

Redwood Region – Porsche Club of America

July 2018 Board Meeting

Board Reports and Meeting Minutes

In attendance (9): President Craig Steele, Vice President Chip Witt, Past President and Treasurer Mike Hinton, Secretary Alan Geddes, Membership Director Tom Short, Autocross Director Greg Matsumoto, Safety Director Brian Cooley, Communications Director Stacy O'Connell and Webmaster Kim Powers.

Guests (1): Jerry Gladstone

Absent (3): Social Media Director Kurt Fischer, Goodie Store Manager David Bunch, Concours Director Simone Kopitzki.

Meeting called to order at 7:15 PM on July 31, 2018 by President Craig Steele at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the June 2018 Board Minutes made by Tom, seconded by Chip and unanimously approved.

President's Report (Craig Steele):

- I will bring Jerry Gladstone to our July Board Meeting
- Attended the July 8th-14th- Porsche Parade in Lake of Ozarks, MO
- Attended the July 29th- Sierra-Nevada Zone 7 Concours, Reno
- Ordered insurance certificates for September Concours

Items for Discussion:

- Going to Germany August 8th to 23rd
- Appoint Safety Director - **Brian Cooley unanimously approved by Executive Committee**
- Need to update Redwood Region's bio on Zone 7 website

Upcoming Events

- 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, July 30, 2018

Vice President's Report (Chip Witt):

- Participated in AX#5 on 7/7/18.
- Joined in run to and lunch at Maple Creek Winery on 7/28/18.
- Received Sharks [game pricing](#) for 2018/2019 Season. Seats for dates in 1st half go on sale next week. Dates for 2nd half of season (dates in January and beyond) will be available for sale in September. Would like input on games/dates/seats of interest to consider for our final choice. Perhaps a survey attached to a dR to choose between our final three dates and generate some excitement/commitment around participating.
- Created MSR registration pages for Maple Creek and Pech Merle winery tours for Kurt.
- Created MSR report for Redwood Concours and resolved permission issues preventing Simone from being able to access it.
- Provided detailed description of Safety Director Position from Redwood by-laws and procedures documents to Stacy for Brian's review in his consideration for taking on the role.

Items for Discussion:

- None

Submitted by Chip Witt, July 30, 2018

Treasurer's Report (Mike Hinton):

This report covers the period from May 27 through June 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 – July 31, 2018

Items for Discussion:

- None

Secretary's Report (Alan Geddes):

- Nothing to report

Items for Discussion:

- None

Past-President's Report (Mike Hinton):

- Attended Porsche Parade in Lake of the Ozarks, Missouri. Event was well-organized, and we participated in some fun events, including a gimmick rally on old Route 66. My total drive was about 5,400 miles, with no issues in the 1987 Carrera. And yes, the air conditioning system was working.

- Won my third consecutive Tech Quiz award in the early 911/912 class, and finished with the 5th highest score overall!

It was noted that Mike's 1987 Carrera was selected by the daughter of Peter Schutz to participate in the special exhibition of Porsches manufactured during the 1981-1987 term of Peter Schutz as President of Porsche.

Items for Discussion:

- None

Membership Director's Report (Tom Short - 7/3/2018):

Primary Members - Jan 1, 2018: 606
 Primary Members - June 1: 621
 New Primary members: 12
 Transfer In: 0
 Transfer Out: 0
 Non-renewal: 7/14%
 Renewals: 42/86%
 Primary Members – July 1: 626

New Members

Name	City	Porsche
Larry Seyfang	Guerneville	1988 911 Carrera White Coupe
Steve Imboden	Santa Rosa	2010 Boxster S GT Silver
Lowell Carpenter	Santa Rosa	1959 356 silver coupe
Frank Metelmann	Sonoma	1973 911T
Robert Wilson	Sonoma	2003 911 Targa LAPIS BLUE COUPE
Anthony More	Sebastopol	2001 911 Carrera Cabriolet Silver Cabriolet
Benjamin Marchand	Healdsburg	2007 Cayman German Racing Aluminum
Anthony B. Semedo	Galala	2018 911 Turbo S Blue
Gus Milton	Napa	2005 911 Carrera Carreras white Coupe
Joan Campagna	Mill Valley	2017 911 Carrera S Cabriolet

Items for Discussion:

- None

Motion to replace membership badges that are lost due to acts of nature at no charge to the member made by Tom, seconded by Mike and unanimously approved.

Craig noted discussion at President's meeting about regions sponsoring events for members owning 4-door Porsches. Tom to pull data on numbers of such members in Redwood Region to present at next meeting.

Craig noted that he was approached at Parade by PCA President, Caren Cooper, about attending Redwood Region's Holiday Party in December. He is hoping that Redwood's Zone 7 representatives, Sandy and Tom Provasi, will attend as well.

