

Redwood Region – Porsche Club of America

May 2018 Board Meeting

Board Reports and Meeting Minutes

In attendance (10): President Craig Steele, Vice President Chip Witt, Past President and Treasurer Mike Hinton, Secretary Alan Geddes, Membership Director Tom Short, Autocross Director Greg Matsumoto, Social Media Director Kurt Fischer, Concours Director Simone Kopitzki, Communications Director Stacy O'Connell and Webmaster Kim Powers. **Guests (4):** Jerry Gladstone, Grady Carter, Thorsten Kopitski, Sharon Castle.

Absent (2): Goodie Store Manager David Bunch, Safety Director Mac Cranford.

Note: April's Board Meeting was cancelled due to time conflicts with several members. For reference, April's Board Reports are included as an attachment to the May meeting minutes.

Meeting called to order at 7:04 PM on May 29, 2018 by President Craig Steele at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the March 2018 Board Minutes made by Mike, seconded by Kurt and unanimously approved.

President's Report (Craig Steele):

- Tech Session at San Rafael's Hi Tec was rained out
- Attended Cars and Coffee, I see a lot of Porsches there who are not PCA members
- Attended AX2 was happy with results, Suzy needs to lose some width, if we have similar thin lanes
- Stacy, Mike, Alan, Kim, Simone and myself will not be in attendance for April board, I cancelled April board because we didn't have a quorum
- Attended Point Reyes Station Cafe Tour
- Ordered insurance for next AX
- Retired from Cushman-Wakefield (PGE account) on May 16th
- Retrieved PCA banner donated by Bob Sherwood, he got at the 2016 Crab Feed
- Attended SVR Crab 37 at the Sacramento Auto Museum
- Attended the 3rd AX at Sonoma Co. Airport
- Adding George Nostrant as an AOA
- I will bring Jerry Gladstone to our May Board Meeting

Items for Discussion:

- Region Leadership at halfway point of 2nd year of term
- Exploring how to involve four door Porsche owners
- Loss of Mark Campagna, also a loss of two AOA badge holders
- Do the Cloverdale Car Show on September 7th and 8th?
- Ray Kaliski suggested the Region would be interested in Harvest of Hope Event, 10/25/18

- Do we have an active 2018 Christmas Party team for planning Marin event?

Upcoming Events

- June 2nd-3rd Sonoma Historics
- June 3rd- Zone 7 Concours, LPR, Parts Heaven

Meeting adjourned for dinner at 7:30 and resumed at 7:54.

- June 7th-10th- Shasta Zone 7 Tour
- June 16th- AX#4
- June 23rd- Porsche in the Plaza, need direction to Devon's home
Discussion about presentation of trophies for People's Choice 1st, 2nd and 3rd place. No approval needed if cost is under \$100.
- July 8th-14th Porsche Parade at lake of Ozarks, MO
- July 28th- Maple Creek Winery Tour
- July 29th- Zone 7 Concours, SNV, South Reno
- August 4th- Pech Merle Winery Tour
- August 5th- Zone 7 Concours, GGR, Carlsen Porsche
- August 8th-23rd, President traveling to Germany
- August 12- Zone 7 Concours, MBR, Carmel Valley
- August 18th-19th, Zone 7 AX at Sonoma Co Airport
- August 24 Werks Reunion

Submitted by Craig Steele, May 23, 2018

Vice President's Report (Chip Witt):

- Managed Calendar and MSR communication re: canceled Hi-Tec Tech Session.
- Joined in the fun of AX#2 (really #1) on 4/14.
- Setup MSR for Station House Run
- MSR for Redwood Concours completed and live on 5/1 (with some fixes required)
- Joined Station House run on 5/5
- Participated in AX#3 on 5/26

Items for Discussion: (none)

Discussion about payment of deposit towards advance ticket purchase for Sharks game in 2019. Motion to approve \$200 payment made by Chip, seconded by Mike and unanimously approved.

Treasurer's Report (Mike Hinton):

This report covers the period from March 25 through April 21, 2018.

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 – May 29, 2018

Items for Discussion: (none)

Discussion about Google Docs attachment issues with financial statements. Several other people having attachment and copy/paste issues as well. Recommendation to add date submitted to report to differentiate current report from prior report. Otherwise, Google Docs is working well for Board Reports.

Secretary's Report (Alan Geddes):

- Nothing to report

Items for Discussion: none

Past-President's Report (Mike Hinton):

- Nothing to report this month. Have been taking well-earned time off from my employment madness.

