

Redwood Region – Porsche Club of America

October 2018 Board Meeting

Board Reports and Meeting Minutes

In attendance (7): President Craig Steele, Past President and Treasurer Mike Hinton, Membership Director Tom Short, Autocross Director Greg Matsumoto, Safety Director Brian Cooley, Concours Director Simone Kopitzki, Communications Director Stacy O'Connell and Webmaster Kim Powers.
Guests (3): Ben Davoren, Sharon Castle, and Andy Cole.

Absent (5): Vice President Chip Witt, Secretary Alan Geddes, Communications Director Stacy O'Connell. Social Media Director Kurt Fischer, and Goodie Store Manager David Bunch.

Meeting called to order at 7:07 PM on October 30, 2018 by President Craig Steele at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the September Board Reports, as submitted, was made by Tom Short, seconded by Brian Cooley and unanimously approved.

President's Report (Craig Steele):

- I will bring Jerry Gladstone to our October Board Meeting
- Planned and lead Toyo Tour from Sonoma Raceway to Laguna Seca
- Attended Rennsport Reunion at Laguna Seca
- Attended #9 and last AX at Sonoma Co Airport for 2018
- Attended members meeting at Occidental Union Hotel
- Recognized the 1st Anniversary of Tubb Fire and lost of Wikiup Home
- Chip will not be present for board

Items for Discussion:

- Are we prepared for digital voting of new executive council?
- We lost AX at Airport, what are next steps? Need to collect and turn in all AOA badges
- November Planning meeting for 2019 events
- Holiday Party updates
- Need to update Redwood Region's bio on Zone 7 website

Upcoming Events

- November 10th- Two Bird Cafe Brunch Tour
- November 27th- Last Board Meeting of 2018
- November 29th- 2019 Event Planning at Mary's Pizza Novat at 6:30 PM
- December 15th- Holiday Party
- January 1st, 2019- One/One Run Mike Hinton to lead

*Submitted by Craig Steele, **October 25, 2018***

Vice President's Report (Chip Witt):

- Updated PCA-RR AX MSR pages with new policies on 9/4
- Called/emailed Barbara @ Occidental Union Hotel re: PCA-RR Annual Members Meeting 9/7, received confirmation of date availability on 9/9, and settled menu and cost on 9/18
- Called/emailed Mark @ Good Time DJ on 9/7 to secure services for the 12/15 PCA-RR Holiday Party. \$200 deposit due with contract (sent to Treasurer to execute)
- Attended Cloverdale Car & Motorcycle Show on 9/8 and enjoyed a great lunch with Craig and other members at the Cloverdale Ale Company. We need to make this a big event next year, as there is a trophy awarded to the car club that shows up with most participants. Great community event!
- Attended PCA-RR AX#8 on 9/15
- Sent PCA-RR AX #8 refunds / credits due as a result of use of 1st-timer coupons on 9/17
- On 9/17, secured 15% discount on rooms @ The Lodge at Tiburon for members needing accommodations the night 12/15 following the PCA-RR Holiday Party. Will be provided a reservation link to be included in our Holiday Party flyer. Discount guaranteed only through 11/15.
- Finalizing PCA-RR Annual Members Meeting flyer with design input from Stacy and Kim. Want to get it posted ASAP to ensure maximum participation
- Participated as a volunteer in the PCA-RR / Z7 Concours on 9/23. Sasha shown in "Display" class
- Due to some recent clarifications in my work situation, relocation is not imminent. I am announcing intent to run for Redwood Region President for 2019

Items for Discussion: None

Submitted by Chip Witt, September 20, 2018

Treasurer's Report (Mike Hinton):

This report covers the period from August 27, 2018 through September 23, 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 – October 30, 2018

Items for Discussion: none

Secretary's Report (Alan Geddes):

- As discussed at the August Board meeting, I have reduced my participation in club events due to frequent travel and other commitments. Accordingly, it would not be suitable from me to run

for a higher office at this time. However, I am willing to stand for reelection to a third term as Region Secretary for 2019.

Items for Discussion: none

Past-President's Report (Mike Hinton):

- Attended October autocross. If (as it appears) this was the final event at the airport, Barney and I went out in a blaze of glory. My last 3 runs were successively faster, and my best runs of the day. Thanks to Grady for the good advice in the afternoon.
- Attended Petaluma concours event. A great venue despite a couple of hiccups. Hope we can return in 2019.
- Attended Oktoberfest event in Vacaville. Another fun drive, and great group of people at the event.
- Attended Rennsport Reunion VI at Laguna Seca. Was asked to display my 1987 Carrera in the historic display at the track. Talked to a lot of people about the car, and all seemed interested that the car still gets driven nearly daily. The event was somewhat overwhelming, but seeing all of the old racing cars was a treat. The 919 EVO was incredibly fast!

