mac Cranford.

Meeting called to order at 7:04 PDT on October 31, 2017 by President Craig Steele at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the August and September 2017 Board Minutes made by Mark Campagna, seconded by Kurt Fischer and unanimously approved.

President's Report (Craig Steele):

- Reiterated emphasis on recruiting volunteers, both for Board positions, and as event leaders.
- Continue to resolve status of 2018 Autocross season.

Items for Discussion:

None.

Vice President's Report (Chip Witt):

- Refunded all payments for AX#9 at Greg's request. Credited cards or re-issued vouchers for all
- Participated in Annual Members Meeting on 10/21
- Looking for location for 2018 Calendar Planning Meeting on 11/9. Looked at rescheduling, but doing it any later starts to complicate life around Thanksgiving Holiday.
- Tentatively arranged for disc jockey for Holiday Party on 12/9. We're on their calendar. Contract coming.

Item for Discussion:

- Should/can we postpone 2018 Calendar Planning Meeting to after Thanksgiving (Mike cannot join on 11/9, as he is gone 11/7 – 11/17)
- **After discussion, calendar planning meeting was moved to 11/30 at 6:30 P.M. at Mary's in Novato.**

Upcoming Events

- 11/9 – 2018 Redwood Calendar Planning Meeting – **MOVED to 11/30**
- 11/11 – Two Bird Café Brunch Run
- 12/2 - Calistoga Tractor Parade Party at the Hinton's (Unofficial Calendar Event...not PCA sanctioned)
- 12/9 – Redwood Annual Holiday Party
- 1/1 – One-One Fun Run (tentative)

Treasurer's Report (Jerry Gladstone):

The October 2017 California Wildfire took my house, it burned to the ground sometime between 2:00 and 2:30 am on October 9th. Also lost were my 993, Marcia's Honda and a lifetime of memories. Luckily, we escaped unharmed with little more than the clothes on our backs. We are staying with a friend in Sebastopol but will soon relocate to a condo we are renting in Santa Rosa.

My situation affects the Redwood as I am the Region Treasurer. All retained records and receipts were lost – all 7 years records and receipts. Also lost were blank checks, credit and debit cards, postage stamps and various items like the stamp used to endorse checks. The good news is that the QuickBooks file was backed up two days before the fire (no further transactions) and stored in the “cloud”. That file was downloaded and made available to Mike to recover the books. Mike will fill in for me, I will support him in any way I can.

New checks must be ordered, the accounts reconciled (I have the recent monthly statements) and the books be brought up to date.

After the “Annual Meeting” I received considerable support from many members who were looking for a place for Marcia and I to live either temporarily or permanently.

Porsche people are fantastic! The outpouring of generosity, support and caring touched us deeply. Thank you all.

Items for Discussion: none

Secretary's Report (Alan Geddes):

- Unable to attend due to travel commitment.

Items for Discussion: (none)

Past-President's Report (Mike Hinton):

- Attended Membership meeting.
- Took over Treasurer duties from Jerry, for obvious reasons.
- Financial information follows:

Treasurer's Report

This report covers the period from August 27 through September 23, 2017.

The Redwood Region Treasurer delivered a report on the Region's finances to the Board of Directors. The report showed current bank balances and details of expenditures and income for this period; the report was accepted. Finances remain strong and are in accordance with expectations. Anyone wishing to see additional financial detail please contact the Region Treasurer.

Submitted by:

Mike Hinton – October 31, 2017

Items for Discussion: none

Membership Director's Report (Tom Short):

In September 2017, 31 PCA Redwood Region members marked five or more years in the club, including three members who marked anniversaries of 40 years or more, and four more who marked 30 years or more! 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 four 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. In particular, I'd urge all our members to sign up for the annual Redwood Region holiday party on Saturday, December 9. You can find details elsewhere in this newsletter, as well as on our website.