Items for Discussion: none

Membership Director's Report (Tom Short):

Official (last month)	607
New members:	6
Transfer In	0
Transfer Out	2
Non-renewal	5
Renewals	28
Official (this month)	610
Affiliate Members	370
Total Members	980

New Members (Tom to update format)

Name

City

Porsche

Kathleen Harwood

Lakespur

2005 Cayenne

Greg Shreeve

Santa Rosa

2011 911 Carrera Cabriolet Basalt Black

Gary Lukey

Larkspur

1998 Boxster Silver
Frannie Prewitt
Corte Madera
2015 Boxster Silver
Ryan Peterson
St Helena
2018 911 Turbo Cabriolet Black
Peter Sheridan
Healdsburg
2007 911 Carrera S Cabriolet

Items for Discussion: none

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

- Nothing to report

Items for Discussion:

- [Review of event status](#)
- [Discussion about life issues regarding the use of credit cards on MSR.](#)
- [Need article in dR about use of MSR. Kurt to author.](#)

Autocross Director's Report (Greg Matsumoto):

- Prepared for and conducted 5/26/18 Autocross #3. 43 drivers registered, 3 no shows, 3 walk-ins. A successful autocross with no incidents.
- Sent email blast via MSR re: how to prepare for AX (several newbies registered).
- Completed PCA event form. Observer Report to be completed by Grady Carter.
- Prepared dR article.
- Deposited \$290(proceeds from 5/28/18 AX) in RR bank account
- With Craig Steel, solicited 8 additional members to obtain AOA badges.
- Difficult situation: Had to require the removal of 2 children & 2 sets of parents (1 and 2 years old) from AX site.
- wrote to PCA asking about age restrictions for children and pets. Was informed that ESCA child restrictions is 16 or 18 y/o. PCA child restrictions per Bob Schoenherr is 10 y/o. Will need to post age restrictions on website to educate and avoid repeated difficulties. PCA youth program begins at 16 y/o if fully registered.
- sent email blast to AX registrants requesting that all information be complete and updated (e.g., PCA #, expiration date, car make/model, car year, etc.)
- K. Brigham Kenworthy will be comped for June's AX since he will be bringing his truck to setup/breakdown the course in June. He also agreed to obtain an AOA badge.

Items for Discussion:

Rationale for below points will be discussed at meeting:

- We will need a greater number of drivers with AOA badges. Training of AOA badge holders is extremely important (e.g., no loaning of badges, gate procedures, etc.)
- Removal of non-payment option. Will address concern that drivers who do not pay on MSR tend to not show. This creates numerous last minute problems in worker assignments and run groups.
- Several non-PCA members and expired PCA members attend RR AX, without payment of the additional \$10 fee? Should fee be charge verification of current PCA card at trailer will be required.
- Age requirements to attend AX. Does anyone know the PCA rules and/or insurance rules about age limits of children? Will state on website and MSR that a guest must be at least 16 years old.
- Changes in gate procedure. Will have entrance to gate stopped at 9:00 am.
- Exit from site ONLY at beginning of lunch (about 12 noon) and at end of autocross.
- Will instruct drivers to email AX Director for authorization of a specific number of guests. Director will then return email with approval or non-approval (due to AOA badge restrictions).
- Holiday party idea. Request members to donate a unwrapped child's present to be donated to Sonoma Co. non-profit to distribute. This is to provide gifts and to demonstrate our support to the Sonoma community to the county supervisor and airport management. And, invite county supervisor (district 4) and airport manager and assistant to Holiday party (their attendance is unlikely).
- All above changes and the AX procedures (times for registration, teching, course walk, driver's mtg., first run group, and course map on Facebook) will be updated on the MSR and RR websites.

Agreement to tighten up on age limits and no dog policy. Agreement to eliminate pay later option on MSR. Agreement to charge walk-ups \$10 extra, require that they arrive by 8:30 for integration into work assignments and make them subject to space available. No decision about gate procedures. In past, gate was a job assignment and was manned all day.