Items for Discussion: none

Membership Director's Report (Tom Short - OCT 2018):

	Sep	This Y
Primary Members - Open	632	606
New Primary members:	7	
Transfer In	0	
Transfer Out	2	
Non-renewal	11	
Renewals	35	
Primary Members – Close	633	633

Co-Members	368
Total Members	1000

New Members

Name	City	Porsche
Jerry Larochelle	Petaluma	1988 911 Carrera Targa White Targa
Arturo Torano	Healdsburg	2010 911 GT3 White 2 door
Christopher Noceti	Windsor	2014 911 Carrera Cabriolet BLACK
Vince Cheney	Penngrove	2017 911 Carrera White 911 GTS
Eric Blessing	Guerneville	2013 911 Carrera S Cabriolet Agate Grey Cabriolet
Dion Gregoire	San Rafael	1986 911 Carrera GREY COUPE

Items for Discussion: none

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

- Nothing to report

Items for Discussion: none

Autocross Director's Report (Greg Matsumoto):

Prepared for and conducted 10/13AX (last 2018 AX, possibly last at Schultz airport. A successful autocross with no incidents.

64 registered drivers for Sat. 1 driver did not show.

25 attended post-AX gathering at Applebees (Windsor)

2017 AX Average attendance =35.85

2019 AX Average attendance = 51.6

- Sent email blasts via MSR (for 10/13 AX) which continues to be an effective advertising tool.
 - A large group (25) joined us at Applebee's post-ax gathering.
 - Applebee's manager agreed to write letter of support to Supervisor Gore.
- Reviewed monthly Sonoma Co. Bd. of Supervisor agenda. To review for airport plans. Again, no submitted plans for major airport changes

- Reviews Sonoma Airport Commission minutes re: complaints and non-aeronautical use. No complaints re: autocross.
- Numerous emails to Gore and Stout.
- Only responses from Gore and Stout are to end rental agreement for 2019.
- Gathered 60 letters of support from SVR's 10/6 AX
- Letters to be held if needed to present to Gore
- Email to Gore to continue negotiation of one more year of airport use and doubling rent.
- Continued work with Jim Winston in hopes of meeting with Gore.
- Continued search for new ax sites.
- Continued communication with Doug Gale, Trackmasters re: use of Sonoma Raceway on Sunday's three times per year on Sundays (Spring, Summer, & Fall). Once his dates are confirmed additional information and negotiation of fee and use of course will occur.
- Gathered signatures for support letters from 10/13 participants.
- Prepared dR article.
- On 10/15/18, deposited \$125 from 10/13 AX and \$5 from prior AX into RR bank acct.
- Coordinating with John Jackson re: AX awards pictures via email. Sent him a list of potential award winners. Met with Jon on 10/13 to discuss possible awards.
- Discussed possibility of renting trailer space from Brigham Kenworthy. He will discuss possibility with his father. Asked Bob Schoenherr to follow-up with Brigham.
- Brian Sweeny, member, volunteered to ask aeronautical attorney friends of FAA rules re; non-aeronautical use of airport.
- Phone calls and in person conversations with Ron Cox, ESCA, re: ESCA's response to Stout. ESCA board hopes to find a new site.
- Participated in AX site-visit (McCloud, CA Millworks) with Craig Steele & Grady Carter.
- Communicating (email/phone calls) with Trackmasters, Speed SF and Speed Ventures re: renting paddock area at Sonoma Raceway
- Called Sonoma Raceway, Trackmasters, LDV Ventures re: AX site.

Items for Discussion:

- Future of AX program.
- Requesting funds for appreciation gift (bottle of wine \$20-\$25) to John Jackson

Safety Director Report (Brian Cooley): 10/29/18

Final AX Notes

For any future PCA Red A/X, I will bring to the board for consideration:

- **Starter needs a radio with a headset.** Its the last position remaining we communicate with by yelling and arm waving. Needs hands free for signalling drivers, so headset will be important.
- **Computer person in trailer needs a radio headset.** They have to struggle to hear the grid readouts in a noise trailer while also having to type.
- **Slow Cone for Timing Slip position - \$48 (ON HOLD DUE TO SITE)**

Some course layouts (i.e., 8/18/18) put the timing slip worker in proximity to fast exiting cars. Coupled with the fact that we seem willing to allow this position to be the only course worker who is seated, I strongly recommend that we acquire an extra tall 28" cone and SLOW sign to position some distance before Timing, after Finish. If Board agrees, I can acquire and bring to the next AX.