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

- Nothing to report

Items for Discussion:

- None

Autocross Director's Report (Greg Matsumoto):

- Prepared for and conducted 7/7/18 Autocross #4. 53 drivers registered. A successful autocross with no incidents. Enduro Trophies awarded.
- Sent email blast via MSR re: 8/17/18 and 8/18/18 Zone 7 AXs.
- Reserved Mary's Pizza private room for 8/17/18 for happy hour and dinner. No host dinner for out of towners spending the evening.
- Prepared dR article.
- Deposited proceeds from 7/7/18 AX) in RR bank account.
- Continued to ask for AOA badge applicants. We are a victim of success. With email blasts and possibly several AX dR submissions AX attendance has increased dramatically. We used to struggle to obtain our minimum of 28 drivers. This year our lowest attendance has been 43 drivers, last two events were 50 and 53 drivers. We are now cutting off registration around 50 drivers since we may not have enough drivers with AOA badges. Several have not followed through with obtaining badges.
- Emailed Joan Campagna re: Mark. Should she appear at the next AX to donate his helmet, I will dedicate that AX to Mark.
- Coordinating with John Jackson re: AX awards pictures. Sent him a list of potential award winners.
- Had online discussion with AX team re: award categories
- Purchased incidentals (paper shop towels, walkie talkies (again, had to return two sets of walkie talkies, more batteries, dry erase spray).
- My apologies to Mike Hinton for the confusing billing due to the walkie talkie returns.
- Attended SVR AX to publicize our Aug. Zone 7 event. Many at SVR were enthusiastically discussing our Enduro event.
- Wrote to Sandy Provasi to have the Aug. Zone event advertised.
- Called Hi-Tech requesting more time slips. To be sent to my house or given to a AX registrant prior to 8/18.
- Followed up with call to Hi-Tech re: time slips

Items for Discussion:

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

Craig will follow-up with members who have volunteered to get AOA badges but have not yet done so.

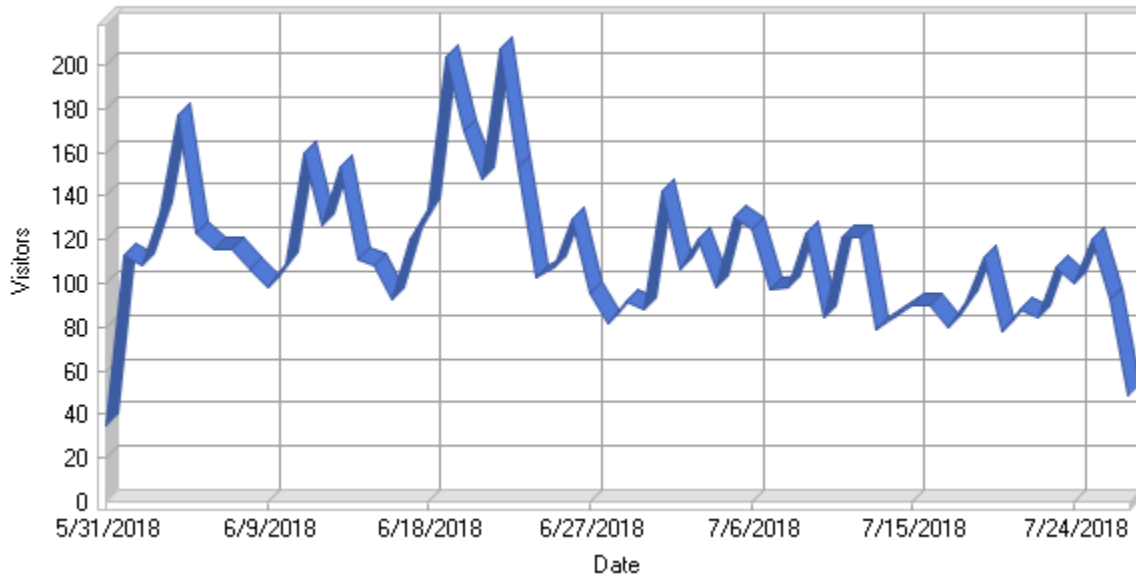
Discussion about the positive effect that email blasts and der Riesenbaum publication has had on autocross attendance. Chip noted that der Riesenbaum has consistently been issued during the third week of the month in 2018 and that event planners should take publication schedule into consideration in publicizing events.

