

Redwood Region – Porsche Club of America

January 2018 Board Meeting

Board Reports

In attendance (8): President Craig Steele, Vice President Chip Witt, Past President and Treasurer Mike Hinton, Autocross Director Greg Matsumoto, Communications Director Stacy O'Connell, Webmaster Kim Powers, Concours Director Simone Kopitzki, Social Media Director Kurt Fischer. Guests (3): Vern Rogers, Sharon Castle, Thorsten Kopitzki.

Absent (4): Secretary Alan Geddes, Membership Director Tom Short, Goodie Store Manager David Bunch, Safety Director Mac Cranford.

Meeting called to order at 19:06 PST on January 30, 2018 by President Craig Steele at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the October and November 2017 Board Minutes made by Mike Hinton, seconded by Chip Witt and unanimously approved.

President's Report (Craig Steele):

- This is my official start of second Year term of office, since the November board meeting which I did remotely telecomm from Fresno.
- Congrats to all the newly elected board members
- Need a keeper of minutes due to Alan's absence -Mike Hinton agreed to keep the minutes for the Board meeting
- Get approved 2017 October and November Board Minutes
- Attended the 2018 Events Planning Session chaired by our VP Chip Witt
- Attended the Redwood Autocross Awards
- Enjoyed our non-Redwood event, the Calistoga Tractor Parade with lots of Redwoodies
- Attended the annual Holiday Party and danced like I was back in college
- Submitted the 2018 Region Report Form to PCA
- Submitted my president message for dR
- Did my first Exhaust Notes session with Chip (great communication tool)
- Took SoCO Airport AOA Authorized Signer training
- Submitted 2018 AX airport agreement for approval by Airport manager, still need security plan completed
- Attended the One One Fun Run, last time I drive the RAV4 chasing the flight of Porsches
- Purchased a 2011 Cayman S (Suzy) to replace my 2006 Cayman S lost in Tubbs Fire
- Attended the Shark's Hockey Tour, that was a lot of fun, first time watching a live game
- Attended the PCA Webinar Region Presidents 101 (#12)

Items for Discussion:

- All events we need to fill out the min. paperwork to PCA, get photos and article into dR
- AOA Badges (17), President liable for these badges and they are present at our AX events

- Support our efforts to improve our lobbyist skills
- Honor Jerry Gladstone for his tenure as our secretary and treasurer - The Board agreed to explore an “appropriate acknowledgement” for Jerry
- Complete the treasurer responsibility to Mike Hinton

Upcoming Events (INS- need to have President order Insurance certificates from PCA)

- February 3rd- Tech Session with TRG
- February 24th (INS)- Crab Feed plus Out & Back Run and Zone 7 President Meeting
- March 3rd (INS)- Hoppy Porsche Brewery Tour (need venue)
- March 17th (INS)- Whale to Whale tail Rallye (Autobahn Automotive)
- March 24th (INS)- AX#1
- April 7th- Tech Session with Hi Tec
- April 14th (INS)- AX#2
- May 5th (INS)- Station House Run
- May 18th-20th- SVR Crab 37
- May 26th (INS)- AX#3

Vice President’s Report (Chip Witt):

- Chaired the 2018 Events Planning Session on 11/30/17
- Attended the Redwood Autocross Awards on 12/2/17
- Attended the Annual Holiday Party on 12/9/17
- Started “Redwood Exhaust Notes” region podcast (<http://redwoodpca.podbean.com/>, 6 episodes produced since 12/14/17, 90 total downloads)
- Joined AX Team scouting new post-event refreshment venue on 1/13/18
- Led the Shark’s Hockey Tour on 1/20/18 (4 cars, 9 attendees)
- Preparing for TRG Tech Session coming up on 2/3/18 (15 attendees registered as of 1/28/q18)

Items for Discussion:

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Treasurer’s Report (Mike Hinton):

- Craig and I signed new signature cards, and new checks and deposit slips were ordered and received.
- Changed contact point for MSR reports from Jerry to me.
- Instigated the process to change credit card responsibility and mailing address from Jerry to me. Apparently, it takes a few weeks to complete the transfer.
- Will submit paperwork to get online access and electronic banking for WestAmerica account. I just need to get Craig’s signature on the application.
- Will distribute paper copies of financial reports at the meeting.

