

February 2017 Board Reports and Meeting Minutes

In attendance (9): President Craig Steele, Vice President Chip Witt, Treasurer Jerry Gladstone, Secretary Alan Geddes, Past President Mike Hinton, Autocross Director Greg Matsumoto, Safety Director Mac Cranford, Membership Director Tom Short and Webmaster Kim Powers. **Guests (2):** Grady Carter, Vern Rogers.

Absent (5): Events Director Kurt Fischer, der Riesenbaum Editor Jamie DeRuiter, Goodie Store Manager David Bunch, Communications Director TBD, Concours Director TBD.

Meeting called to order at 7:04 p.m. PDT on February 28, 2017 by President Craig Steele at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the January 2017 Board Reports by Mike Hinton, seconded by Tom Short and was unanimous.

President's Report (Craig Steele):

- Feb 11th, Lead the TRG Tech Session Fun Run and attended the tech session on preparing our cars for AX
- Feb 20th, Missed the PSC BOD Teleconference
 - Approved was 2016 BOD minutes, Split of Zone 6 into two parts creating the new Zone 14, PCA Intellectual and Recognized Policies and PCA Secretary Policy and Procedure. Not approved was the merger of Zone 11, AL and HI regions into adjacent regions.
- Feb 25th, Lead one of two flights of Porsches for Crab Feed Out and Back Fun Run at the Marin Yacht Club and attended the Crab Feed after the tour
- Feb 26th, Attended the Zone 7 Presidents Meeting at Marin Yacht Club

Items for Discussion:

- Using Slack to discuss Board issues, EC meetings
- Observers Reports
- AX Tee Shirts
- Parade Caravan, club event or not?
- Finding replacements for Concours Director and dR Editor

Additional Discussion/Comments:

- AX Tee shirts should be ready by Zone 7 event. Alternative is to discontinue.
- Preference is for Parade Caravan to be non-club event.
- Records retention/Electronic records: most records can be disposed of after seven years and one month. It is acceptable to maintain electronic records, rather than paper records.

Upcoming Events

- CANCELLED Mar. 18th, Whale to Whale Tail Rallye,
- March 25th, AX#1, Greg Matsumoto, AX Director
- April 8th, High Tec Tech Session, Greg Maissen, Event Coordinator

- April 22nd, Brewery Tour, no Event Coordinator
- April 29th, AX#2, Greg Matsumoto, AX Director
- May 6th, Station House Run, Kurt Fischer Event Coordinator
- May 20-21st, AX #3 & #4, Zone 7 event and Saturday Dinner
- May 31st Zone 7 Pre-Tour Meeting, Santa Rosa
- June 1-4th, Zone 7 Tour of Redwood, Shasta and Sacramento Valley Regions

Meeting suspended for dinner at 7:43 p.m. PDT for dinner break by President Craig Steele.

Meeting resumed at 7:57 p.m. PDT by President Craig Steele.

Vice President’s Report (Chip Witt):

- Created pcarewoodregion.slack.com, setup topic channels, and invited EC to join on February 7th. Shared some information to seed discussion. Still need to develop guide for usage and means of measuring value over email threads.
- Joined club post-tour at TRG for the tech session on February 11th.
- Attended AX Training session on the new Pronto Timing System with crew in Napa on February 19th.
- Conducted Secretary duties hand-off session with Alan on February 22nd.
- Feb 26th, Attended the Zone 7 Presidents Meeting at Marin Yacht Club
- Personal note: Will be beginning a new job at a security startup based in downtown San Francisco on March 27th.

Items for Discussion: none

Event Director’s Report (Kurt Fischer)

- Nothing to report

Items for Discussion: none

Treasurer’s Report (Jerry Gladstone):

This report covers the period from January 28 through February 24, 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.

Activities:

Financial:

1. Filed 2016 Federal (Form 990-N) and State (Form 199N) income tax forms using e-postcards for non-profits with gross receipt usually under \$50,000.
2. All sponsors including Sonnen have paid for 2017; 2017 Sponsors spreadsheet attached.

3. Advanced the Zone 7 Tri-Region Tour Treasurer \$3,000 from their accrued funds that reside in our MSR account but not yet deposited into the Redwood checking account.
4. Advanced Greg Matsumoto AX cash box funds and supplied bank deposit slips.
5. Paid \$330 trailer parking fees to the Sonoma County Airport covering the 6-month period starting March 1, 2017.

Other:

1. Organized and attended the TRG Tech Session. Paid the caterer for the cheese, fruit and crackers displays. We almost broke even on the event as some people did not pay.
2. An event reminder for the TRG Tech Session and Crab Feed was sent on February 3rd.
3. Assisted Sharon Castle with registration, issues and financial planning for the Crab Feed.
4. Continued to assist the organizers of the Zone 7 Tri-Region Tour with registration and related issues.

