

Redwood Region – Porsche Club of America

January 2019 Board Meeting

Board Reports and Meeting Minutes

In attendance (6): President Chip Witt, Vice President Ben Davoren, Treasurer Mike Hinton, Past President Craig Steele, Autocross Director Greg Matsumoto, and Sponsorship Coordinator Jerry Gladstone. **Guests (5):** Grady Carter; Vern Rogers; Jackie Crook, Board President of Sonoma County Children's Village; Hector Matias, Director, Foster Youth and Adoption TLC Child and Family Services; Chris Helgren, Board President Redwood Empire Foster Parent Association.

Absent (8): Secretary Alan Geddes, Social Media Director Kurt Fischer, Concours Director Simone Kopitzki, Goodie Store Manager David Bunch, Safety Director Brian Cooley, Communications Director Stacy O'Connell, Webmaster Kim Powers, Membership Director Tom Short

Meeting called to order at 7:00 PM on January 29, 2019 by President Chip Witt at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Acknowledgement of visitors from Alternate Family Services and a brief presentation of thanks for our participation in their 2018 Wish Upon a Wreath program. Our visitors outlined their program services, and provided information concerning ways for the Club to participate.

Motion to approve the September, October and November 2018 Board Reports was made by Mike Hinton, seconded by Craig Steele and unanimously approved.

President's Report (Chip Witt):

- Attended the very festive and fun 2018 Holiday Party and my Presidential Installment Ceremony. Thanks to all that joined us and participated in a marvelous evening to conclude Redwood events for the year.
- Closed the loop on 2019 Events Planning duties with the completion of agreed upon events to the published calendar.
- Met w/ Craig Steele for transitioning of presidential duties.
- Worked with Paul Carver at Autobahn Automotive to secure Redwood's first Tech Session of 2019 for January 26th.
- Provided tentative dates for Winery Tours agreed to at the 2019 Event Planning Meeting to Bob Hall to feed into his planned winery visits in January. Hope to develop a short-list of candidate venues for the tentative dates represented on the 2019 calendar.
- Colin Fat, our new Zone 7 Rep, requested region Presidents vote for Zone 7 Officers to official place them into office. Rik Larson as Secretary and Howard Thomas as Treasurer; both are seasoned Zone 7 veterans that will do us all proud in their respective roles. Please join me in congratulating Colin, Rik, and Howard.

- Worked with Craig Steele to review Redwood's submission or our Regional Report. This report is required annually to maintain our status as a region in good-standing.
- Filed application for insurance for upcoming (and one now past) events: One One Fun Run, Tech Session at Autobahn Automotive, and Sharks Tour.
- Setup MSR registration pages, created fliers, and got word to Communications Team for upcoming (and one now past) events: One One Fun Run, Tech Session at Autobahn Automotive, Sharks Tour, and Run for the Crab.
- Attended One One Fun run and participated as group sweep. Great 87 mile drive ending at Hamburger Ranch. I'm still full. Thanks to Mike Hinton for organizing such a great kick-off to the year.
- Sent letter of invitation to request 2018's appointed officers return in their same roles for 2019. I have received or expect to receive positive responses from all. The EC also invited Jerry Gladstone to re-join the board in the role of Sponsorship Coordinator.
- Submitted my first President's Message for inclusion in der Riesenbaum. Articulated areas of desired focus noted as Items for Discussion below.
- Attended GGR's Winter Gala event at the San Francisco Legion of Honor thanks to the generosity of Bill and Barbara Reising.
- Signed Mendocino County Planning and Building Services Administrative Permit Application for proposed Ukiah AX site.
- Audited users/ permissions for access to Dropbox, Calendarwiz, and MSR.
- Canceled Tech Session with Autobahn Automotive. Folks there were ill and unable to host us. Feb 16th as possible "make-up" date?

