

June 2017 Board Reports and Meeting Minutes

In attendance (6): President Craig Steele, Vice President Chip Witt, Secretary Alan Geddes, Past President Mike Hinton, Autocross Director Greg Matsumoto, and Communications Director (Acting) Grady Carter. **Guests (2):** Stacy O'Connell (candidate for Communications Director), Brian Clark (prospective member).

Absent (8): Treasurer Jerry Gladstone, Goodie Store Manager David Bunch, Concours Director (Interim) and Social Media Director Kurt Fischer, Safety Director Mac Cranford, Membership Director Tom Short, Social Media Director Kurt Fischer, der Riesenbaum Editor Jamie DeRuiter and Webmaster Kim Powers.

Meeting called to order at 7:02 p.m. PDT on June 27, 2017 by President Craig Steele at Mary's Pizza Shack, 121 San Marin Drive, Novato.

[Motion](#) to approve the May 2017 Board Reports made by Mike, seconded by Greg and was unanimous.

President's Report (Craig Steele):

- Attended May 31st Zone 7 Pre-Tour Meeting, RP Olive Garden, served as part of leadership team
- Attended June 1-4th, Zone 7 Tour of Redwood, Shasta and Sacramento Valley Regions: Santa Rosa to Fortuna, Redding and ending Roseville. Served as LEAD for Leg 1 and RELAY1 Legs 2-4
- Attended June 17th, AX #5, hot day, GATOR in 50th percentile, best time ever
- Attended June 24th, Porsches on the Plaza, City of Sonoma
- Attended June 24th, SVR Meet and Great Fiesta, Elk Grove
- Wrote two articles for dR
- Ordered PCA insurance for June events

Items for Discussion:

- Where do you see Redwood Region in 2020? Next Steps
- Redbook where to keep it?
- Purchase feather sign for AX entrance during our events
- Create a RR event for Porsche SUV's
- Send a survey to members to better understand their membership expectations and involvement desires

[Motion](#) to approve keeping copy of Redbook with President and Secretary made by Mike, seconded by Chip and was unanimous.

Upcoming Events:

- July 9th-15th, PCA Porsche Parade in Spokane
- July 21-23, GGR Track Day and Driver Education, Mazda Raceway Laguna Seca
- July 22nd, AX #6, Greg Matsumoto, AX Director
- July 29th, Fieldstone Winery, CANCELLED
- 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
- September 2nd, AX #7, Greg Matsumoto, AX Director

- September 9th, Annual Pool party
- September 17th, Ledson Concours , Kurt Fischer, newly appointed Concours Director
- September 23rd, Oktoberfest, Kurt Fischer, event coordinator

Meeting suspended for dinner at 7:30 p.m. PDT by President Craig Steele.

Meeting resumed at 7:48 p.m. PDT by President Craig Steele.

Vice President's Report (Chip Witt):

- Participated in Zone 7 Tri-Region Tour June 1 – 4 as the Sweep for Group 2. Tremendously good time.
- Tripped 80K miles in “Sasha” on the Zone 7 Tour.
- First experience with convertible top drama and resolution with Nicole’s Boxster S. Hi Tec provided us with the options and the ultimate fix.
- Drove in Redwood AX#5 on June 17.
- Showed in Porsches on the Plaza on June 24 and joined everyone at Deven’s after-gathering.

Additional Discussion:

- Recent der Riesenbaum issues: articles submitted late, incorrect links.
 - Suggestion that it is better to delay publication rather than to publish with errors.
- Discussion regarding autocross disaster recovery should new system fail.
 - Immediate ability to revert to manual system - paper, whiteboards, etc.
- General discussion with guest Brian Clark about Redwood and PCA background, events, membership etc. Brian restores and owns or has owned several Porsche 356's and Volkswagens.

Upcoming Events

- (Parade – July 9th – 15th)
- 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 (Jerry Gladstone):

- Report delayed due to surgery

Items for Discussion: none

Secretary's Report (Alan Geddes):

- Promoted GGR track day event for June 23-25
 - 1 Redwood Region beginner and 2 instructors registered to attend
 - GGR's schedule change for better weather did not work – 107 degrees on Sat
 - Next event at Mazda Raceway Laguna Seca on July 21-23
- Attended Porsches on the Plaza event

Items for Discussion:

- Identify Redwood members interested in track – past, present and future.

Past-President's Report (Mike Hinton):

- Attended the June autocross. Good job by the “management” in dealing with the sweltering conditions, and concluding the event by 2:00.
- Have distributed all updated business cards.
- Attended Porsches on the Plaza on June 24.
- Have agreed to assume Jerry's Treasurer duties while he recovers from his recent surgery.