- **Starter Light - \$400 (ON HOLD DUE TO SITE)**

During the off season, I suggest we build a larger, more visible [8" diameter red/green light](#). Cost has been confirmed at approx. \$400, including shipping and various solar/battery integration parts. I built the current 4" light at no cost to the club to test the concept and it has been well received. A larger light will be a far more visible permanent solution and not get lost in the bright background of the course on sunny days.

- **Course Marking Paint**

I tested course **marking paint** at our final 2018 AX and it worked very well for marking the start as well as the short chute between Finish and Timing Slips. The paint costs about \$10 per event (1 can).

Event Alcohol Policy

At the next PCA Red board meeting I will bring up a review of our alcohol policy at drive events. Survey of other chapters follows:

[PCA Alcohol Policy](#) says

"At (gatherings) of PCA members the availability of and consumption of alcohol is not forbidden. Further, PCA insurance policies do not prohibit the consumption of alcohol at PCA gatherings. However, good risk management practices require a common sense approach to the administration of PCA gatherings where alcohol is available. Many regions already utilize intensive and well thought out practical measures to control the availability and consumption.

There are a number of risk management techniques available and regions are encouraged to share techniques that have been utilized successfully with fellow club members."

Such shared policies and techniques seem scant around our zone. GGR discussed it at their [May, 2007, board meeting](#):

"Additionally recently concerned was raised about the serving of alcohol at Time Trials. GGR has not had any problems this year - but possibly the alcohol should be served by a third party to eliminate liability for GGR PCA."

As [recently as 2010](#), SVR seemed to bar alcohol on its runs:

"The consumption of alcohol or being under the influence of drugs is prohibited during (a) tour."

In [April 2014](#), Sierra Nevada devoted pages to a DUI test conducted with the Nevada Highway Patrol, but no mention of an alcohol policy.

And this [past April](#), Yosemite Region had a mention of specific insurance parameters for events with alcohol.

"Shenandoah Valley Wine Tour (June 16): Chuck found out at the President's meeting that insurance can be obtained for this type of drive providing the tour is limited to the number of wineries visited, the amount of alcohol consumed, and/or the use of a designated driver."

The most recent mention of alcohol policy the Redwood Region site seems to be from [April, 2012](#), when the board decided not to serve alcohol at breakfast before a morning run.

In that context:

- What and where is our alcohol policy regarding drive events?
- Does it contain "common sense risk management techniques" per PCA advice.
- Is it well communicated to attendees of our non-AX drive events (AX alcohol policy is already made very clear.)

Next Drive Event

Nov 10 is a club run to Two Bird Cafe. I will do a safety review of the course and share any notes with Kurt beforehand. I will also be on the run.

Items for Discussion:

- Brian will contact PCA attorney to determine what alcohol policy, if any, exists.

Concours Director's Report (Simone Kopitzki):

- Got partial Refund for Park Fee due to miscommunication with Construction on Site. They are happy to have us next year there again.

Items for Discussion: none

Communications Director & dR Editor Report (Stacy O'Connell) submitted 9/22/18:

- September dR went out on Tuesday for the second time using the new template that we paid Constant Contact to create with some adjustments to the template from August. Feedback from board is welcomed.
- I changed out the advertiser section to a new format. Once we determine who is an actual paying advertiser, I can add more, but I prefer the new format. Would like feedback.
- Updated the Redwood section on the Zone 7 Regions page. They are now adding a longer format page about each region, I still need to write that.
- August was the first email with only 2 bounced email addresses (we were getting around 15 normally). I've been working with CC to fix the odd ones and deleting the dead names and it's working!
- Sent monthly new member email
- Send reminder email about 3 events: toyo tire, concours and Oktoberfest. Open rate and clicks were less than we see for dR - not sure if it did or didn't help to drive additional registrants.
- Reworked the Members Meeting graphic. Went live on 9/25.
- Kim's article about Tristin and his 912 is in the current issue of Pano. Gordon's article was submitted, but they are requesting less "human interest pieces" and more "our region did x, y and z last month." IMHO our human interest stories were more interesting...but alas, I am not the editor! ;-)
- Confirming location of the 2019 event planning meeting?
- Can we talk about mixing up our events so they are not all trips to wineries? I think we need some quick and out morning drives with an option to go somewhere for lunch or not
- Worked with Greg and co to update language on AX pages in MSR. We now have a clearly defined cancellation policy and all start times are correctly updated in multiple places.