Upcoming Events

- February 2nd - Tour to see the San Jose Sharks play the Phoenix Coyotes
- February 23rd - Redwood Region Annual Crab Feed and Tour at Marin Yacht Club
- March 2nd - Hoppy Porsche Brewery Tour at Brewsters Beer Garden in Petaluma
- March 16th - Whale to Whale Tail Rallye

Items for Discussion:

- How do we want to celebrate Redwood's 50th Anniversary?
- Areas of focus for 2019:
 1. Ensuring a future for our autocross program. As most of you know, in 2018 our program lost access to a site we have had the privilege of using for decades. Efforts continue to secure a site (or sites) to piece a 2019 season together and to organize a longer-term plan for the future.
 2. Bolstering our programs for charitable donation and community involvement. As a club, we have continued a long tradition of charitable donations in support various causes, including CASA and regional fire relief. While monetary donation will always be part of our program, sometimes writing a check is the easy part. Finding ways to be more directly involved with the community in charitable ways as a club is an ambitious but worthy goal. Our Holiday Party gift drive for foster youth through Alternative Family Services is a great example that gifts of time, thoughtfulness, and care are more personal, and are sometimes needed more than money alone.

3. Making sure we ALL continue to have fun! We have had some really fun events over the years but, as times change, so too do the people involved and their interests in specific activities. It will be important for us to find a balance between planning classic outings we've all come to enjoy and coming up with innovative and more inclusive ideas that can create new traditions.

Action Items:

1. The Board agreed to attempt to make up the Autobahn Automotive tech session on 2/16/19.
2. We neglected to acknowledge that Grady Carter will serve as the Zone 7 autocross chair for 2019.
3. Because there were only three sign-ups for the Sharks Tour, it was deleted from the Club event schedule. Doing so saves PCA National the insurance expense that would be associated with the event.

Submitted by Chip Witt, January 14, 2019

Vice President's Report (Ben Davoren):

- Obtained access to the Motorsportreg.com, CalendarWiz, and PCA Redwood Region Dropbox sites for club business
- Happily participated in the One One Fun Run and submitted the event review article to der Riesenbaum. Thanks to Paige Gaines for providing great event photos.

Items for Discussion: None

Submitted by Ben Davoren, January 26, 2019

Treasurer's Report (Mike Hinton):

This report covers the period from October 29, 2018 through December 31, 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 – January 29, 2019

- Led the One-One Fun Run from Windsor to Cloverdale. We were blessed with beautiful weather and dry roads. Many thanks to Chip Witt for volunteering to act as the sweep, and for doing an excellent job in keeping our group together. Was hoping for a better experience at Hamburger Ranch than last year, but that did not occur. If we're planning to continue the 1/1 tradition, I believe that we'll need to secure a new site.

- Attended Holiday Party which was great fun. Thanks to all who assisted with our live auction, and special thanks are in order for Brian Cooley, who not only brought his technical skills to bear in giving us a Barrett-Jackson like feel to the cars being auctioned, but especially for being a fantastic auctioneer! We raised nearly \$2,500 from the auction!

Items for Discussion:

- None

Meeting temporarily adjourned at 7:56 PM, and resumed at 8:16 PM.

Secretary's Report (Alan Geddes, January 5, 2019):

- I will not attend the January 2019 Board meeting due to travel.

Items for Discussion:

- none

Past President's Report (Craig Steele):

- I will bring Jerry Gladstone to our January Board Meeting

Items for Discussion:

- Nothing to report

Submitted by Craig Steele, January 6, 2019

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

Note from Tom to Board: I will be traveling and unable to attend our January board meeting. My report below stands as submitted. Discussion includes update on badges, below. See you in February.

	DEC 18	This Year
Primary Members - Open	637	606
New Primary members:	6	
Transfer In	1	
Transfer Out	1	
Non-renewal	10	
Renewals	34	
Primary Members – Close	637	637

Co-Members	369
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Total Members	1006
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New Members: December 2018

Name	City	Porsche
Tim Mccready	Rohnert Park	2006 911 Carrera S
Ulrich Honighausen	Windsor	2002 911 Targa White
Ryan Miller	Santa Rosa	2013 Boxster
Kenneth McChesney	Hidden Valley Lake	2002 911 Carrera
CHRIS GHANAYEM	MILL VALLEY	2010 911 GT3 Guards Red
Mike Stanton	San Rafael	2011 911 Carrera S Silver Coupe

Items for Discussion:

1. Ordered and mailed 7 new-member badges, including 6 for above members, plus one more for a new member in September who did not receive one.
2. Ordered and mailed 2 magnetic badges for Rick Siegel; Mike Hinton to confirm receipt of payment of \$28.00 from Rick.
3. Ordered and received replacement badges for Board Members/Officers - no charge. To be distributed at either January board meeting or a future date.