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:		4
Transfer In	3	
Transfer Out		2
Non-renewal		7
Renewals		34
Official		605
Affiliate Members	370	
Total Members		975

New Members

Name	City	Porsche
Carmin Wong	San Rafael	2000 Boxster silver convertible
Damon Mattson	Santa Rosa	2009 Boxster S Arctic Silver
Scott Eason	Santa Rosa	2008 Boxster S

Leo O'Farrell	Lakeport	1995 911 Carrera Polar Silver Coupe
---------------	----------	-------------------------------------

Anniversaries (five years or more)

Name	Member Since	Years
James Hurson	1972	45
Harley Miller	1973	44
Robert Davisson	1975	42
Michael Kelly	1982	35
George Bono	1982	35
Arlene Moorehead	1986	31
Peter Bohns	1986	31
Scott Downie	1995	22
F Stephen Kasper	1996	21
Mike Purvis	1998	19
C Van Foster	1998	19
Brent Morgan	1998	19
Robert Beaton	1999	18
Michael Klunk	2000	17
Donald Plumley	2000	17
Richard Burke	2001	16
George Altamura	2001	16
Gregory Matsumoto	2002	15
John Bergman	2003	14
Lori O'Connor	2004	13
Steve Meffert	2005	12
Brian Preussker	2005	12
Ralph Jackson	2006	11
Brice Allen	2007	10
Donald Batbie	2009	8
Darell Choate	2010	7
Dennis Houston	2010	7
Aaron Groves	2010	7
John Sullivan	2012	5
Ishmael Burns	2012	5
Steven Beck	2012	5

Items for Discussion:

- member phone number directory – **This item was discussed, and it was agreed that further research is required in order to ensure privacy of member information.**
- new member buddy – **This idea had a generally favorable response. We will attempt to have Board Members and others make an outreach effort at upcoming events**

- advertise board openings widely; promote benefits – **Item requires further study to determine how it will be promoted**
- test drive member program

Event Coordinator's Report (Kurt Fischer):

- Nothing to report

Items for Discussion: none

Autocross Director's Report (Greg Matsumoto):

- Oct. Autocross Board Report:
- Not much to report this month due to the fires.
- Oct. 14th autocross was cancelled due to the fires.
- We (Grady Carter, Bob Schoenherr and myself) decided not to reschedule another autocross since post-fire issues are predominant.
- Since there was no official ending of the autocross season, we are hoping to schedule an informal pizza gathering to present the end of year class awards. We are checking with John Jackson to determine if all the pictures were taken of the winning drivers. It's possible that all pictures were not taken due to the two cancellations and the last minute reschedule. If this is possible, we hope to have an informal awards luncheon on the weekend prior to Thanksgiving.
- The meeting with Jen Mendoza, assistant to Jas. Gore, Supervisor was cancelled due to the fire.
- I will be contacting her this week to determine when another meeting can be scheduled.
- Collin Fat, 2018 AX Zone Chair, requested AX dates for 2018. A meeting is scheduled 11/11. Since we have yet to hear back from Jon Stout, airport manger, I forwarded Collin's email request to Stout and asked for a meeting to determine our AX dates. Stout has previously ignored my email and telephone communications.
- Continued focus will center around securing AX dates and to secure our airport site.

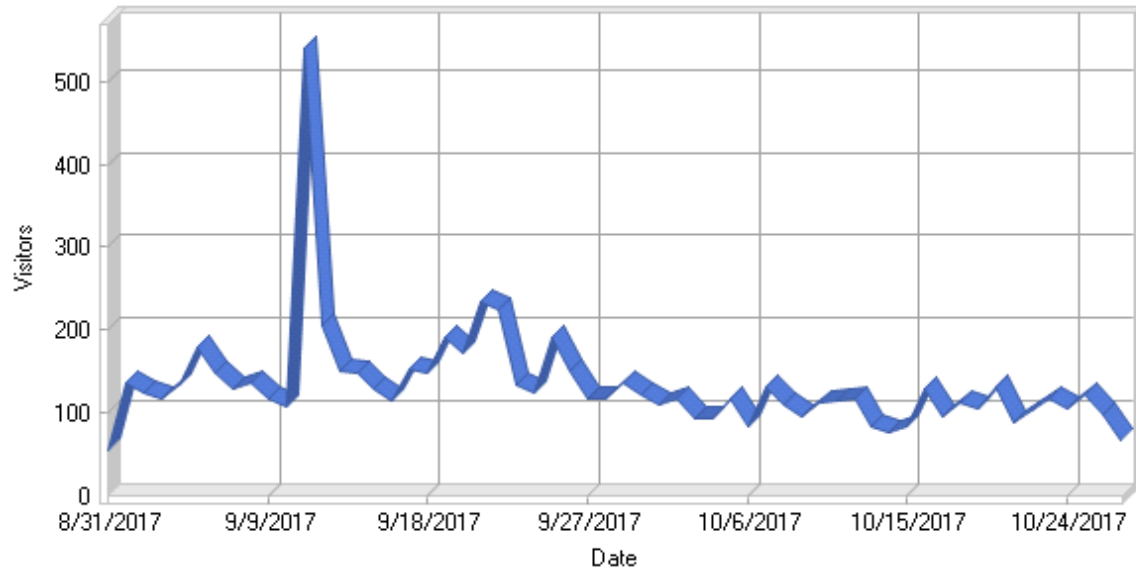
Items for Discussion: none

Webmaster's Report (Kim Powers):