Webmaster's Report (Kim Powers):

- PLEASE CONTINUE TO USE NEW WEBMASTER PROCEDURES:
 - New Email: redwood.webmaster@gmail.com
 - Transition all communications away from kimberlyrose356
 - Submit all website edit requests through form: <https://goo.gl/forms/S7OVfFIJhQjZEoY2>
 - Transition requests from emails to the submission form
 - Link available on the homepage
- Issue with a pushed security update to our current programs preventing me from updating content on the website
 - Site statistics currently unavailable, as is content updating

Items for Discussion:

- CASA site content requests
 - Event promotion may be better suited for our PCA Facebook than the website

Communications Director Report (Stacy O'Connell):

- I entered our dR into the 2018 PCA Newsletter Contest. I also volunteered to be a judge and completed the judging at the end of April. (I did not get to judge our own region!) Will let you know how it goes.
- dRs sent for both April and May, content for June coming in
- PLEASE USE THE [form](#) for future article submission and image upload for dR. Kim has added to the website for easy access.
- Kim and I will be meeting in the next week to determine next steps for website
- Welcome emails being sent to new members
- Working with constant contact on fixing emails that aren't bad addresses
- Participated in AX3
- Pking up my AOA badge before the next AX
- Working with Greg on clearly communicating AX rules and regs to participants

Items for Discussion:

- We have one new advertiser (Santa Rosa shop) for dR that has been included starting in April. Currently, all the advertisers from 2017 are getting free placement in the 2018 newsletters. How do we want to approach? Continue bonusing the ads? Finding someone to reinstate the advertisers/find new?
- Ads on the [AX results page](#) are also likely carried over from 2017
- Need classifieds!

Goodie Store Manager's Report (David Bunch):

- Nothing to report

Items for Discussion: none

Concours Director's Report (Simone Kopitzki):

- Created about 500 Flyers
- Started Distributing Flyers on Concours Event
- Registered myself to test registration

Items for Discussion:

- Need to make sure that we have Goodie Store on site (David Bunch to confirm)
- Can we please approve public listing on MSREG? **APPROVED**
- Need Contact for Trophies and prior \$\$ (what did Deven pay for Trophies and Wine in the past?)
- Update Calendar (add Flyer)

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

- Nothing to report.

Items for Discussion: none

It was noted that sponsors may not have been billed for 2018 advertising. Mike to investigate.

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 (Stacy O'Connell):

- See Comms Director update

Items for Discussion: (none)

Jerry gave acknowledgment to Robert Hall for his extensive pro bono legal assistance to members who lost their homes in the Sonoma fires.

Sharon initiated a discussion about planning and running future Run for the Crab events, including creation of an event committee to broaden planning involvement, obtaining sponsors to fund use of paid catering assistance and other changes. She will develop a business plan and budget for proposed changes.

Meeting adjourned at 9:10 PM by President Craig Steele.

(continued)

Attachment

Redwood Region – Porsche Club of America

April 2018 Board Reports

Due to various Board member conflicts, the April Board Meeting was cancelled. The following April Board Reports are added to the May Board Meeting Minutes for reference purposes.

President's Report (Craig Steele):

- Tech Session at San Rafael's Hi Tec was rained out
- Attended AX2 was happy with results, Suzy need to lose some width if we have similar thin lanes
- Stacy, Mike, Alan, Kim, Simone and myself will not be in attendance for April board

Items for Discussion:

- No discuss topics yet...

Upcoming Events

- May 5th - Station House Run
- May 18th-20th - SVR Crab 37
- May 26th- AX#3
- June 7th-10th- Shasta Region Tour
- June 16th- AX#4
- June 23rd- Porsche in the Plaza, need direction to Devon's home

Vice President's Report (Chip Witt):

- Managed Calendar and MSR communication re: canceled Hi-Tec Tech Session.
- Joined in the fun of AX#2 (really #1) on 4/14.
- Setup MSR for Station House Run and almost done with Redwood Concours reg page.

Items for Discussion: None

Treasurer's Report (Mike Hinton):

This report covers the period from February 25 through March 24, 2018.

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 – April 24, 2018

Items for Discussion:

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Secretary's Report (Alan Geddes):

- Nothing to report

Items for Discussion: none

Past-President's Report (Mike Hinton):

- Attended 4/14 autocross. What a fantastic event! Barney and I may have been the only car/driver combination to avoid all of the cones.

