

## Redwood Region – Porsche Club of America

### June 2018 Board Meeting

#### Board Reports and Meeting Minutes

**In attendance (8):** President Craig Steele, Vice President Chip Witt, Past President and Treasurer Mike Hinton, Secretary Alan Geddes, Membership Director Tom Short, Concours Director Simone Kopitzki, Communications Director Stacy O'Connell and Webmaster Kim Powers. **Guests (2):** Jerry Gladstone, Thorsten Kopitski.

**Absent (4):** Autocross Director Greg Matsumoto, Social Media Director Kurt Fischer, Goodie Store Manager David Bunch, Safety Director Mac Cranford/TBD.

**Meeting called to order at 6:56 PM on June 26, 2018 by President Craig Steele at Mary's Pizza Shack, 121 San Marin Drive, Novato.**

**Motion to approve the May 2018 Board Minutes made by Mike, seconded by Stacy and unanimously approved.**

#### **President's Report (Craig Steele):**

- I will bring Jerry Gladstone to our June Board Meeting
- Attended the June 7th-10th- Shasta Zone 7 Tour, was RELAY for Yellow group
- Attended the June 16th- AX#4
- Attended the June 23rd- Porsche in the Plaza
- Ordered insurance certificates for July and August AX's and Porsche on Plaza event

#### **Items for Discussion:**

- Working with PCA on Safari, Porsche SUV events
- Would like to have a Redwood Region Banner 34"x 57" to go with our PCA banner donated by Bob Sherwood. Use for event group photos
- Attending Porsche Parade July 3rd to 18th
- Going to Germany August 8th to 23rd
- Need new Safety Director
- Do we have clear instructions on how to submit documents to Webmaster and dR editor?
- Need to update Redwood Region's bio on Zone 7 website

#### **Upcoming Events**

- 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
- September 8th- Cloverdale Car Show with a street of Porsches
- September 15th- AX at Sonoma Co Airport
- September 22nd- Oktoberfest in Vacaville, new member Mixer
- September 27th-30th- Rennsport Reunion VI, Laguna Seca

*Submitted by Craig Steele, **June 21, 2018***

**Additional Discussion about the need for more tours and difficulties encountered in finding venues. Will get Kurt involved. Ray Kaliski is additional potential contact. (See further discussion at end of meeting minutes.)**

**Vice President's Report (Chip Witt):**

- Made request to Don Roof (Zone Web Coordinator) to restore Redwood web logs to our FTP directory for continuation of monthly report generation by Webmaster
- Audited and corrected MSR permissions for Grady Carter to allow access for AX processes
- Paid \$99 annual renewal on Calendarwiz (reimbursed through Mike)
- Paid \$200 to secure early access to Sharks game options for 2018/2019 season (reimbursed through Mike)
- Updated MSR pages for AX and PoP to require payment at time of registration
- Made MSR page for Redwood Concours publicly visible
- Put Concours Flyer in Redwood Calendar event for Redwood Concours
- Added Zone AX events to Redwood Calendar per request by Grady
- Updated address indicated on Redwood Calendar for PoP location per request from Joe Burroughs
- Added MSR link to main web page (backing up Webmaster)
- Attended Porsches on the Plaza on 6/23.
- Provided club logo in vector graphics format (.ai) to Joe Burroughs for obtaining quote for new canopy for events

**Items for Discussion: None**

*Submitted by Chip Witt, **June 26, 2018***

**Additional discussion about need for better web coordination with Zone web coordinator Don Roof.**

**Treasurer's Report (Mike Hinton):**

This report covers the period from April 22 through May 26, 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 – June 26, 2018

**Items for Discussion:**

**Paid deposit for holiday party Additional discussion about 2018 billing for sponsors. Sonnen has paid. Agreed that Mike will go ahead and send invoice to remaining sponsors, excluding billing Hi-Tech for T-shirts. Discussion about possibly creating special T-shirt for Zone autocross.**