Action Item: Mike confirmed receipt of check for badges.

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

- Nothing to report

Items for Discussion: none

Autocross Director's Report (Greg Matsumoto):

- Continued communication with Doug Gale, Trackmasters re: use of Sonoma Raceway on Sunday's three times per year on Sundays (Spring, Summer, & Fall). In process of securing two (2) AX dates - 5/5 and 9/15 (Sundays). Need to establish fee charge (\$1,000-1,200/event). Discussion of operational details.

- Conference call with Grady Carter and Bob Schoenherr re: 1) acceptance of 5/4 and 9/14 dates and turning down 11/24 date (high likelihood of rain and rental payment). 2) discussed operational details and issue of NO onsite instruction for new drivers (BIG change) 3) Ace Robbe offer and agreed to turn down his offer. 4) Turned down joint SVR/RR events in Stockton and Thunderhill (projected minimal attendance).
- Calls to Ace Robbe and his offer of Sonoma Raceway paddock in Feb. for \$2500. Turned down offer due to high fee, no negotiation, chance of rain, and his desire for RR to “run the ax.”
- Called Ali, Simone’s friend. He is waiting to hear back from Sonoma Raceway and is open to having us autocross on his tentative days in Jan and Feb. He said he would determine his fee at a later time. He was open to us “running his ax for him” (NOT a desired option). Turned down his offer.
- 2nd trip to Ukiah (with Craig Steele, Grady Carter, Bob Schoenherr and Jim Winston) to photograph/video site, consider possible course plans and to meet with Mendocino County.
- Met with Director of Planning, Chief Planner and County Planner (with Jim Winston-ESCA) to determine possible county categories to qualify for conditional use permit.
- As requested by Director of Planning, composed and submitted formal proposal for use permit. Submitted week prior to Christmas. Several emails to respond to questions by Director of Planning. Informed of response within 2 days by Chief Planner.. Still awaiting response.
- Moderated AX Award Ceremony, Mary’s Pizza Petaluma on 12/1/18. 32 attendees. Awards (framed pictures and coffee mugs with their car picture) given to 1st place for each class, special recognition, and for AX team.
 - Prepared dR article.
 - Arranged for Bob Schoenherr to met Brigham Kenworthy early 12/1 at the airport to tow the trailer to Brigham’s property. Chip Witt offered no charge for 2019 AX to Brigham since Brigham turned down rental payment. Brigham agreed to store trailer over the winter. Will need a trailer site in March (and forward).
 - With Grady Carter and Craig Steele discussed need for trailer insurance. Craig will pursue the insurance.
 - Ukiah Pipe offered free trailer rental space.
 - Liability and insurance concerns primarily resolved with Ross Liberty, President of Ukiah Pipe. Will require Ukiah Pipe to be secondarily insured.
 - Attended Holiday Party with Christmas gift for child.
 - Awarded Kurt Fisher bottle of German wine at Holiday Party to recognize his volunteer assistance at AX events.
 - Requested and participated in Exec. Cmte. tele-conference to request approval for submission and application fee payment for potential autocross site (Factory Pipe).
 - Picked up Redwoods check for \$2,257 from Mike Hinton.
 - Completed and submitted Mendocino County Building and Planning application for use permit. Met with Ross Liberty at Factory Pipe for final review/approval of application. Met with Julia Asker, Chief Planner at Mendo Co. office, and submitted application with Redwoods check of \$2,257.00.
 - Received check from ESCA and porta-potty billing. Will submit to Mike Hinton, treasurer, or deposit per his instructions.

Items for Discussion:

-Information update re: Ukiah site and Trackmasters
-Fluid form of 2019 AX program, format will change dramatically. Creative flexibility is a given.

-Sonoma Raceway FORBIDS driving instruction not provided by Sims Racing. Only one person is permitted in each car. Will need creative thinking to address this issue for newbies. Need to refer newbies to SVR's AX school (3/30 & 4/6) and GGR's AX school (6/22). Continued discussion with Grady & Bob.

-Has trailer insurance been contracted for?