Items for Discussion:

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Secretary’s Report (Alan Geddes):

- A Google Docs template has been set up for Monthly Board Reports. Each month, a reminder email and link will be sent out approximately one week before the Board Meeting, when that month’s template is ready for editing. The reminder email will also contain a copy of the prior month’s Board Minutes to review prior to approval at the meeting.

Board Members should complete their reports no later than 6PM Sunday before the Board Meeting. Members can then review and/or print the Board Reports Sunday evening, Monday, or Tuesday prior to the meeting.

- I will not be able to attend the January Board meeting due to a travel commitment. October and November 2017 Board Minutes will be distributed for approval as described above.

Items for Discussion: none

Past-President's Report (Mike Hinton):

- Attended Autocross Awards luncheon on 12/2. Barney and I won another trophy!
- Attended Holiday Party, and had a great time, as always.
- Renewed my AOA Badge. New expiration date is 12/2019.
- Led the group One One One Fun Run. We had a good turnout, the route had very little traffic and none of the dreaded "red gravel," and we were able to keep the group together. Lunch at Hamburger Ranch was tasty, and everyone had a great time. Thanks again to all who attended!
- Met with a group of Autocross participants to try a new restaurant for post-event get togethers, as our Applebee's burned down. We sampled K C's in Windsor. Location was good, burgers only average. Looking for additional possibilities.

Items for Discussion: none

Membership Director's Report (Tom Short):

Items for Discussion:

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

- Nothing to report

Items for Discussion: none

Autocross Director's Report (Greg Matsumoto):

- 12/2 - Autocross awards luncheon (Mary's Petaluma). Requested from attendees emails and/or texts to Gore/Stout. Acknowledged John Jackson with bottle of wine.
- Numerous phone calls and emails to Gore/Stout and their administrative staff (Jennifer Chamberlain and Jen Mendoza). Long conversations with Chamberlain. Repeated requests to schedule personal appointment with Gore. Several requests to meet personally with Stout prior to the Dec. mtg. when he would announce his final decision.
- Emails to inform ESCA of strategy and to encourage involvement.
- Attempted to arrange photo-op with Gore/RR/Press Democrat.
- Forwarded email from winery owner supporting RR.
- Several strategy phone meetings with Jim Winston re: radio interviewer, Sheriff Helicopter pilot, and 1:1 meeting with Winston/Gore.
- Received call from J. Winston of Gore's support. Validated by Gore's email to Winston.
- Called Jennifer Chamberlain to thank Gore for his support.
- Emailed Stout/Gloria with thanks.
- Emailed ESCA and Zone 7 with good news.

- 12/9 Attended Holiday Party.
- Sent revised AX schedule to Gloria, Stout's assistant. Secured dates.
- 12/18 - delivered \$50 Costco gift baskets to Gore and Stout's office with Craig Steele and Grady Carter. Was finally able to speak with Stout.
- Checked out SR restaurant with Grady for post-AX gathering. It didn't meet our needs.
- Completed Jan. dR article to inform RR members of 2018 season.
- Pre-planning with Sharon Castle re: Iris Run. Having difficulties locating winery, picnic area, and/or restaurant at reasonable fee. Attended 3 wineries and 1 restaurants. Still in feasibility stage.
- Offered support to GGR AX chair to secure Alameda.
- Phone calls with Schoenherr and Carter. Will use both GGR and Zone car classification in 2018.
- Attended Sharks Game.
- Registered for local Democrats workshop on conducting effective political campaigns (AX campaign).
- Porta-potty fee to increase \$30 (per month, event?)