To Do:

1. Awaiting review of 2016 "Books"

Submitted by:

Jerry Gladstone
February 24, 2017

Items for Discussion: none

Additional Discussion/Comments:

- [Region policy on event refunds. Official policy in no refunds after no refund date; however, exceptions are made using common sense, financial breakeven and goodwill guidelines. Refunds not given solely for bad weather. Exceptional situations should be brought to EC.](#)

Secretary's Report (Alan Geddes):

- Attended TRG tech session on February 11th.
- Completed Secretary duties handoff with Chip Witt on February 22.
- Volunteered for setup duty and attended Crab Feed on February 25.

Items for Discussion: none

Past-President's Report (Mike Hinton):

- Attended the training session for the new autocross automated timing system. It looks like it will be a big time-saver for all of the volunteers.
- Completed the financial review of the Region's 2016 information. All appears to be in good order. Thanks to Jerry for all of his hard work throughout the year.

Items for Discussion: none

Membership Director's Report (Tom Short):

- 1. Completed and submitted February membership report for January new members and Anniversaries.
- 2. Ordered and distributed 7 new member badges.

- 3. Ordered and distributed new board member badges for new board members (this meeting).

Note from the Membership Director

In January 2017, 23 PCA Redwood Region members marked five or more years in the club, including four members who marked anniversaries of 40 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 January 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. In particular, I’d urge all our members to sign up for the annual Redwood Region holiday party on Saturday, December 17. 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.

New members: 7

Transfer In	4
Transfer Out	0
Non-renewal	12
Renewals	38
Official	611
Affiliate Members	369
Total Members	980

New Members

Name	City	Porsche
Bruce Greenstein	San Rafael	2007 Cayman Silver Coupe
Eric Vandeburgt	Napa	1978 911 SC Targa Silver
Joseph Woo	Novato	2002 911 Carrera 4 Cabriolet Arctic Silver
David Eaton	Kentfield	2014 911 Carrera Black 991
Mary Pat Ehrstrom	Arcata	1995 911 Carrera white CP
Farzin Adeli	Mill Valley	2016 Boxster Spyder Fashion Grey Cabriolet
James Wong	Santa Rosa	1998 911 Carrera 4S

Anniversaries (five years or more)

Name	Member Since	Years
Bob Sherwood	1971	46
William Walsh	1975	42
Peter Tierney	1976	41
Malcolm Boyes	1976	41
Richard Howard	1995	22
Richard Gale	1999	18
Greg Fuller	2002	15
Jon Dugan	2002	15
Cary Weltken	2003	14
Pierre Ehret	2003	14
David Tribbey	2003	14
Mark Mattos	2004	13
David Cole	2004	13
Marty Peinkofer	2004	13
Jim Winston	2005	12
Rich Pacini	2007	10
Peter Dempsey	2007	10
Steven Frugard	2007	10
Robert Brant	2007	10
James Syar	2008	9
Jamie DeRuiter	2009	8
James Schroeder	2011	6
Bruce Dicoskey	2012	5

Items for Discussion:

- 1. Vendor of event management software company emailed me and asked if we'd be interested in using their platform to manage our events (instead of Motorsportreg.com)
- - details available on request
- - appears it could be a less expensive option, depending on value of the transaction.
- - <https://www.universe.com/pricing>

Additional Discussion/Comments:

- Discussion about dual region membership requests vs. inclusion in der Riesenbaum mailing list and ability to participate in region events. We need to clarify our position and update website to reflect such.

Autocross Director's Report (Greg Matsumoto):

- This months activity was directed towards identifying and resolving Pronto software issues and preparing for a Pronto training session. Bob Schoenherr was the single point of contact with Pronto. Pronto resolved concerns to customize the program to fit our needs.
- 19 club members were invited to attend the first Pronto Training session on 2/19/17, 9 am - 12 pm at 2180 Jefferson, Napa, CA, 10 members attended the 2/19 training session designed and presented by Bob Schoenherr. Bob, Grady Carter and myself also attended. In total there were 13 members in attendance.
- Members were introduced to the system and then practice different scenarios. Two major categories were identified:and practiced: Registration & Timing. Additional issues were identified in this practice session. Grady Carter will be calling Pronto to resolve these issues. Coffee and donuts were served at the training. Followed by a lunch attended by 7 members.
- --Sunday, March 12th, 9 am was agreed upon, during lunch, to meet at the AX trailer to install the timing system hardware to the trailer. In addition, the trailer will be checked and supplies will be checked.
- --A new "tech" procedure was identified.
- --A new person needs to be appointed to tech,
- --A new person needs to be appointed to be the back up person to move the trailer.
- A second Pronto Training Session is scheduled for Sun. March 5, 9 am - 12 pm at 2180 Jefferson, Napa, CA. Five members are confirmed to attend. 1-2 additional members may attend.
- Grady has continued to meet with me to share his procedures and to create a successful transition. Thanks Grady!