Webmaster's Report (Kim Powers): Submitted 7/28/18

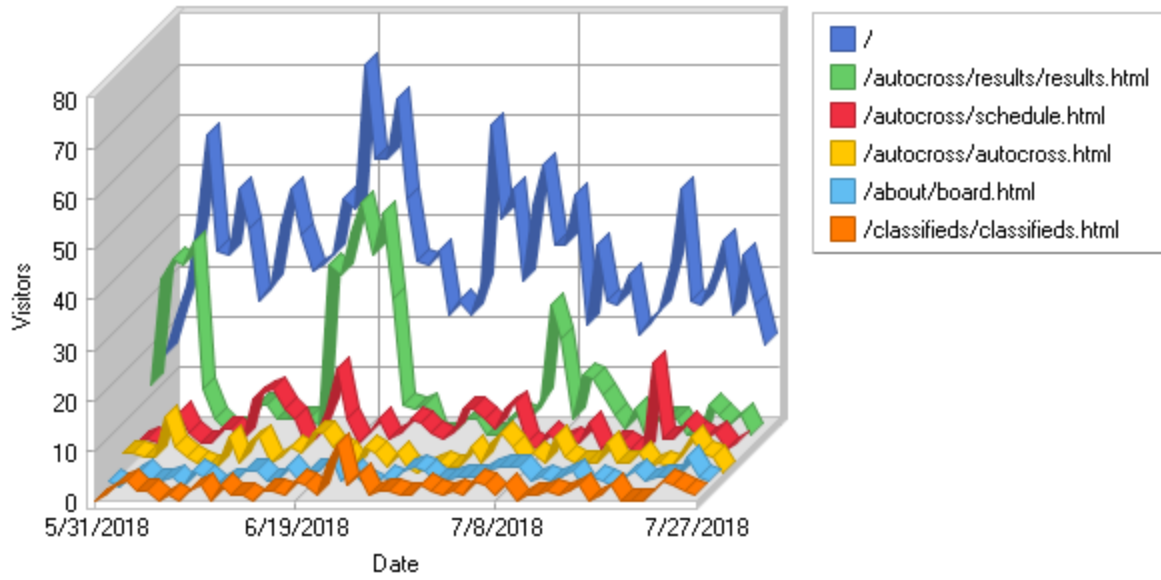
- PLEASE CONTINUE TO USE **NEW WEBMASTER PROCEDURES:**
 - New Email: redwood.webmaster@gmail.com
 - Transition all communications away from kimberlyrose356
 - Submit all website edit requests through form: <https://goo.gl/forms/S7OVFFIhQjZEoY2>
 - Transition requests from emails to the submission form
- Updated dR for July
- Adjusted AX results table for July Enduro and posted July AX results