Items for Discussion: none

Membership Director's Report (Tom Short):

As of March 1, 2018

New members: 5

Transfer In 1

Transfer Out 0

Non-renewal 6

Renewals 30

Official 612

Affiliate Members 371

Total Members 983

New Members

Name	City	Porsche		
Jim Anderson	Novato	911 Carrera S SALTE GREY COUPE		
Ross Dreyer	Larkspur	911 Turbo Slate Grey Metallic		
Gus Ezcurra	San Rafael	911 Carrera Cabriolet Silver convertible		
Matthew Guilfoyle	Tiburon	911 Carrera black		
Peter Martin	Mill Valley	911 Carrera Targa Black		

Items for Discussion: none

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

- Nothing to report

Items for Discussion: none

Autocross Director's Report (Greg Matsumoto):

Telephone call to Jas. Stout (airport manager) to clarify two issues in rental agreement
(1. no need for dumpster 2. Will change Redwood Empire PCA to Redwood Region PCA on

contract by crossing out "Empire" per Gloria Cote, airport staff). Gloria may attend a future AX after her opera season. Again, invited Jas. Stout to attend AX.

- Directed 4/14/2018 AX, since 50 registered (max. allowed since we had 10 AOA badges). Closed registration early.
- Sent email blast via MSR re: closed registration and how to prepare for AX (several newbies registered).
- Completed PCA event form. Observer Report to be completed by Grady Carter.
- Reduced t-shirt sale price to \$5 with approval of V.P. and Treasurer.
- Prepared dR article.
- Requested changes on webpages to remove GGR AX classification and to add 2018 Zone 7 AX rules.
- Deposited \$350(proceeds from 4/14/18 AX) in RR bank account

Items for Discussion:

We will need a greater number of drivers with AOA badges. To be discussed at upcoming bd. mtg.

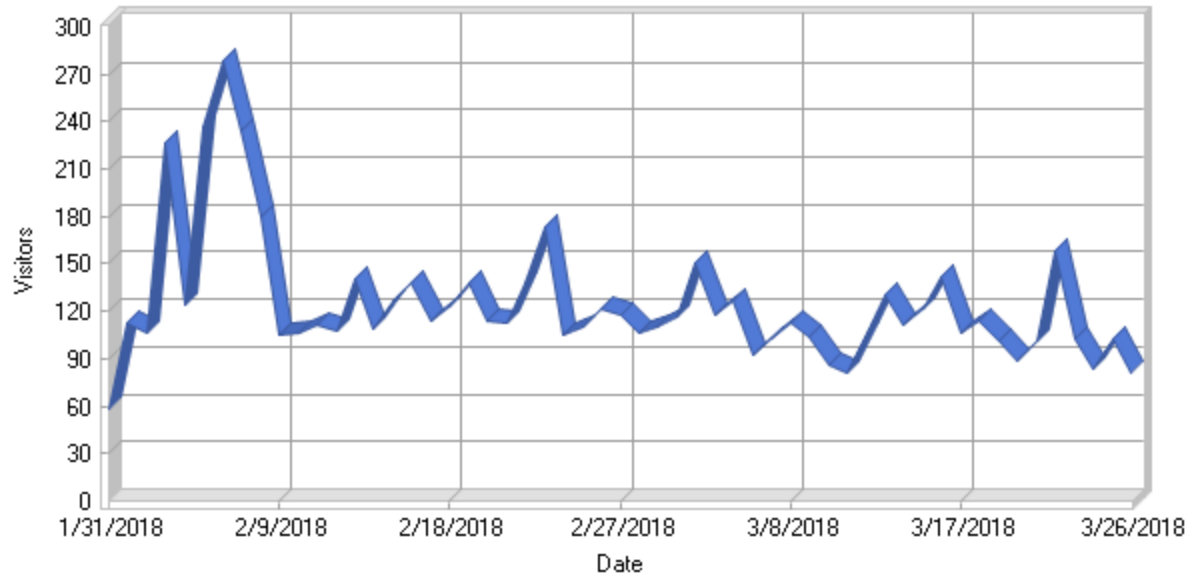
- Will address need for more involved Safety Chair at upcoming bd. mtg.
- Will address concern that drivers who do not pay on MSR tend to not show. This creates problems in worker assignments and run groups.
 - May is too early to schedule Enduro. Will schedule in 2-3 months.