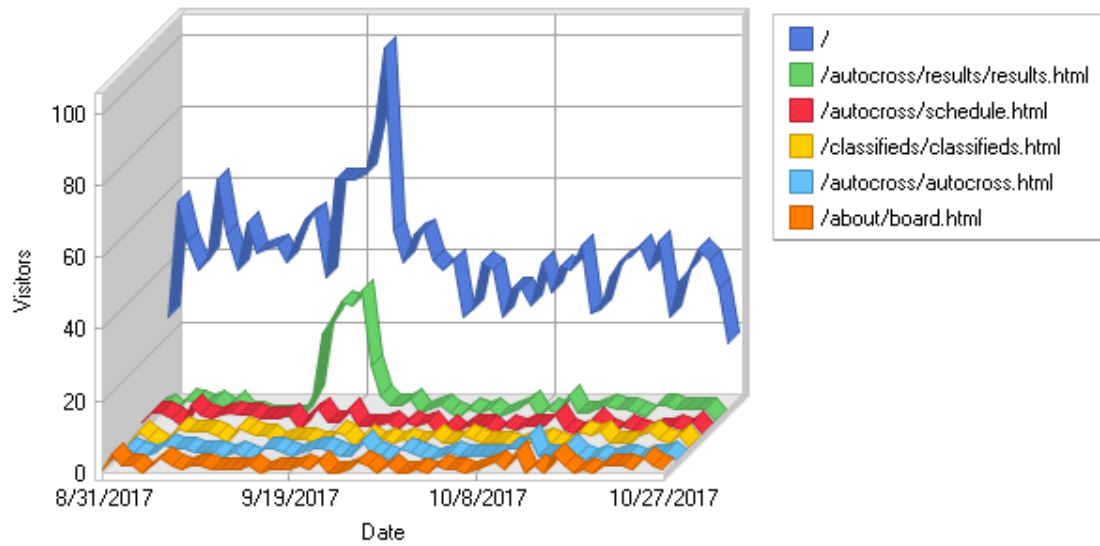
- General page maintenance

The follow statistics cover August 31, 2017 - October 27, 2017

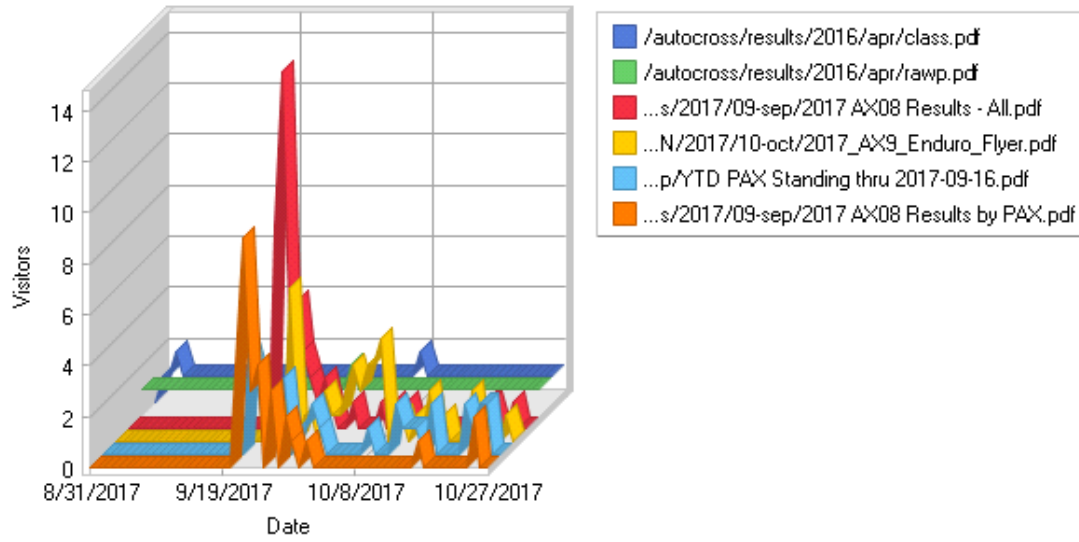
Daily Visitors



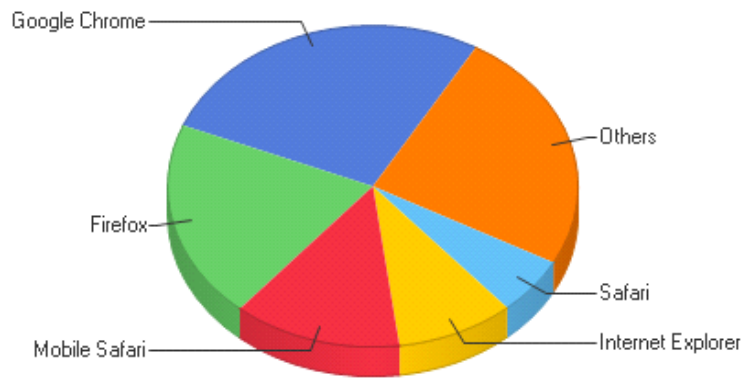
Daily Page Access



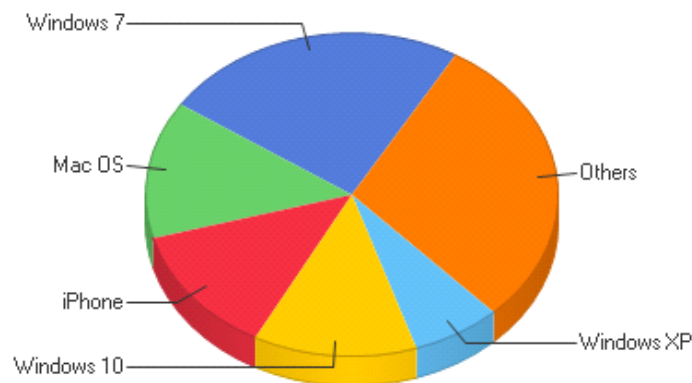
Daily File Access



Most Used Browsers



Most Used Operating System



Items for discussion: none

Communications Director Report (Stacy O'Connell):

- Sent Members Meeting update email
- Participated in Annual Members Meeting on 10/21
- Revised, compiled and sent October der Riesenbaum newsletter
-

Items for Discussion:

- Did people notice the revised email look and feel? Comments? (still working on why it's not centered in Gmail) – This item was discussed, and all comments regarding the new format were favorable.
- Can we approve funds for a designer to redesign our website, flyers and potentially update the newsletter template? **A motion to engage a designer to update all electronic media was made by Stacy O'Connell, and seconded by Chip Witt. Motion passed unanimously. Ultimate amount of budget to be determined.**
- Is there an automatic or manual process for uploading new member info into Constant Contact? Further research needed on this issue.
- Do we remove lapsed members from our newsletter list? **No. Newsletter recipients are only removed from the list if/when they opt out.**
- Is there a rule around only members can receive the newsletter? If not, add a sign up link to it on FB. **Anyone may sign up to receive the newsletter, so a FB sign-up link would be appropriate.**
- Newsletter results (overall, bounces, comparison)
- How do we want to collect information on members who have lost everything in the fire and connect them up with people who want to help? Review Google questionnaire (attached) and discuss process and timing. **Questionnaire to be distributed.**
- Can we move the Board updates to a Google form? **To be done on a trial basis for November reports.**

Goodie Store Manager's Report (David Bunch):

- \$20 in sales for last period. We need to try to obtain reports showing statistics on items sold.

Items for Discussion: none

Concours Director's Report (Kurt Fischer-Interim):

- Nothing to report.
- Simone Kopitski will take over as Concours Director beginning in January 2018.

Items for Discussion: none

Sponsorship Coordinator's Report (interim, Jerry Gladstone):

- Nothing to report.

Items for Discussion: none

Safety Director Report (Mac Cranford):

- Nothing to report.

Items for Discussion: none

Charity/CASA Report (Mike Hinton):

- 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 (Open):

- Nothing to report

Items for Discussion: none

Meeting adjourned at 8:48 PDT by President Craig Steele.