Items for Discussion:

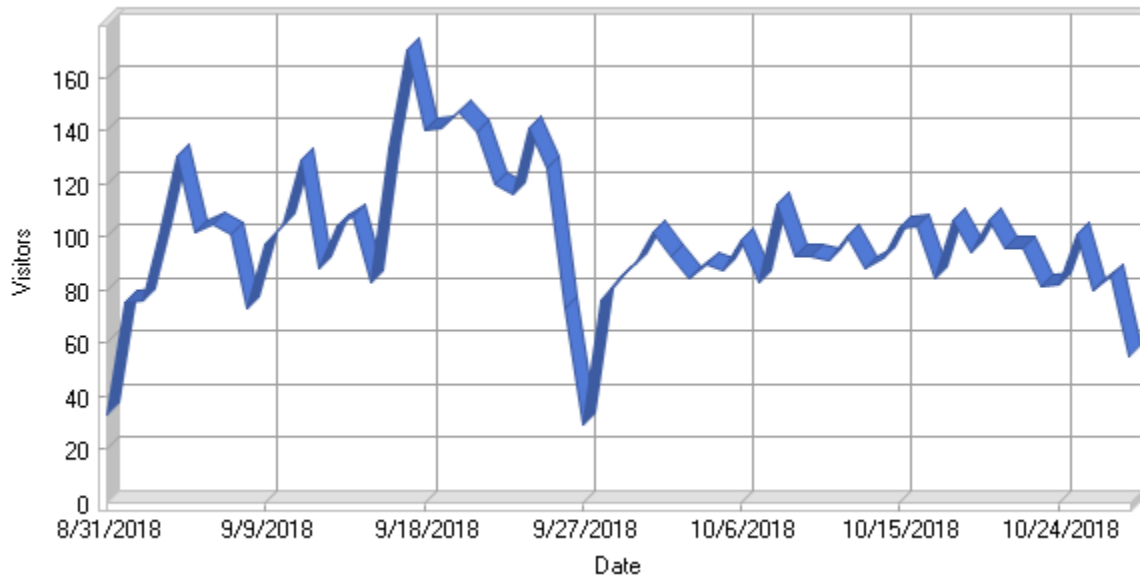
- Always need more classifieds.
- Who owns advertising? Who has past contracts?

Webmaster's Report (Kim Powers): Submitted 10/28/18

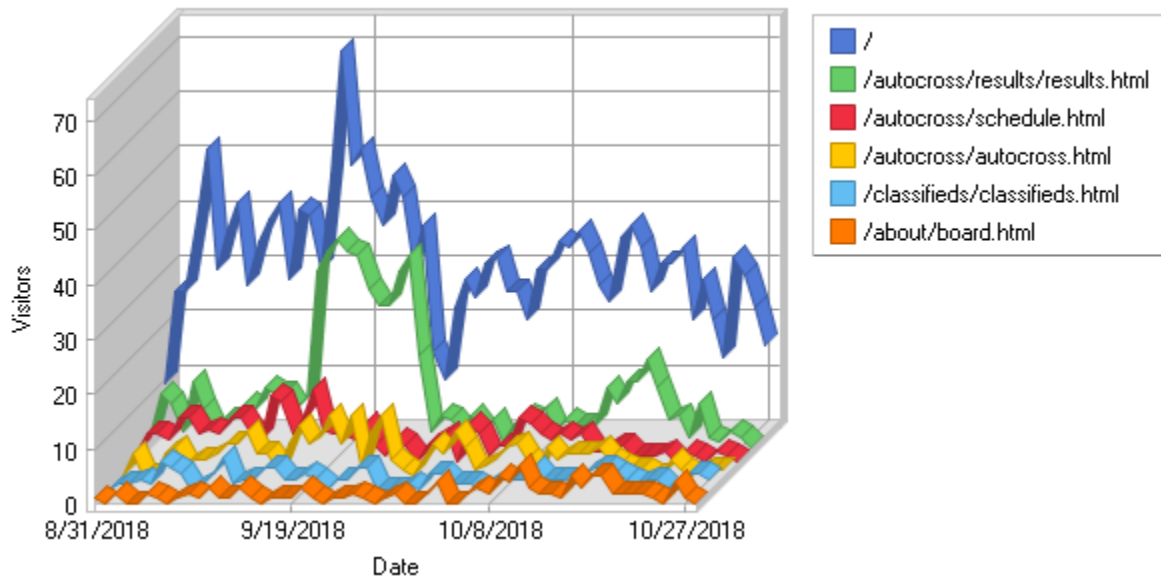
- Attended Members Meeting
- Will continue role of Webmaster
- Miscellaneous site updates