Webmaster's Report (Kim Powers):

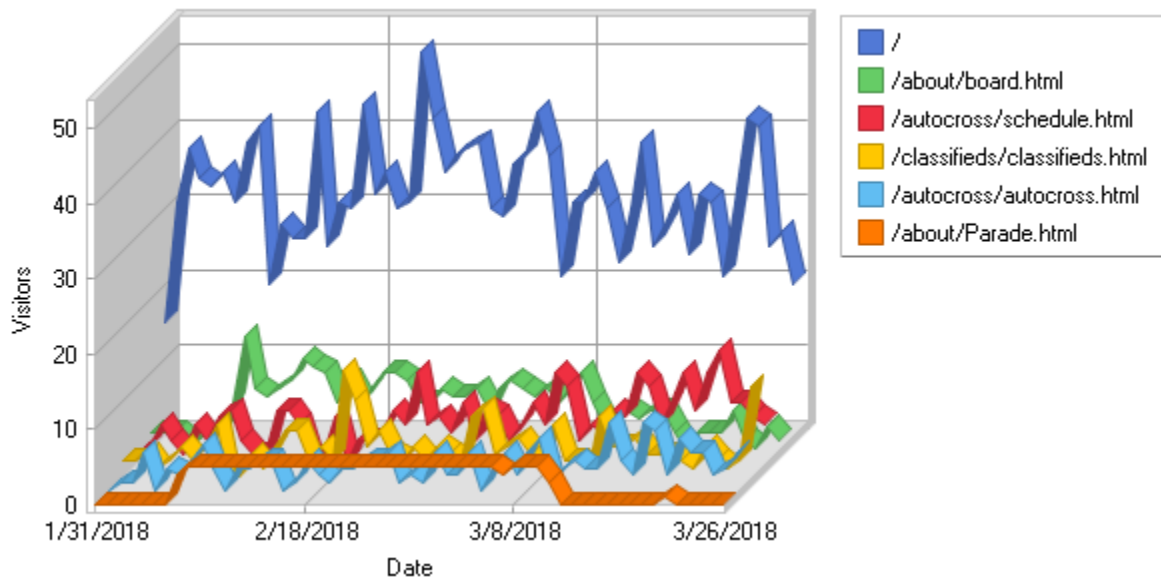
- NEW WEBMASTER PROCEDURES:
 - New Email: redwood.webmaster@gmail.com
 - Transition all communications away from kimberlyrose356
 - Submit all website edit requests through form:
<https://goo.gl/forms/S7OVFFIjHqjZEoY2>
 - Transition requests from emails to the submission form
- Added edit request button to the homepage and Marketplatz
- Cleared Marketplatz listings as they hadn't been updated since May 7, 2017
- Added March dR to website