The follow statistics cover May 31, 2018 - July 27, 2018

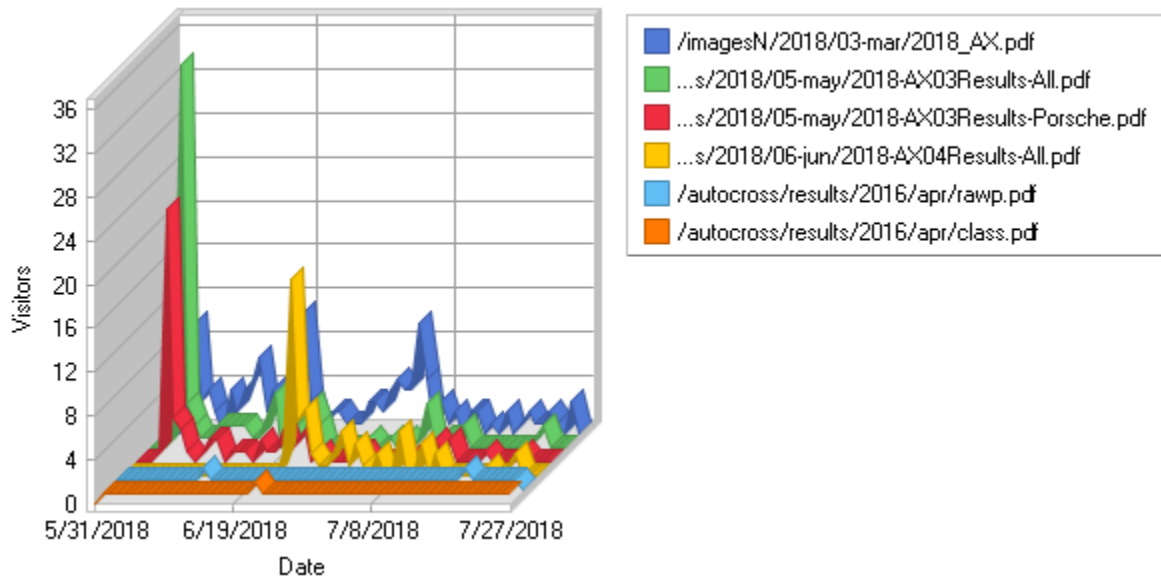
Daily Visitors



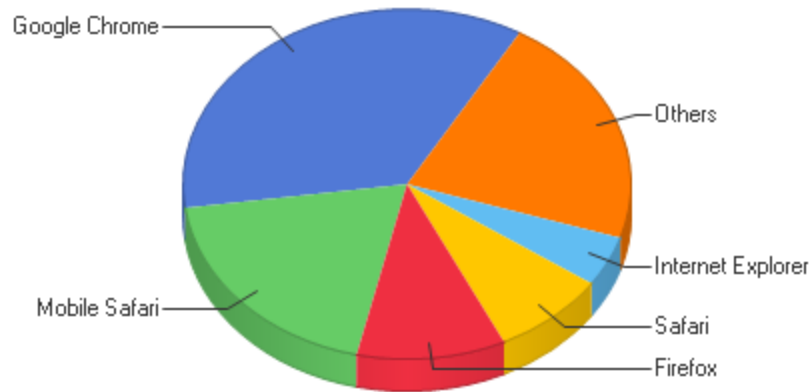
Daily Page Access



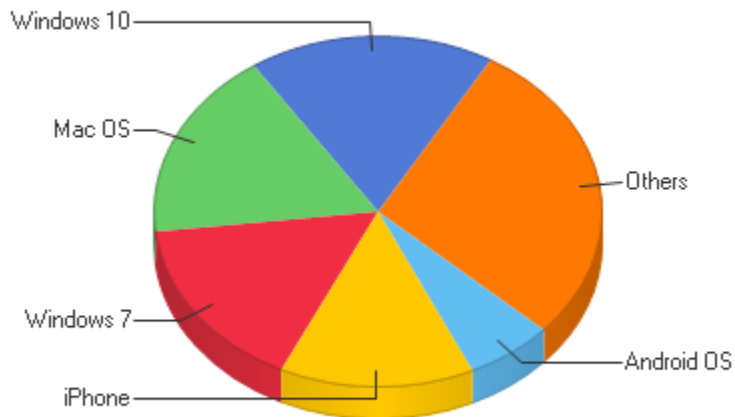
Daily File Access



Most Used Browsers



Most Used Operating System



Items for Discussion:

- None

Communications Director & dR Editor Report (Stacy O'Connell) submitted 7/29/18:

- July dR went out last week.
- 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 AX5.
- Will attend the Marina two-day AX on Aug 4 and 5 and our two-day on 18 and 19
- Tried to attend the Maple Creek run but messed up the timing had to bail
- Working with Constant Contact on a refresh of the dR template
- Mike's wheels went into the classifieds. Need more!
- Updated new members into our database, deleted bad email addresses
- Sent monthly new member email
- July Panorama included our first (in a while) From the Regions article
- Submitted Kim's story on Tristan's 912 for the September issue
- Zone included our two-day AX in their email to Zone members

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."
- Still need to discuss a plan for dR and website advertisers
- Still can use more classifieds!

Goodie Store Manager's Report (David Bunch):

- Nothing to report

Items for Discussion:

- None

Concours Director's Report (Simone Kopitzki):

- Submitted Insurance for Concours to Craig
- Created Menu for Sandwich Options
- Contacted Sponsors for trophies

Items for Discussion:

- Is Craig available for Concours Date? 9/23 I need the Iceman for getting Water/Chips from Costco

- Need Cones/barrier tape to block the road to the overflow parking lot the night before. Who can get it for me?
- I need Tent/Table for Registration - do we have one? Who can bring it? I need it to be there at 7 am!
- I need the Redwood/Porsche Banner/Flag - who has it and can you bring it?
- David is not sure if he can be there for Goodie Store - Can someone else fill in if he can't?
- Who is volunteering? Please contact me - Sandwiches for Volunteers are free (need help with set up and parking guidance (split between Concours and Car show). Need probably 3-4 people. Volunteers for judging might be needed too but will be determined on the day of the event.

Chip will work with Simone on above issues.

Sponsorship Coordinator's Report (interim, Jerry Gladstone):

- Nothing to report.

Items for Discussion:

- None

During process of purchasing new Porsche from Sonnen Porsche, Jerry initiated discussion with manager on status of relationship between the region and Sonnen. Manager is open to improving relationship and requested proposal from Region. Various ideas were discussed.

Safety Director Report (Brian Cooley, newly appointed):

- Presented observations of safety procedures at our most recent autocross and recommendations for improvement (see attached).

Motion to approve purchase of additional course worker safety vests for \$340 to cover all course workers made by Mike, seconded by Chip and unanimously approved.

Charity/CASA Report (Mike Hinton):

- Nothing to report

Items for Discussion: none

Social Media Report (Kurt Fischer):

- Nothing to report

Items for Discussion: none

Meeting adjourned at 9:15 PM by President Craig Steele.