Items for Discussion:

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Concours Director's Report (Simone Kopetsky):

- Simone presented details for a new venue for our Region's Zone 7 concours. Her proposal was to move the event from Ledson Winery to Lucchesi Park in Petaluma. There will be room for 40 cars in a closed-off area. Date is set for September 23, 2018. Registration fee would be \$40, with an additional optional lunch available. A motion to approve the date, venue, and details was made by Chip Witt, and unanimously approved.

Items for Discussion: none

Safety Director Report (Mac Cranford):

- Nothing to report.

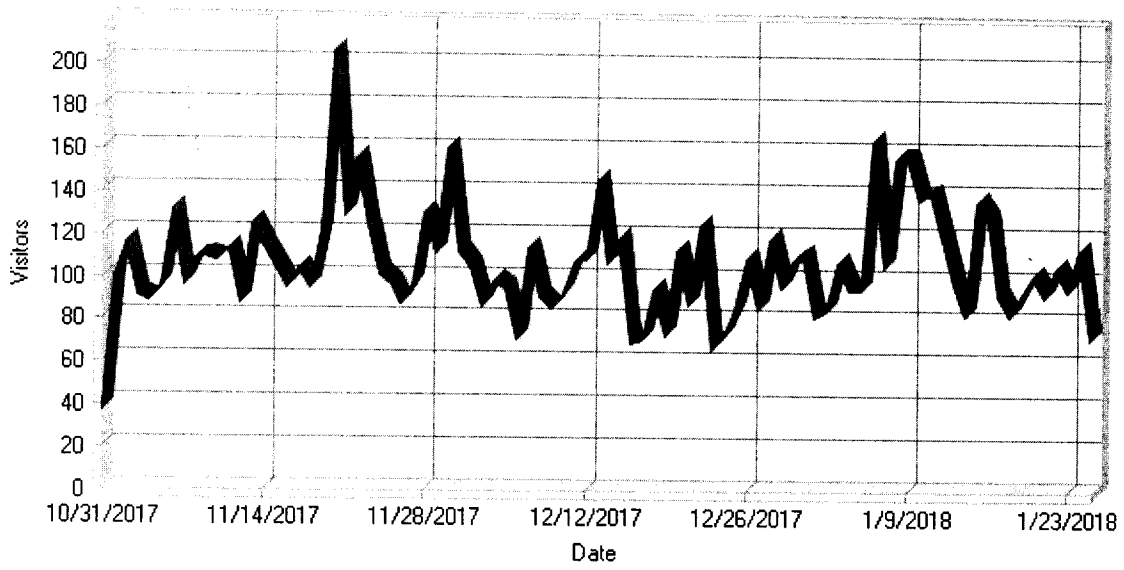
Items for Discussion: none

Webmaster's Report (Kim Powers):