**Secretary's Report (Alan Geddes):**

- Nothing to report

**Items for Discussion:**

**Board reports that are missing from the website have been submitted to Kim for posting.**

**Discussion about additional tweaks to Google Docs, as suggested by Tom. All current month edits to the reports should be added to the file "Board Reports - 2018." A named version for the final report will be saved each month. A copy of each month's final doc will be edited to add minutes from the board meeting itself, and saved as "Board Reports and Meeting Minutes FOR APPROVAL." After approval, "Board Reports and Meeting Minutes APPROVED" will be saved to DropBox and forwarded to webmaster for posting.**

**Past-President's Report (Mike Hinton):**

- Attended 6/16 autocross. Thanks to all of the people who helped to make the event a success.

**Items for Discussion: none**

**Membership Director's Report (Tom Short - 6/22/2018):**

Primary Members - Jan 1, 2018:	606
Primary Members - May 1:	614
New Primary members:	12
Transfer In:	1
Transfer Out:	1
Non-renewal:	5
Renewals:	31
Primary Members – May 31:	621

**New Members**

Name	City	Porsche
David Walters	San Rafael	2001 Boxster Blue
Tino Serrano	Novato	2017 Macan S Night Blue Metallic Sedan
Eric Schnepf	American Canyon	2001 911 Carrera Cabriolet
George Zahorsky	San Rafael	1981 911 SC chiffon white coupe
Zach Oberlander	Santa Rosa	2011 Cayenne S Black SUV
Kurtis Rissmiller	Glen Ellen	2011 Panamera Turbo white Sedan
Rod Ponath	Greenbrae	2015 Macan S palladium suv
Clay Timon	Saint Helena	2018 718 Boxster S Guards Red Roadster
Gary Shaw	Santa Rosa	2015 Cayman S blue
Michael Compean	Sonoma	1975 914 1.8 Ivory Light Targa
Gary Jenanyan	Calistoga	2003 911 Targa Dark Grey COUPE
Chris Cartwright	Belvedere	2007 911 GT3 RS Orange Coupe

**Items for Discussion:**

1. Update to reporting member stats.
2. Google Docs workflow for monthly board report.
  - a. consider naming versions
  - b. or consider using a template and saving as unique each month.

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

- Nothing to report

**Items for Discussion: none**

**Autocross Director's Report (Greg Matsumoto):**

Prepared for and conducted 6/7/18 Autocross #4. 43 drivers registered. A successful autocross with no incidents.

- Sent email blast via MSR re: 7/7/18 AX.
- Completed PCA event form.
- Prepared dR article.
- Sent MSR information to Kurt Fischer for dR article.
- Deposited \$315(proceeds from 6/16/18 AX) in RR bank account
- With Craig Steele's leadership, continuing to ask additional members to obtain AOA badges.
- 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.

- As usual, PCA did NOT respond to my email. Second time that PCA has not responded to questions.
- AX team decided to have 16 y/o as the minimum age to attend AX and NO PETS will be allowed.
- sent email blast to AX registrants re: 7/7 Enduro
- Requested removal of statement (“Someone will be at the gate all day”) from RR website
- Requested removal of 2016 zone rules and addition of 2018 zone rules
- Called Joan Campagna re: Mark.
- Coordinating with John Jackson re: AX awards pictures
- Obtained new placards for Enduro trophies (TTOD and TTOD-L)
- Attended Porches on the plaza.
- Purchased incidentals (2 reams of paper, batteries, 2 folding chairs, shop towels, walkie talkies
- 