The follow statistics cover February 1, 2018 - March 25, 2018

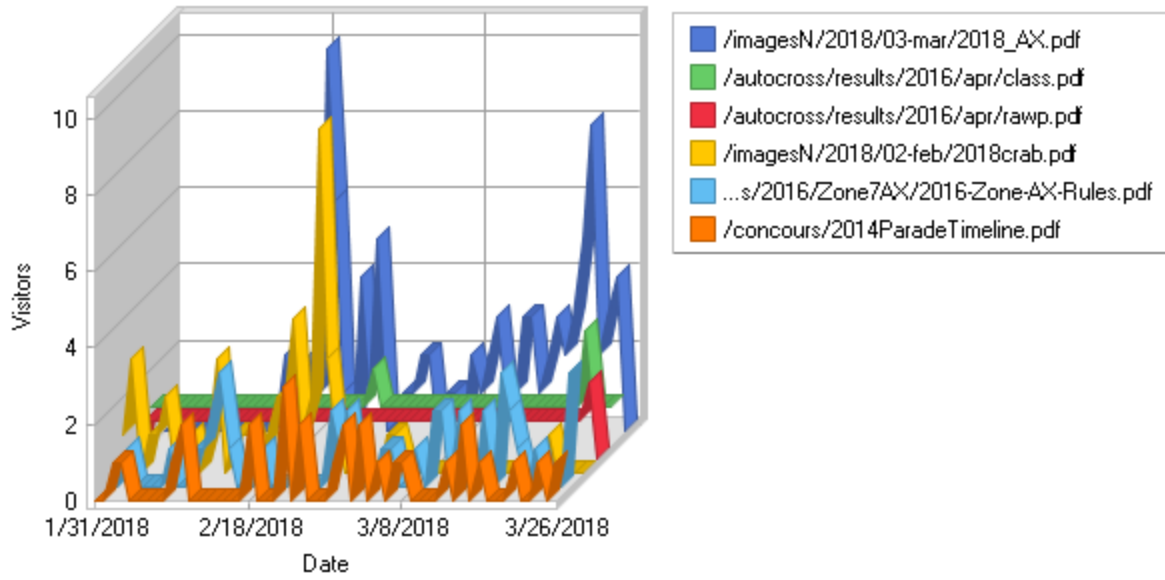
Daily Visitors



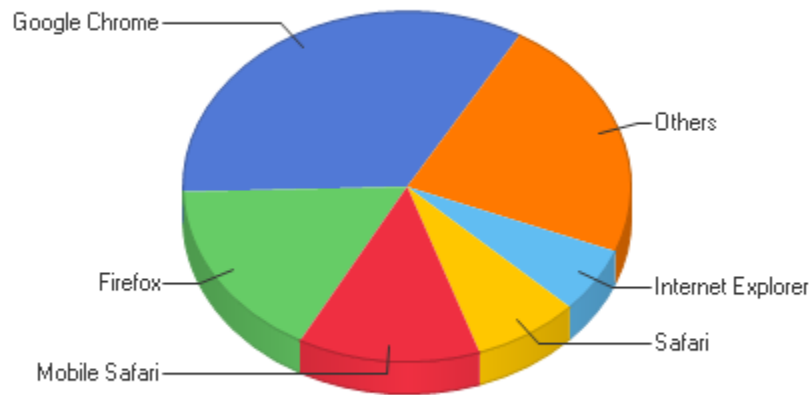
Daily Page Access



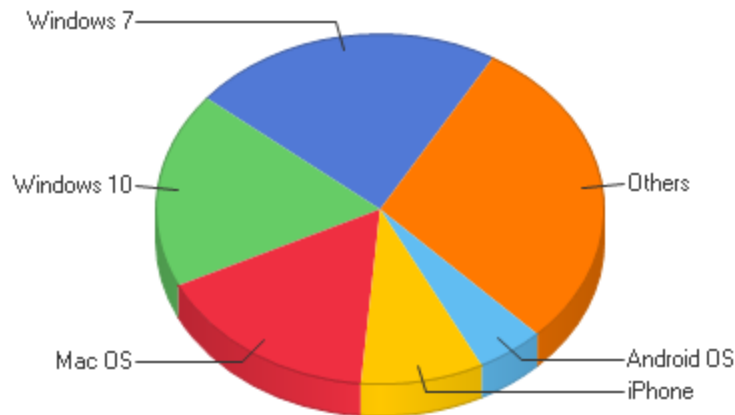
Daily File Access



Most Used Browsers



Most Used Operating System



Items for Discussion: none

Communications Director Report (O'Connell):

- Will not attend the April board meeting due to a conflict
- Attended April AX. I hit all the cones Mike & Barney didn't
- Will be attending the Zone 7 two-day AX event in Marina April 21/22
- Working on April dR, will get sent last week of the month -- will include link to car classification rules in April once the page is live on the site
- Welcome to the Club email will be sent to new members before the end of the month
- Ran into a guy with a brand new (and beautiful) red 911 Turbo at Peet's this morning and pitched him on joining our region and attending autocrosses. He seemed very interested. Or he was just being polite. ;-)
- I have a 2 pm appointment at the airport Thursday, April 25 to get an AOA badge
- I entered our dR into the 2018 PCA Newsletter Contest. I also volunteered to be a judge and have to complete the judging by April 30. (I do not get to judge our own region!) Will let you know how it goes.
- Created new [form](#) for future article submission and image upload for dR. Kim has added to the website.

Items for Discussion:

- We have one new advertiser for dR that will be included starting in April. Currently, all the advertisers from 2017 are getting free placement in the 2018 newsletters. How do we want to approach? Continue bonusing the ads? Finding someone to reinstate the advertisers/find new?
- Ads on the [AX results page](#) are also likely carried over from 2017
- Need classifieds!

Goodie Store Manager's Report (David Bunch):

- Nothing to report

Items for Discussion: none

Concours Director's Report (Simone Kopitzki):

- Need to make sure we have Goodie Store on site (David can you mark the calendar?)
- Chip will take care of the registration on MSR (bit difficult since we have several Sandwich options)- Correspondence with Chip 3/20 - Chip will work on this after he transitioned to his new job. Thank you Chip!
- I will modify the flyer by adding that the “registration will be open May 1st” in agreement with Chip, so we can begin handing out flyers at events. Concours school is April 15th.

Items for Discussion:

- Nothing to discuss, Thank you all for approving the flyer and price change. Will be attending the board meetings more often when we get closer to the event.

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 (Stacy O'Connell):

- See Comms Director update

Items for Discussion:

-