

July 2017 Board Reports and Meeting Minutes

In attendance (9): President Craig Steele, Vice President Chip Witt, Secretary Alan Geddes, Past President Mike Hinton, Autocross Director Greg Matsumoto, Membership Director Tom Short, Concours Director (Interim) and Social Media Director Kurt Fischer, Communications Director Stacy O'Connell and Webmaster Kim Powers. **Guests (2):** Grady Carter, Mark Campagna.

Absent (4): Treasurer Jerry Gladstone, Goodie Store Manager David Bunch, Safety Director Mac Cranford, der Riesenbaum Editor Jamie DeRuiter.

Meeting called to order at 7:03 p.m. PDT on July 25, 2017 by President Craig Steele at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the June 2017 Board Meeting Minutes was made by Chip, seconded by Tom and unanimously approved.

President's Report (Craig Steele):

- Attended the Porsche Parade – 1,100 cars; 2,500 people
 - Drove 2500 mile round trip staying 13 days in Marriott's lodging
 - Attended four banquets and met a lot of fun Porsche People
 - Attended PCA Presidents BOD and Party
 - Enjoyed Tech Academy. Gimmick Rally, Concours, and drove in the actual Porsche Parade.
 - Volunteered on Water and ice delivery team
 - Did several events involving adult beverages, wine and beer tasting, walking tour to brewery and distillery and painting the Porsche badge with a glass of hard cider and learning how to make martinis
 - Walked the 5K Run/walk event
- Attended AX #6
- Wrote one article for dR
- Ordered PCA insurance for July events

Items for Discussion:

- Dual Membership (see Tom's discussion)
- Fix the San Rafael PO box access info
- Members meeting and Oktoberfest for new members and anniversary pin handouts
- Purchase feather sign for AX entrance during our events
- Send a survey to members to better understand what they are their membership expectations and involvement desires

Upcoming Events:

- August 5th, Pech Merle Winery Tour, Kurt Fischer, Event Coordinator
- August 12th, AX #7, Greg Matsumoto, AX Director
- August 18th, Werks Reunion at new venue, Corral de Tierra CC, Salinas
- August 26th, Maple Creek Winery Tour, Kurt Fischer, Event Coordinator
- September 2nd, AX #8, Greg Matsumoto, AX Director
- September 9th, Annual Pool party, Kurt Fischer, Event Coordinator
- September 17th, Ledson Concours , Kurt Fischer, newly appointed Concours Director
- September 23rd, Oktoberfest, Kurt Fischer, event coordinator
- October 14th, AX #9 (Enduro), Greg Matsumoto, AX Director
- October 22nd, Members Meeting at Union Hotel, VP in charge

Vice President's Report (Chip Witt):

- Cosmetic badging correction/improvement on Sasha done at TRG on July 7. Looks like it came from the factory this way. See if you can spot it.
- Nicole and I are registered for the July 22 AX. Look forward to seeing everyone there.
- After seeing an interesting ad online, curiosity got the best of me and I made contact with Wade Morrison @ Stärke (<https://starkespeedster.com/>), an Arizona-based company that puts a hand-built, re-envisioned version of the Speedster (they call the "357") on modern Boxster (or Boxster S) chassis and powertrain. Certainly not "pure" Porsche, but looks like pure fun. They are interested in collaborating on a "ride and drive" event with Redwood in the near future if we think the membership would be interested. They are currently planning to set up events all along the CA coast in the Fall. Was thinking linking this up with one of our existing events (even an AX) might be fun. Open to thoughts on interest and feasibility with 2017 calendar.
- Renewed AOA badge. Good through 07/19. (Receipt to Mike tonight).

Items for Discussion: (none)**Upcoming Events:**

- Redwood AX#6 – July 22nd
- ~~Fieldstone Winery Event – July 29th~~ – **CANCELLED**
- Pech Merle Winery Tour – August 5th
- Redwood AX#7 – August 12th
- (Rolex Monterey Motorsports Reunion – August 17th – 20th)
- (PCA Werks Reunion – August 18th)
- Maple Creek Winery Tour – August 26th

Treasurer's Report (Mike Hinton - Interim):

This report covers the period from May 27 through June 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
July 24, 2017

Items for Discussion: none**Secretary's Report (Alan Geddes):**

- Promoted GGR track day event at Mazda Raceway Laguna Seca for July 21-23, 2017.
 - One Redwood Region instructor attended (Fred Stout) one beginner interested but did not attend (Andrew Whiteside).
 - Next event at Thunder Hill Raceway Park on September 1-3, 2017.