**Items for Discussion:**

\*We will need **more drivers with AOA badges.**

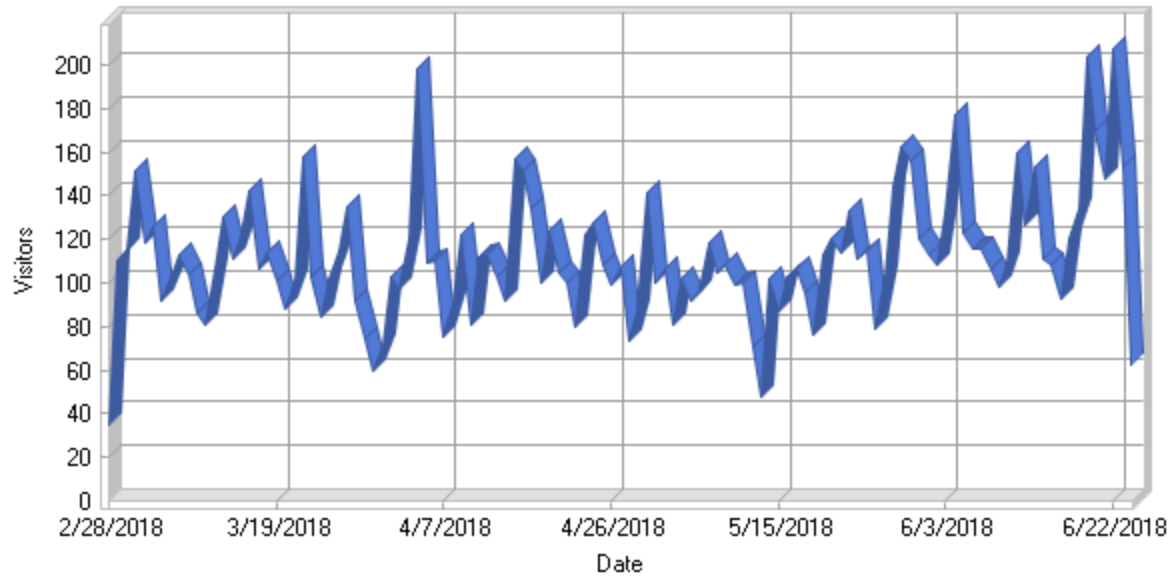
\***Removal of non-payment option on MSR. COMPLETED PER CHIP.** Will address concern that drivers who do not pay on MSR tend to not show. This creates numerous last minute problems in worker assignments and run groups.

**Webmaster’s Report (Kim Powers): Submitted 6/24/18**

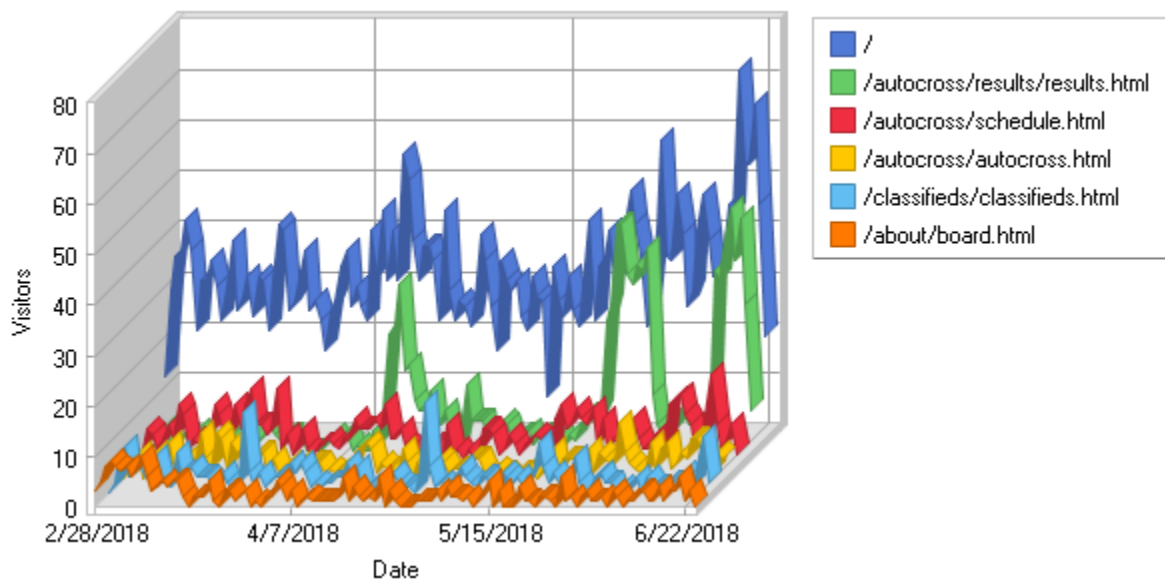
- PLEASE CONTINUE TO USE **NEW WEBMASTER PROCEDURES:**
  - New Email: [redwood.webmaster@gmail.com](mailto:redwood.webmaster@gmail.com)
    - Transition all communications away from kimberlyrose356
  - Submit all website edit requests through form:
    - <https://goo.gl/forms/S7OVfFIJhQjZEoY2>
      - Transition requests from emails to the submission form
- Found work around to update content on the website
- Updated dR for April, May, and June
- Removed Bertolli’s from the Sponsor page as they are out of business
- Updated Autocross Rules
- Posted June AX Results