The follow statistics cover August 31, 2018 - October 27, 2018

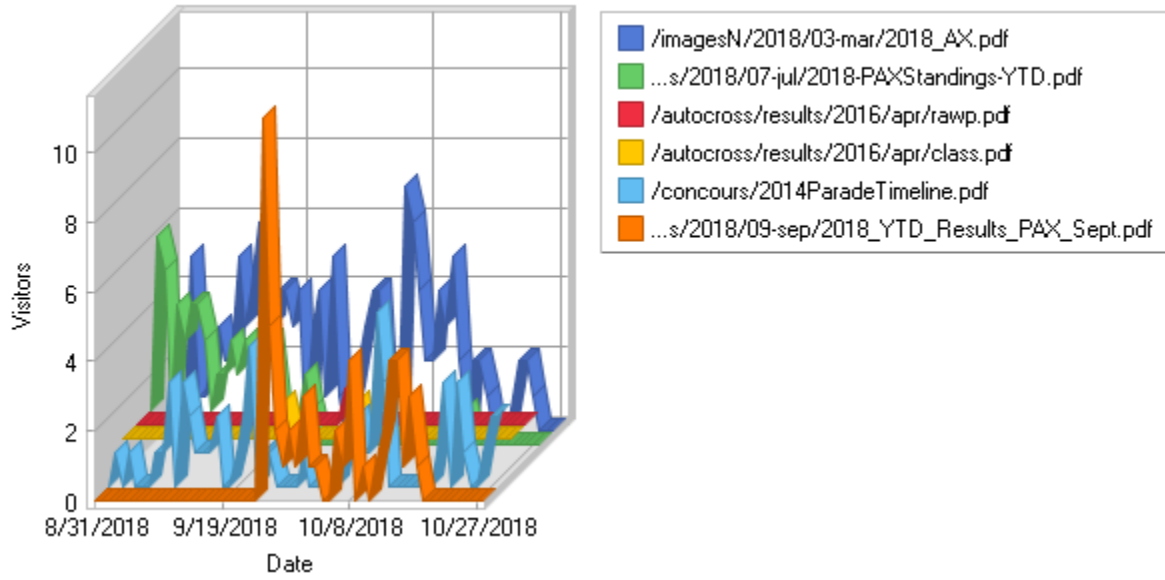
Daily Visitors



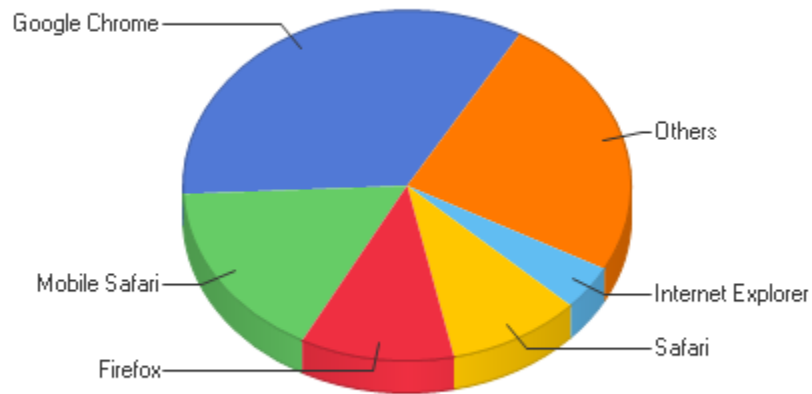
Daily Page Access



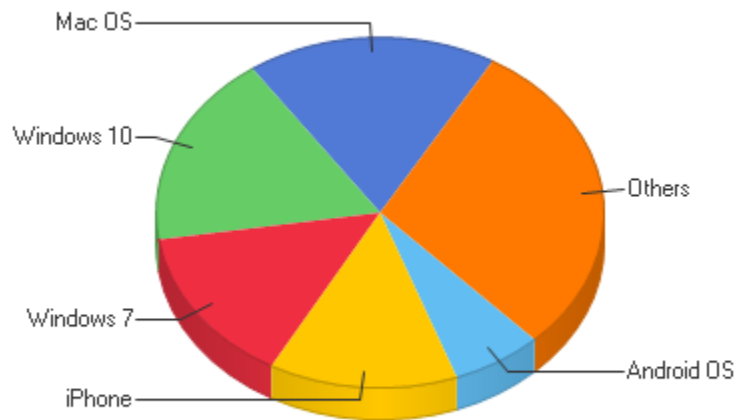
Daily File Access



Most Used Browsers



Most Used Operating System



Items for discussion:

- None

Goodie Store Manager's Report (David Bunch):

- Mike Hinton received a check for \$167 for Goodie Store sales.

Items for Discussion: none

Sponsorship Coordinator's Report (Open):

- 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

Meeting adjourned at 9:00 PM by President Craig Steele.