Items for Discussion: none

Membership Director's Report (Tom Short):

Completed/accomplishments

- Obtained and distributed seven new member badges for April
- Ordered 6 new member badges for May new members.
- Responded to questions from members regarding complimentary AX, dual membership, and joining PCA.

Issues/questions

- Identified an error in membership analysis template (Thank you, Vern Rogers, for pointing this out!)
 - Last several membership reports have gone out with the number of years for anniversaries showing one year less than actual
 - Source was due to a hard coded date in a formula
 - Fix was to change this to a formula, so it won't occur again
 - Unless board feels otherwise, no remediation will be taken
- Speaking of anniversaries, last year we initiated a “Big Anniversary” pin/recognition, for member anniversaries that were a multiple of 5.
 - Do we want to do it again?
 - Jerry organized - not sure what all was done.

Note from the Membership Director

In May 2017, 13 PCA Redwood Region members marked five or more years in the club, including two other members who have been members 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 May we welcomed six 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 pcaedmembership@gmail.com.

New members: 6
 Transfer In 0
 Transfer Out 2
 Non-renewal 8
 Renewals 32
 Official 605
 Affiliate Members 367
Total Members 972

New Members

Name	City	Porsche
John DiPonziano	Napa	911 Targa 4S Lava Orange
Rod Williams	Petaluma	Boxster S Silver Convertable
GARY GRELLMAN	San Rafael	911 Turbo Seal Grey Coupe
Patrick Welch	Larkspur	911 Carrera S White Coupe
Andy Cole	Santa Rosa	Boxster Red Convertible
Peter Guagenti	Larkspur	911 Carrera Black Coupe

Anniversaries (five years or more)

Name	Member Since	Years
Peter Young	1978	39
Michael Beavers	1985	32
Tom Whitaker	1988	29
Claude Boulware	1999	18
Mike Burns	2000	17
Robert Plotkin	2001	16
Charles Alegria	2004	13
Daniel Waugh	2005	12
Vern Rogers	2007	10
Brett Hamner	2007	10
Thomas Anderson	2010	7
William Naves	2010	7
Kurt Stahr	2010	7
Dennis Thompson	2012	5
Wayne Freedman	2012	5

Tom Short
 Membership Director
 PCA Redwood Region

Items for Discussion: none

Event's Coordinator's Report (Kurt Fischer)

- Nothing to report

Items for Discussion: none

Autocross Director's Report (Greg Matsumoto):

The 6th autocross occurred on 6/17/17. 32 drivers attended for a successful event. Due to the extreme heat, the autocross ended approximately an hour earlier. Registration was exceptionally slow until the last week. Posting of the next autocross on the website is needed immediately following each autocross. A master email list is being compiled for an email blast reminder. Two bottles of wine awarded for the previous Zone 7 top times were undrinkable and replacement bottles were purchased. I am awaiting to see if a 3rd bottle has gone bad as well.

Items for Discussion: none

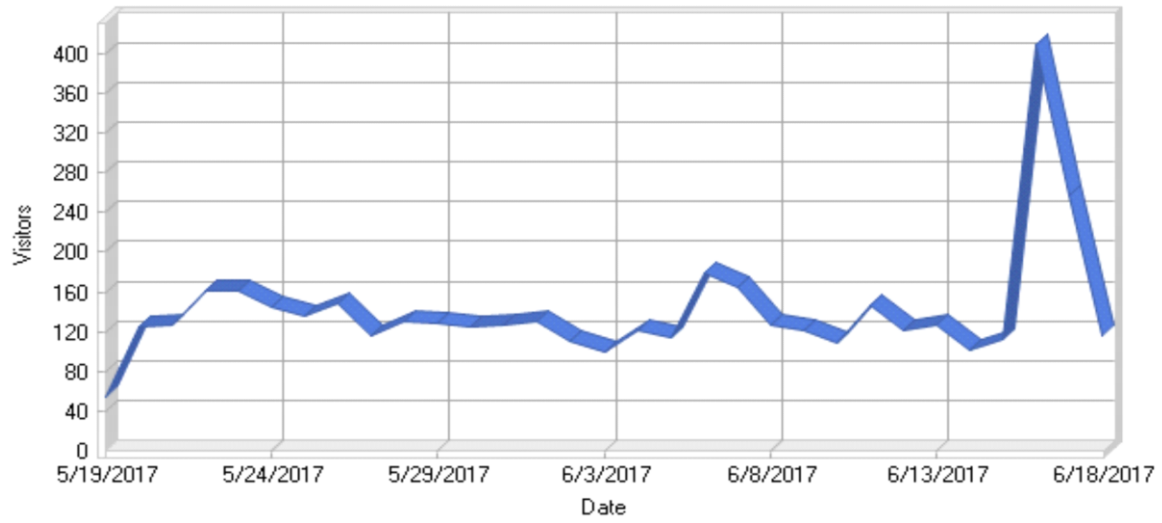
Webmaster's Report (Kim Powers):

I will be on holiday in Ireland 6/23 - 7/7.