The follow statistics cover March 1, 2018 - June 23, 2018

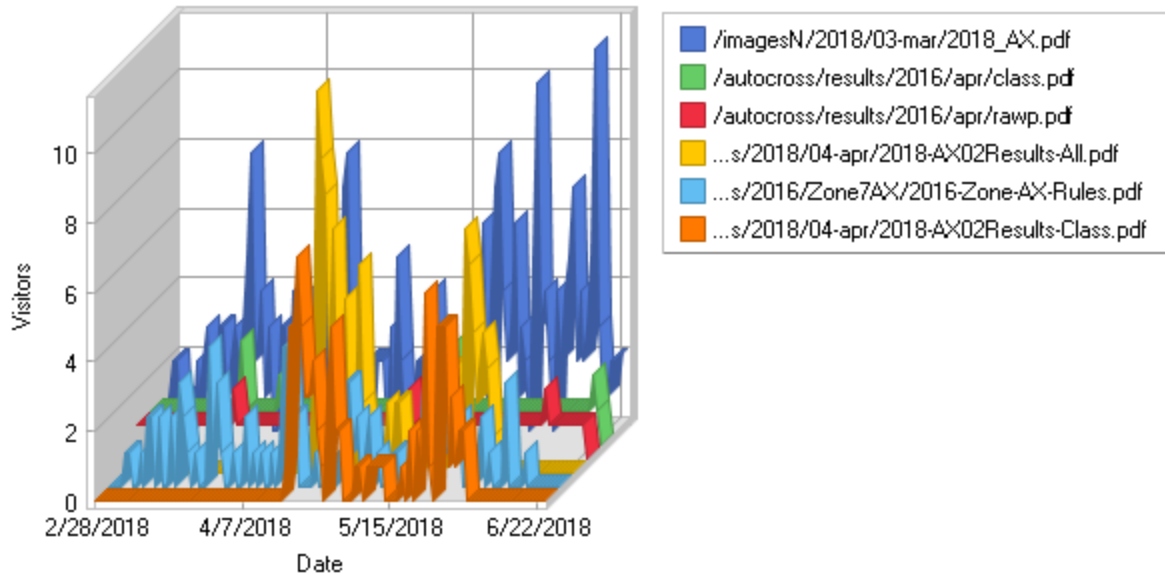
Daily Visitors



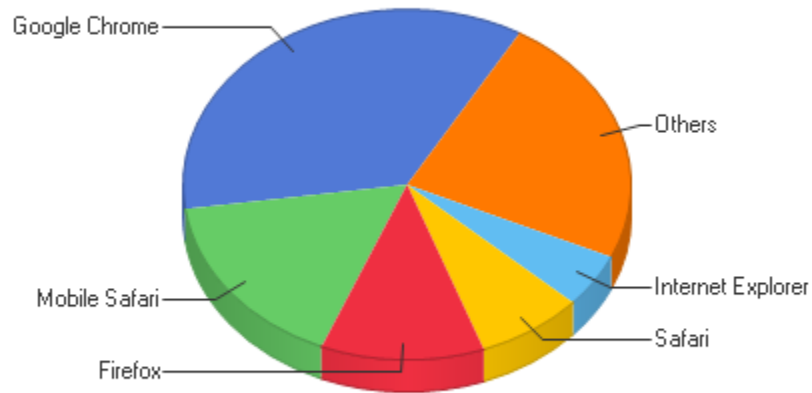
Daily Page Access



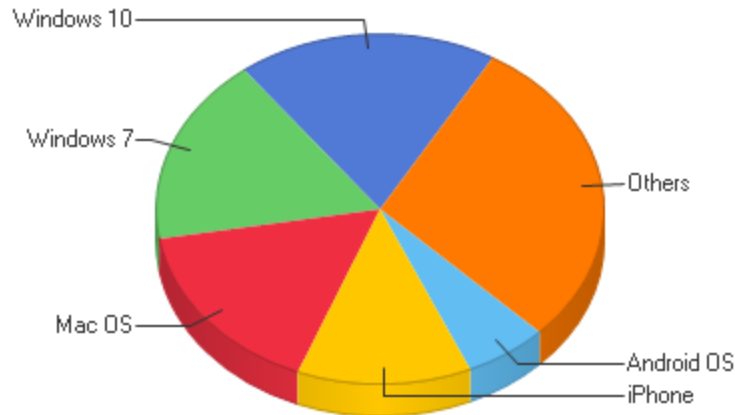
Daily File Access



Most Used Browsers



Most Used Operating System



**Items for Discussion:**

- None

**Communications Director Report ( Stacy O'Connell) submitted 6/19/18:**

- June dR scheduled to go out before Porsches on the Plaza
- 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 soon to determine next steps for website
- Stand-alone emails went to dR list to push AX4 and Porsches on the Plaza. Both generated new registrations
- Participated in AX4 and GGR5. Interesting comparison of processes.
- Am a proud AOA badge carrier now.

**Items for Discussion:**

- Need business cards. I meet a fair amount of people with Porsches and would love to get them to join the club and take part in our activities. Handing a card would have more impact than: "visit our website at red.pca.org."

**Will order PCA flyers with Redwood contact labels. Purchase business cards for Stacy.**

- Can I get approval to spend \$299 with Constant Contact for them to build a better email template for us that will be easier to update each month? The current format is on their old platform and is riddled with bad code and makes for a painful experience when creating the email each month. They offer [this service](#) and it would be very worthwhile for us, IMHO.

**Motion to approve made by Mike, seconded by Chip, unanimously approved.**



- Still need to discuss advertisers for dR. (from last month: 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
- Still need classifieds!

**Goodie Store Manager's Report (David Bunch):**

- Nothing to report

**Items for Discussion: none**

**Concours Director's Report (Simone Kopitzki):**

- Ordered and picked up 3 trophies for Porsche on the Plaza (stayed under budget, we paid 81.38, Mike sent check directly to Marin Trophies)
- Got Proposal for Xmas Party, Mike sent the check I dropped off to secure the date December 15th.
- Ordered Trophies for Concours

**Items for Discussion:**

- None

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

- Nothing to report.

**Items for Discussion: none**

**Safety Director Report (Mac Cranford/TBD):**

- 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)**

**Discussion initiated by Jerry about the dwindling slate of events and long-term status of the club.**

- **Need more that autocross.**

- Difficulty in securing venues - possible alternative venues are parks, parking lots, new wineries, wine growers, event during crush, food truck as destination, “piglet” events, possible events with SUV’s.
- Must continue to focus on safety and club vs. non-club sanctioned events.

Meeting adjourned at 9:07 PM by President Craig Steele.