Items for Discussion: none**Past-President's Report (Mike Hinton):**

- Will be attending the July autocross. Sure hope it's cooler than June!
- Attended Porsches on the Plaza on June 24.
- Treasurer's report distributed on Monday.

- Attended Porsche Parade in Spokane. It was a great event, and we had a great time. Looking forward already to the 2018 event in Lake of the Ozarks, MO.

Additional Discussion:

- Various communications issues regarding handout-type business cards with website address and Facebook page, autocross dates, etc. Administrative access to Facebook page for Stacy.

Motion to give Stacy administrative access to Facebook page was made by Chip, seconded by Kurt and unanimously approved.

Membership Director's Report (Tom Short):

- Obtained and distributed eight new member badges for May.
- Ordered new member badges for June new members.
- Responded to questions from members regarding complimentary AX, dual membership, and joining PCA.
- Obtained clarification about Dual Membership official policy from PCA National Office.

Items for Discussion:

- Unless board feels otherwise, no remediation will be taken regarding corrections made in June to membership analysis template.
- Further discussion regarding "Big Anniversary" pin/recognition for member anniversaries that are a multiple of five years.
 - Do we want to do it again?
 - Jerry organized - not sure what all was done.

Motion to recognize members with five-year-multiple anniversaries and present awards at the annual membership meeting was made by Tom, seconded by Chip and unanimously approved.

- Clarification of Dual Membership from PCA National office:
 - a. Is there an official policy regarding dual membership status within PCA? Not at this time. Some regions charge a nominal fee (Arizona region has a system in place for this-<http://az.pca.org/membership/>) and some regions require a member to purchase another PCA membership.

Discussion regarding potential cost issue relating to dual members attending subsidized events. Dual members get access at no cost, yet region gets no benefit. Otherwise cost to region is minimal. Tom proposed no change to current policy of no charge for dual membership; suggested adding this clarification to policies & procedures.

- b. What is the process for assigning new members to a region when they first join PCA? Members are placed into their region based on their zip code.

Discussion regarding some Sausalito and Mill Valley zip codes being assigned to Golden Gate Region. No known reason.

- c. How does a member officially change the region with which they are associated, due to a physical move, or their own preference? A member needs to call PCA National to make this change.

Event's Coordinator's Report (Kurt Fischer):

- Nothing to report

Items for Discussion:

- Update on status of upcoming events

Autocross Director's Report (Greg Matsumoto):

- Autocross #6 occurred on 7/22/2017
- -43 drivers attended.
- -remarkably there were five 912's competing
- -\$520 deposited at Westamerica bank on 7/24/17
- -Craig Steele recognized Jaime DeRuiter since it was his last scheduled autocross and to recognize his newsletter editorship. A quality bottle of wine was presented to Jaime.
- Communicating via email with a very new member curious about autocross.

Additional Discussion:

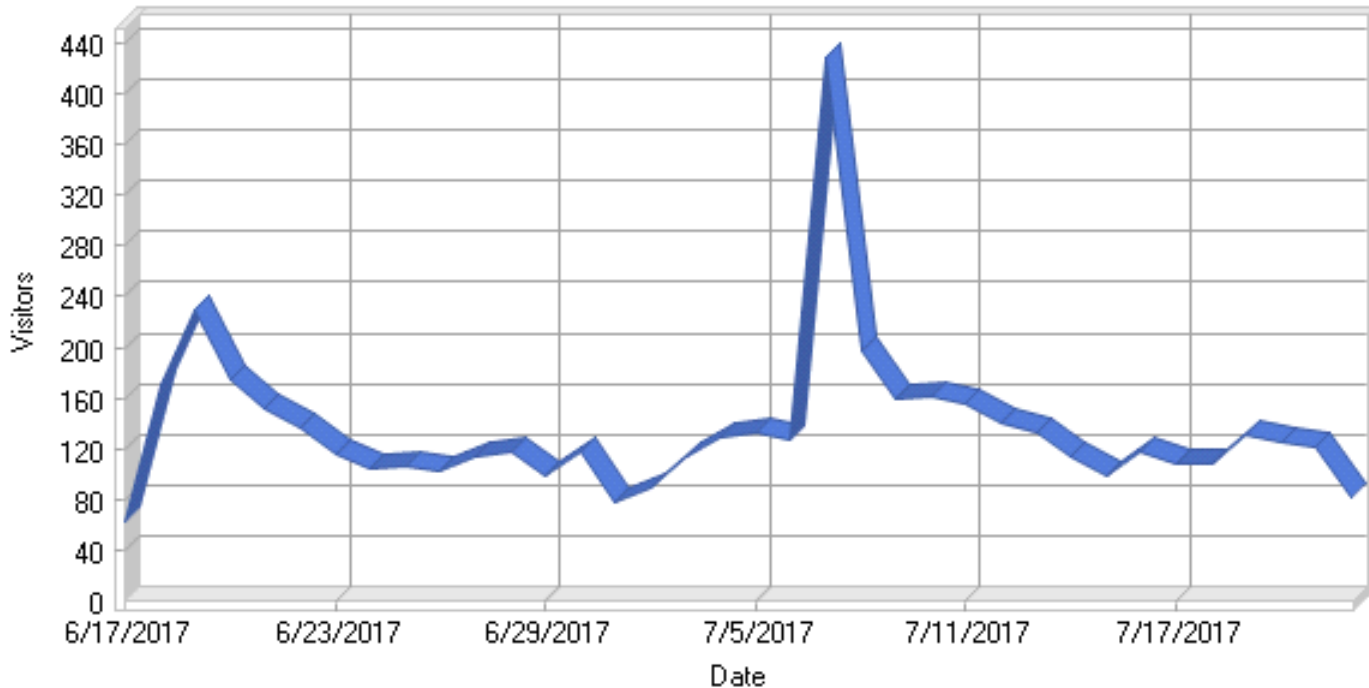
- Discussion about feather sign, map in calendar and PCA sign at gate. Finding autocross location has been ongoing issue despite efforts to address.
- Discussion about fire hazard at autocross site on Saturday. Mark suggested placing extinguisher in parking area and giving instruction on how to use it.

Webmaster's Report (Kim Powers):

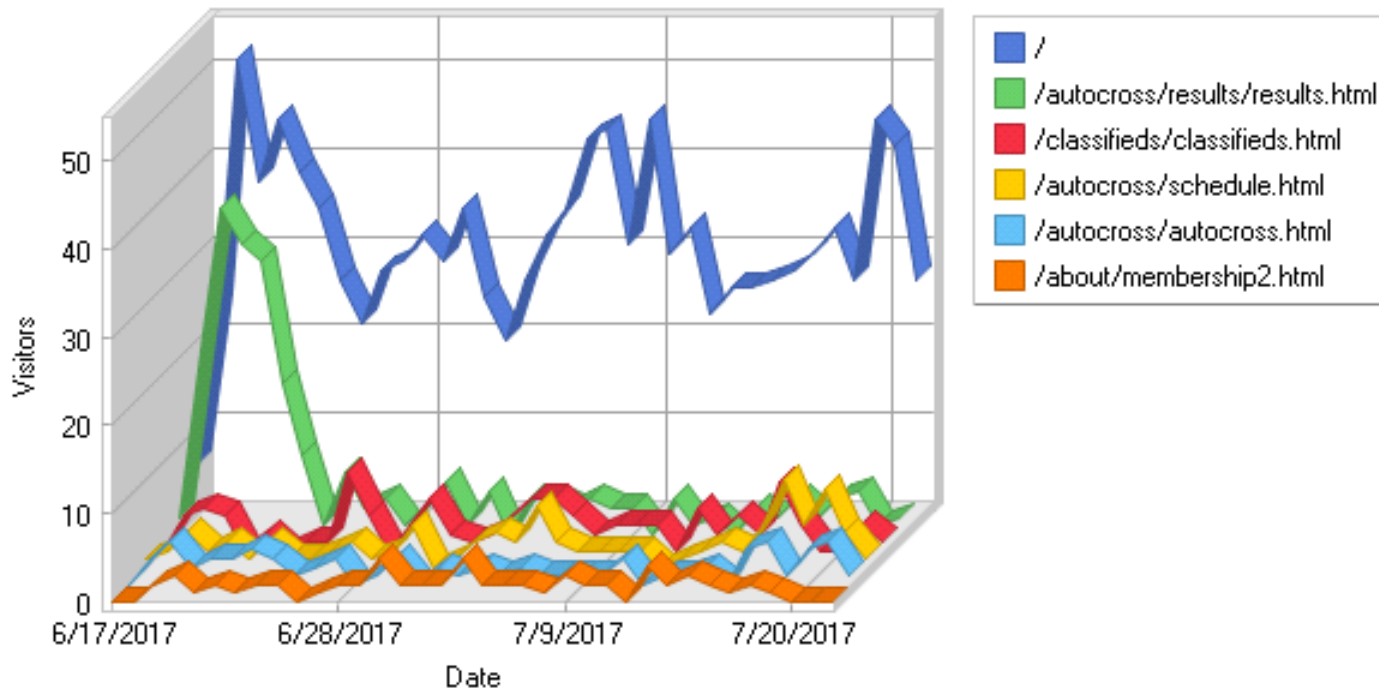
- Stacy's role as Communications Director was updated on the Board page
- Updated July AX results