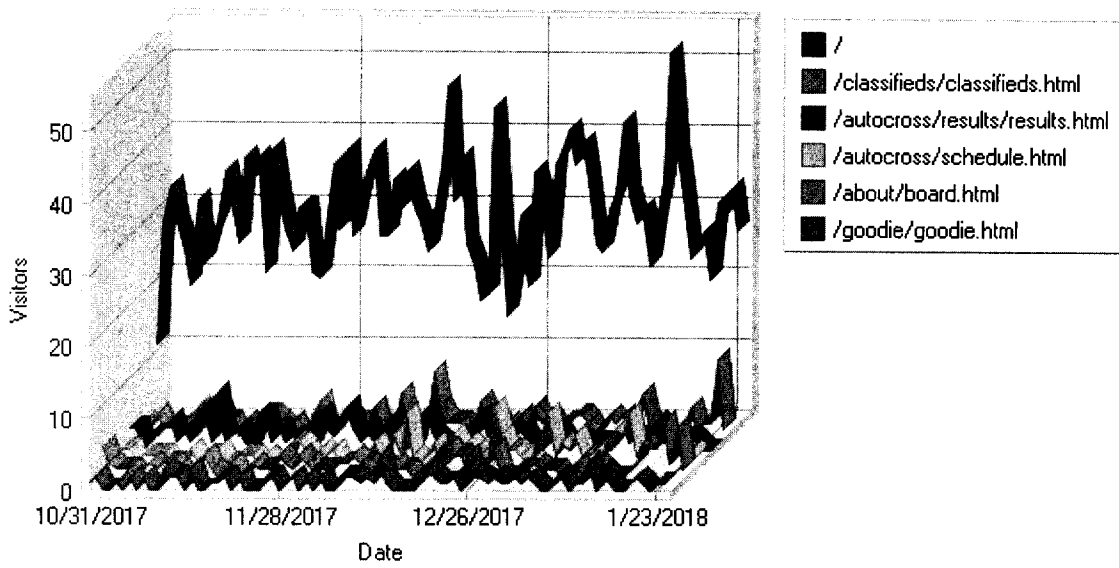
- Got engaged to Tristan Bayless!
- Submitted volunteer hours to Gap Inc; we should have seen a check
- Added podcast series to website
- Added 2018 AX dates to the AX Schedule page, and updated September's date change
- Created new webmaster email: redwood.webmaster@gmail.com
- Created new website edit submission form: <https://goo.gl/forms/S7OVFFlJhQjZEoY2>