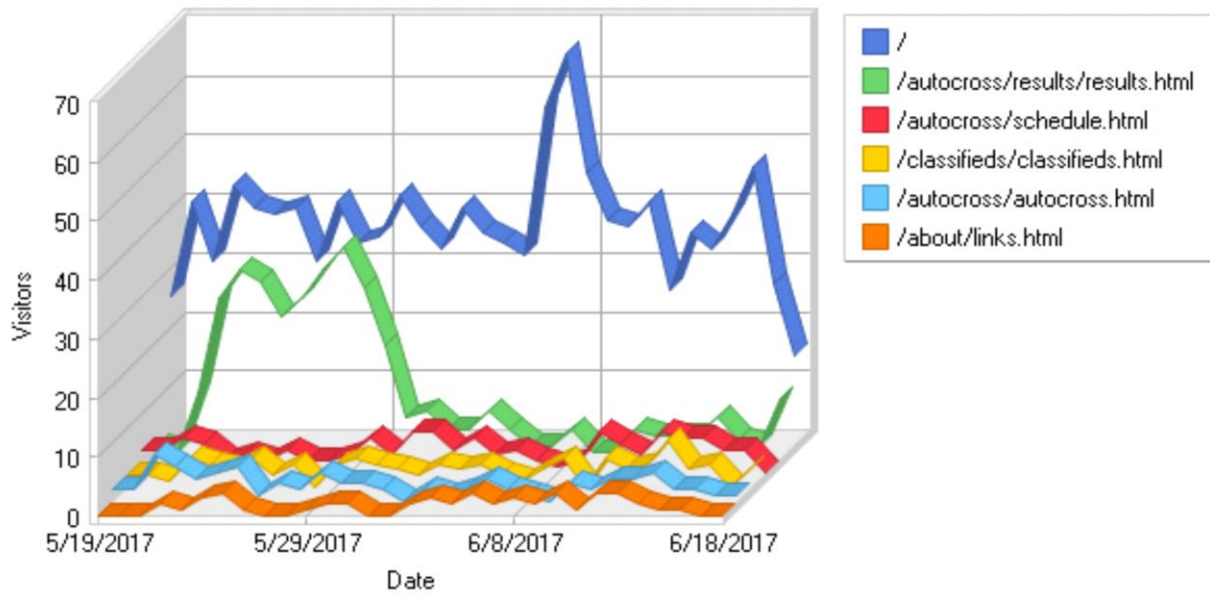
- Homepage
 - Created auto-advancing slider for homepage
 - Can easily add more images if photos are available
 - Could be used in the future to promote upcoming events
 - Images are 1080x260 pixels
- Autocross
 - Removed "We will have the gate manned all day, so you can stop by anytime to visit." from AX Director letter
 - Embedded a map of the AX site on the Location page
 - Removed Calendar and Flyer columns from AX Schedule page
 - Added note saying "Registration opens a month before each AX."
 - Posted the AX6 results
- Added May dR to homepage and updated event flyers for late June/July
- Updated TRG's image on the Sponsor page and linked to TRG's blog/press release about street and performance division