The follow statistics cover June 18, 2017 - July 22, 2017

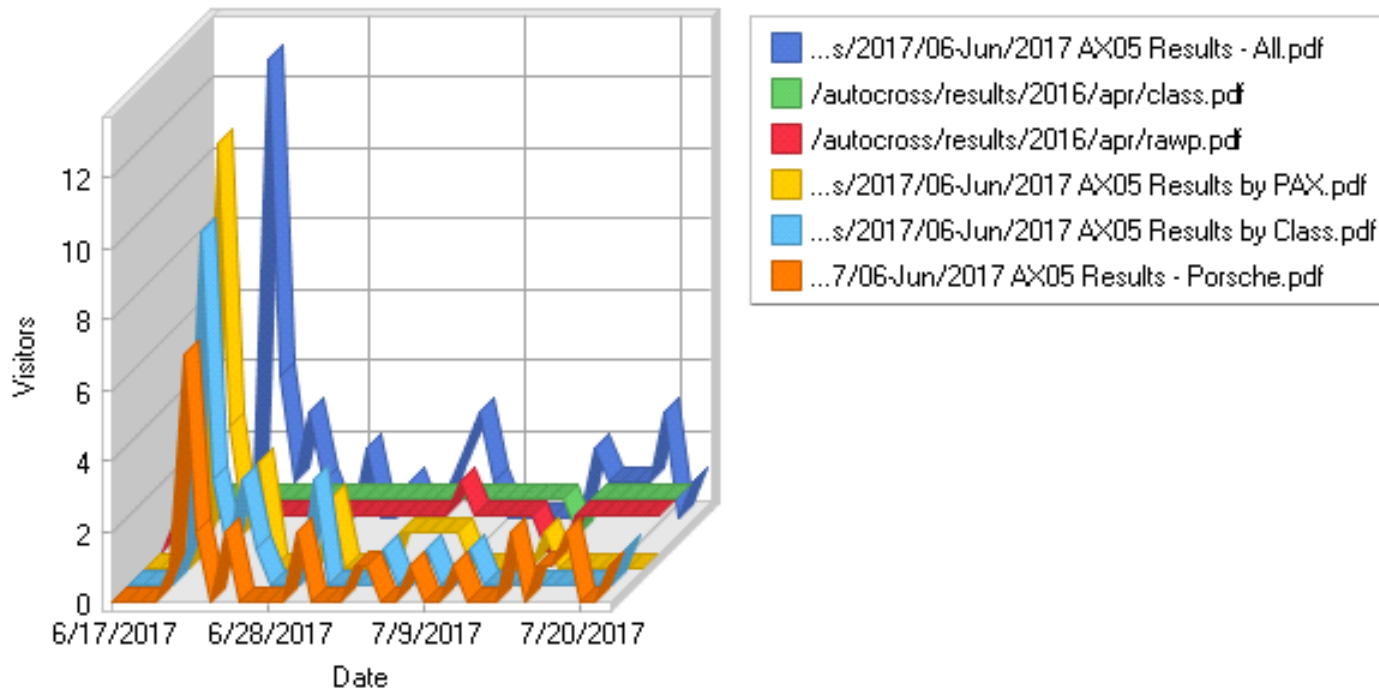
Daily Visitors



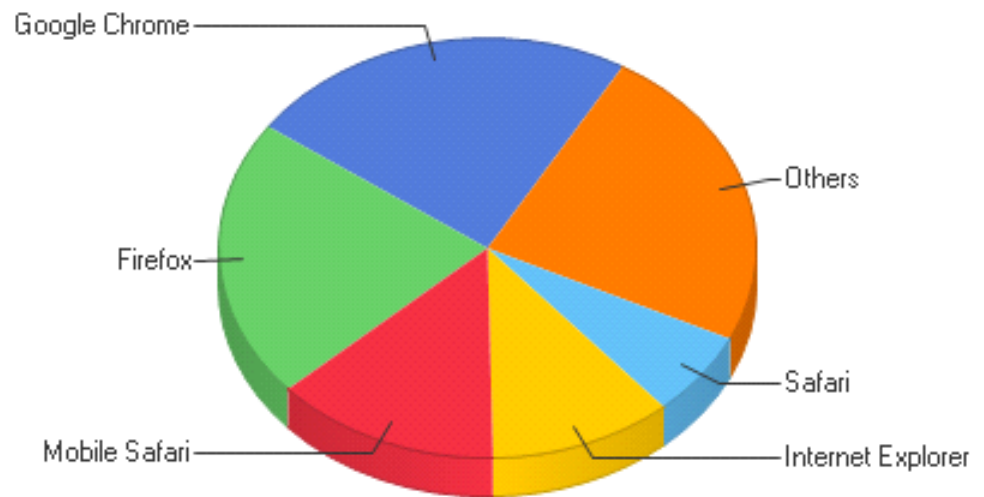
Daily Page Access



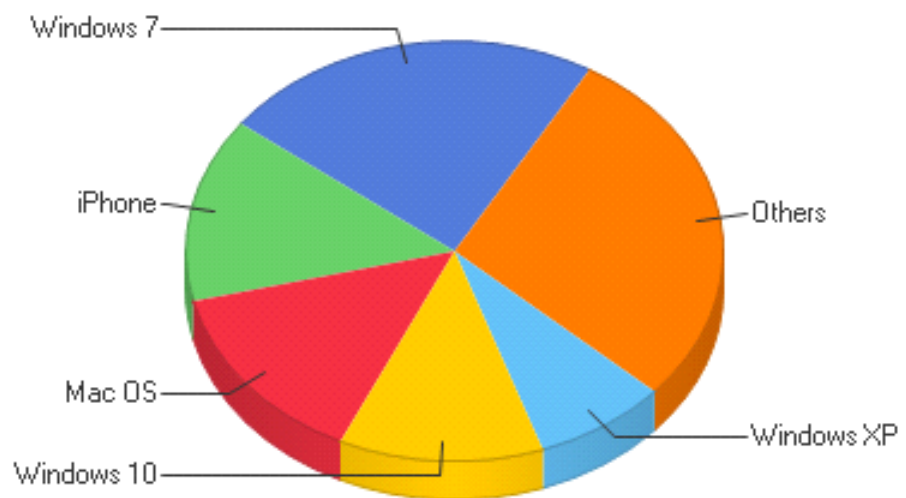
Daily File Access



Most Used Browsers



Most Used Operating System



Items for Discussion: none

Communications Director Report (Stacy O'Connell):

- Working with Kurt on communications issues.
- Der Riesenbaum needs refresh

Items for Discussion: none

Goodie Store Manager's Report (David Bunch):

- Nothing to report

Items for Discussion: none

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

- Kurt has volunteered to coordinate 2017 Ledson Concours (see Events section)

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 (Jamie DeRuiter):

- Nothing to report

Items for Discussion: none

Meeting adjourned at 8:57 p.m. PDT by President Craig Steele.