The follow statistics cover November 1, 2017 - January 24, 2018

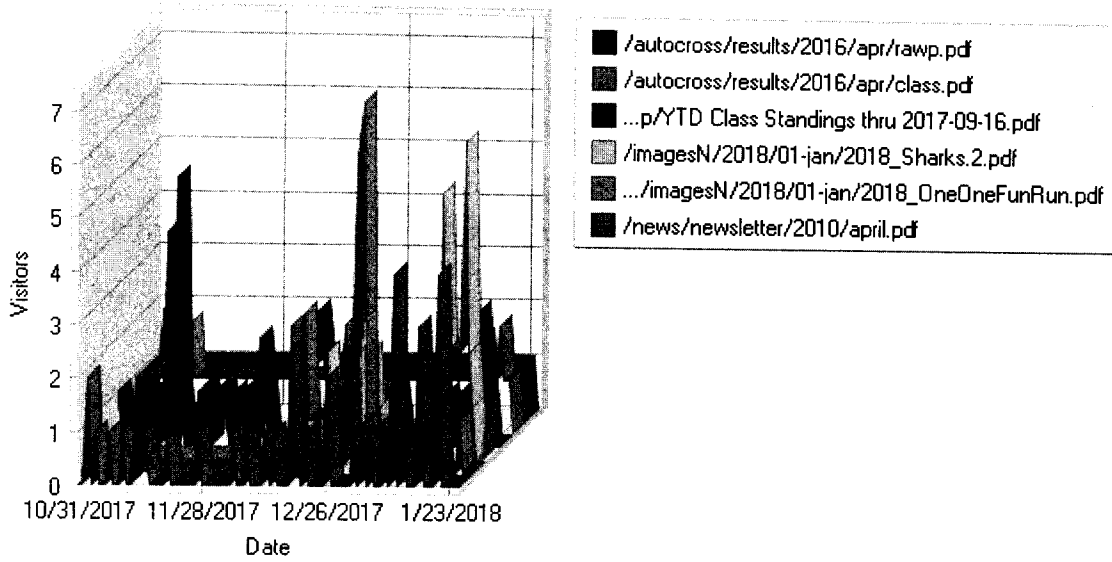
Daily Visitors



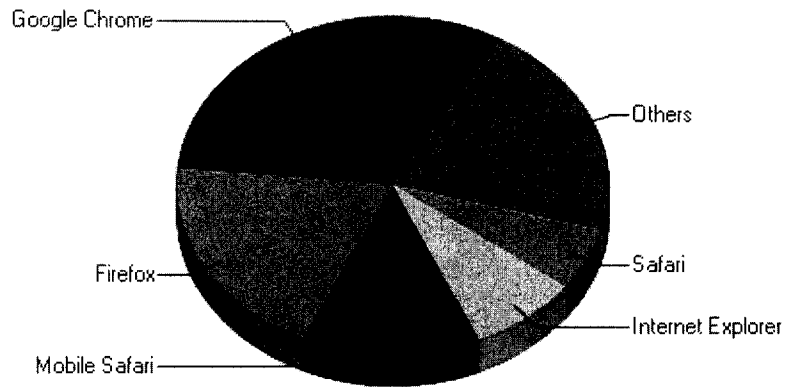
Daily Page Access



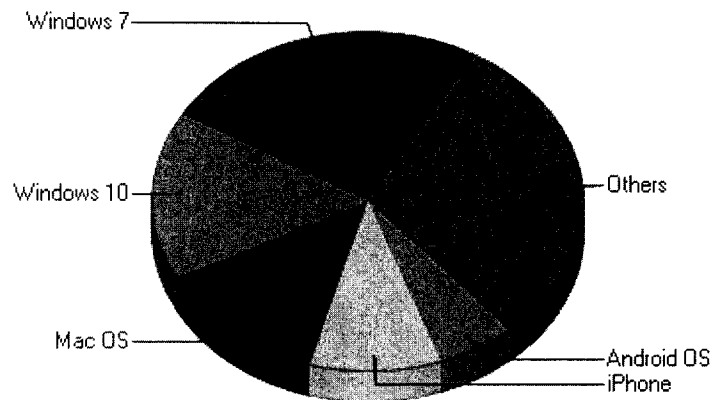
Daily File Access



Most Used Browsers



Most Used Operating System



Items for Discussion:

- Website Edit Submission Form
 - <https://goo.gl/forms/xV4W4NEAcOSzwT2n1>

Communications Director Report (Stacy O'Connell):

- Attended the 2018 Events Planning Session chaired by our VP Chip Witt
- Attended the Redwood Autocross Awards
- Enjoyed our non-Redwood event, the Calistoga Tractor Parade with lots of Redwoodies
- Attended the cocktail part of the holiday party

Items for Discussion:

- Added a "welcome to the RR" email for all new members -- will send each month when I get Tom's new member report.
- First send was well-received. Member was excited to be a part of the group and start getting involved
- Website redesign: need to get started on this

Social Media Report (Kurt Fischer):

- Nothing to report

Items for Discussion: none

Der Riesenbaum Editor/Newsletter Committee Report (Stacy O'Connell):

- No December dR
- Compiled January dR
- 51% open rate, 21% click rate
- Top performing link: Run for the Crab event
- Second: address to the Yacht Club, San Rafael

- Third (tie): Instagram video, calendar listings

Items for Discussion:

- Understand what happens when a member updates their email address with national: do we get the change as well?
- We have multiple lists in Constant Contact (board members from a few years ago, national and regional reps -- I want to add them to dR list)
- Still have no way to deal with bounced emails where we don't know the member
- Sponsors: current ads are from 2017 contracts so January (and Feb issue) will be comped for 2018
- Do we have someone interested in taking over sponsorships?

Goodie Store Manager's Report (David Bunch):

- Nothing to report

Items for Discussion: none

Sponsorship Coordinator's Report (interim, Mike Hinton):

- Nothing to report.

Items for Discussion: none

Charity/CASA Report (Mike Hinton):

- Nothing to report

Items for Discussion: none

Crab Feed Update (Sharon Castle): Sharon Castle provided the Board with an update on the upcoming Crab Feed. It should be a great event!

Meeting adjourned at 20:59 PST.