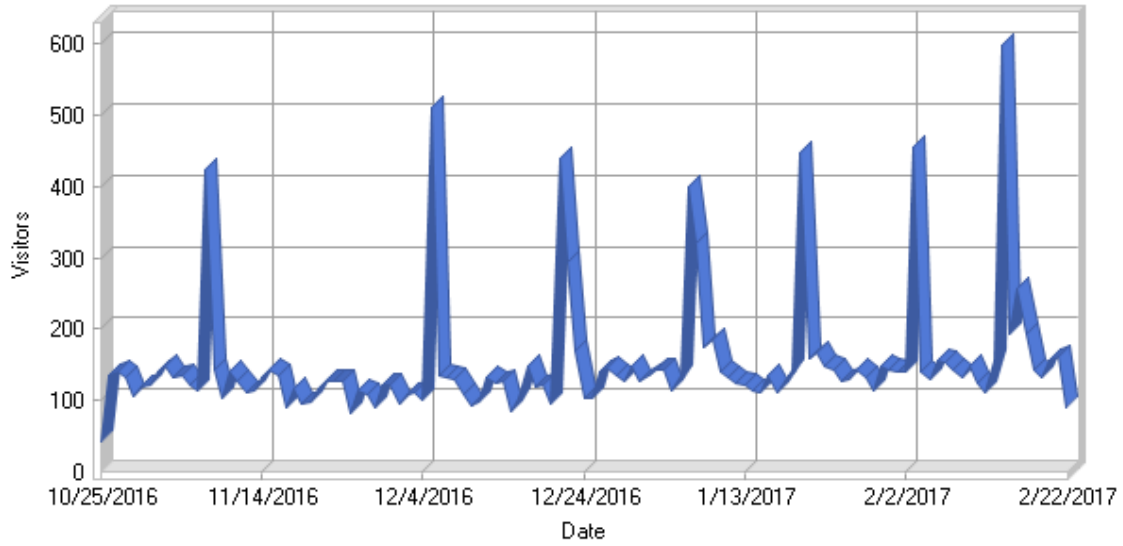
Items for Discussion: none

Webmaster's Report (Chip Witt, Interim):

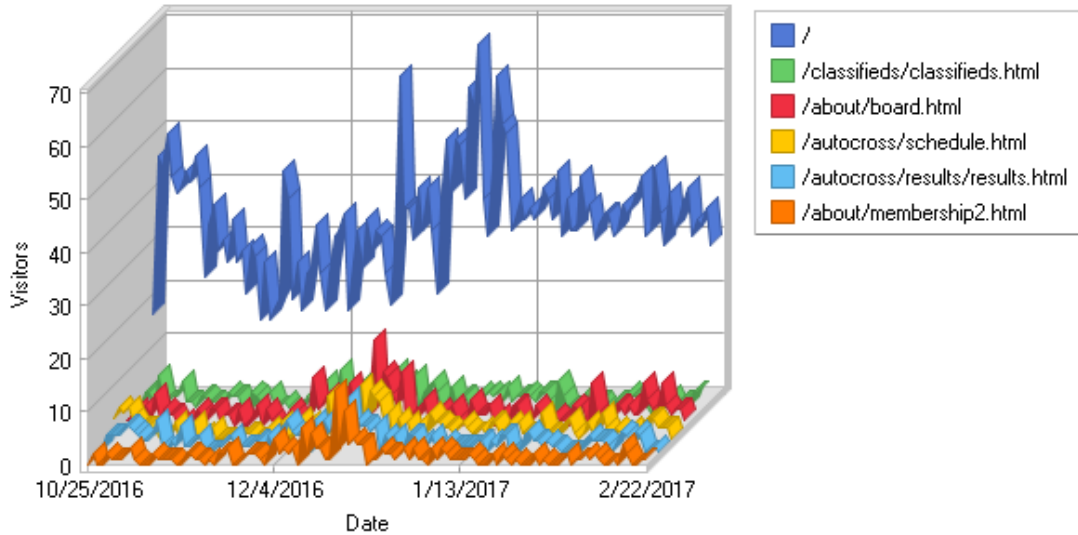
- Updated Board listing on website.
- Updated AX Schedule page with 2017 dates.