The follow statistics cover May 20, 2017 - June 18, 2017

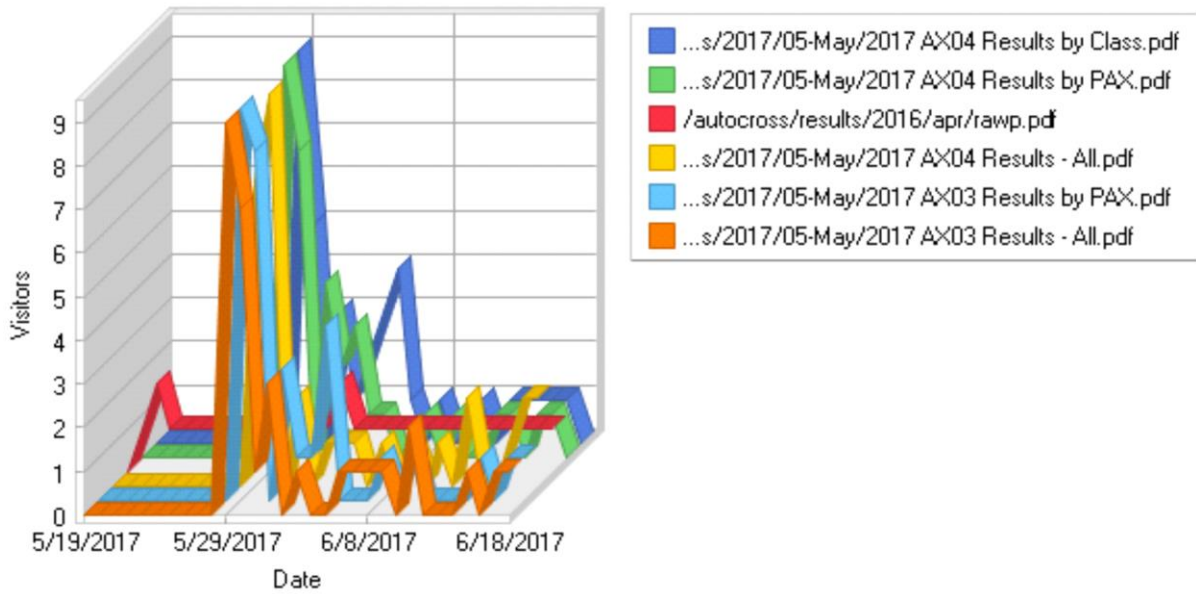
Daily Visitors



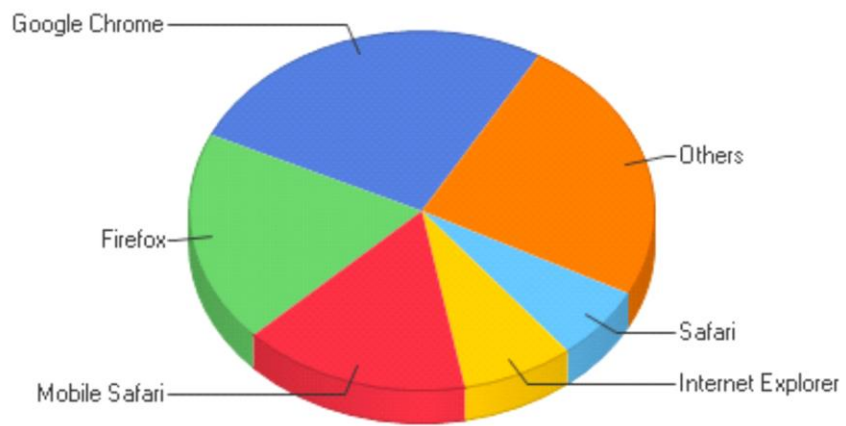
Daily Page Access



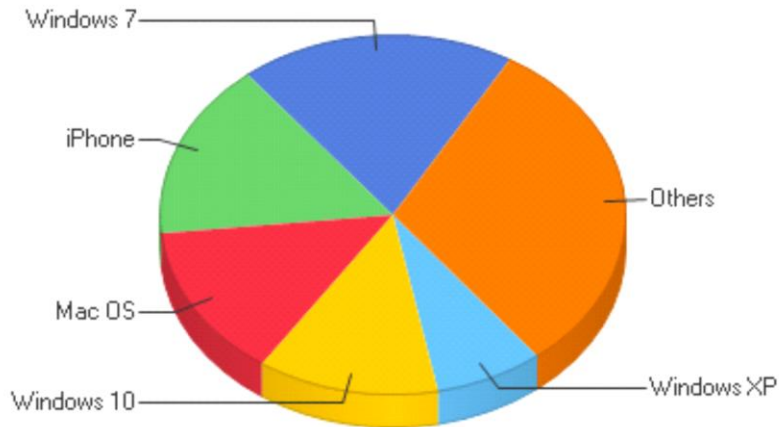
Daily File Access



Most Used Browsers



Most Used Operating System



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.

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

General Discussion: Stacy and the group discussed a potential Redwood Region event to visit the Porsche Experience Center in Los Angeles. Various options are available with a range of cost. Minimum participation would be in the range of \$750.

Motion to approve appointment of Stacy O'Connell to Communications Director made by Craig, seconded by Chip and was unanimous.

Meeting adjourned at 8:55 p.m. PDT by President Craig Steele.