The following statistics cover October 26, 2016 through February 22, 2017:

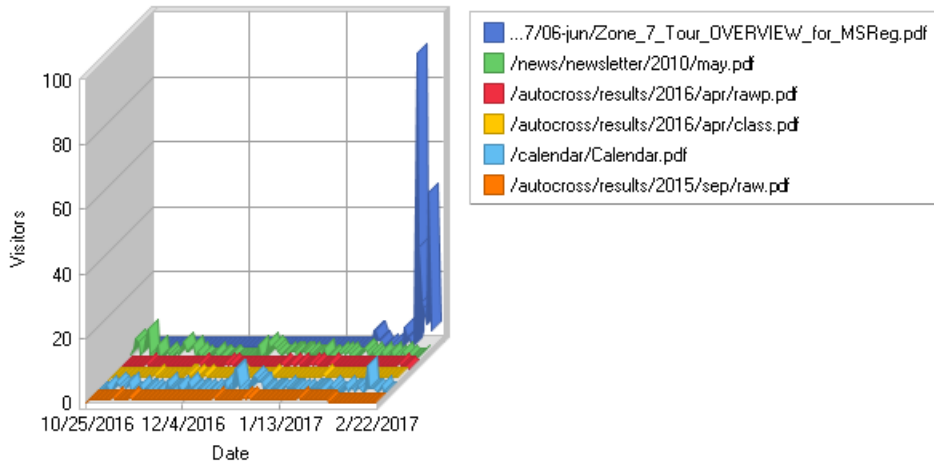
Daily Visitors



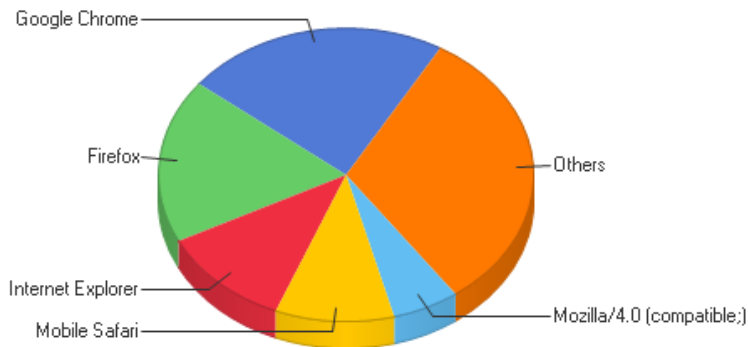
Daily Page Access



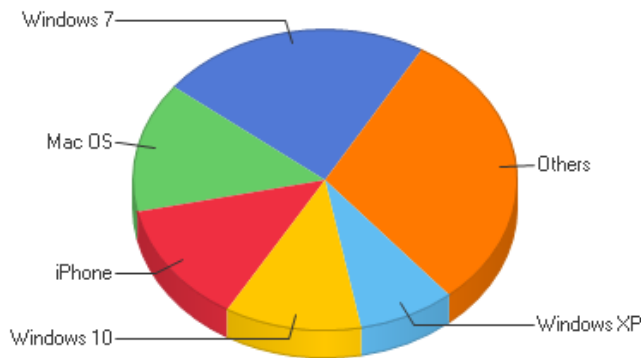
Daily File Access



Most Used Browsers



Most Used Operating Systems



Items for Discussion: none

Goodie Store Manager’s Report (David Bunch):

- Nothing to report

Items for Discussion: none

Concours Director's Report (TBD):

- Nothing to report.

Items for Discussion: none

Sponsorship Coordinator’s Report (Interim, Jerry Gladstone):

Sponsor/Advertiser Log for 2017					
Sponsor/Advertiser	der Reisenbaum Ad	Listed as Sponsor on Website	Link on Website	Paid for 2017	Sponsor Type

Hi Tec Automotive	Yes	Yes	Yes	Yes	Primary AX
ProShop	Yes	Yes	Yes	Yes	Basic
Sonnen Porsche	Yes	Yes	Yes	Yes	Basic
Whitman's Auto Body	Yes	Yes	Yes	Yes	Basic
Bertolli's Auto Body	Yes	Yes	Yes	Yes	Basic
The Racers Group (TRG)	Yes	Yes	Yes	Yes	Basic
Mobile Works West	Yes	Yes	Yes	Yes	Secondary AX

- Prior year sponsorship comparison data available on request.

Items for Discussion: none

Safety Director Report (Mac Cranford):

- Reports submitted and reviewed as required.

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 (Jamie DeRuiter):

- Nothing to report

Items for Discussion: none

Meeting adjourned at 8:45 p.m. PDT by President Craig Steele.