Action Items:

1. The Board agreed to schedule the first autocross event for 4/20/19, based on the assumption that our application will be approved by the Planning Department. Refunds to be issued if event is not able to be hosted.
2. Greg deposited the check received from ESCA for their share of Planning Department Use Permit fees.

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

Reviewed route for S.J. Sharks run, no changes. Event does not center on an alcoholic beverage destination.

Reviewed route for Crab Feed run, two changes suggested in directions that would have led drivers off course if not familiar with the area. Event does not center on an alcoholic beverage destination.

I have not had the chance to attend a run since our recent discussion of Event Alcohol Policy, so nothing to report yet on how it is being implemented on drives.

Concours Director's Report (Simone Kopitzki):

- Secured Site for Concours 2019, September 22nd.
- Wirth Boards approval/Chris email we will have this time Porta Potties

Items for Discussion:

none

Communications Director & dR Editor Report (Stacy O'Connell) submitted 1/24/19:

- Added all new members to new member and dR mailing lists in Constant Contact
- Sent Welcome New Members email on 1/13/19
- Send January dR on 1/15/19
- Actively looking for new dR editor so I can focus on other comms director items

Items for Discussion:

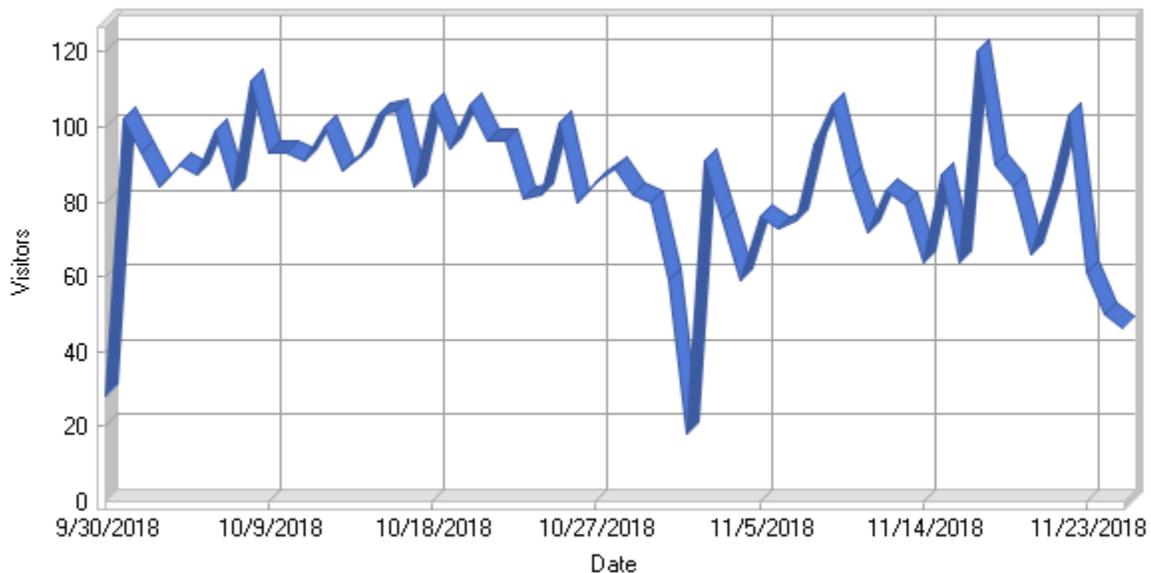
- Sponsorships for dR in 2019
- Do we want to submit our region for any national awards? From Colin: *“National awards chair, Michael Soriano, has extended an invitation to all regions to submit applications for national awards. As the past president of SVR, we were selected as Region of the Year in 2016 as well as having been recognized for our website, newsletter, and charity efforts. The awards are a way to get your club recognized for all the hard work your club does during the year. It doesn't take a long to submit an application for some of the many awards national gives out at Parade. Thank you to Diablo Region for applying for the Region of the Year and Shasta Region for its charity work. Take the time to recognize the efforts of your club by submitting online today.”*
- Last weekend's tech session: Pano worthy? Other option: our AX challenge and solutions to date. Might be an interesting read for other regions facing similar loss of sites.

Webmaster's Report (Kim Powers): Submitted 11/25/18

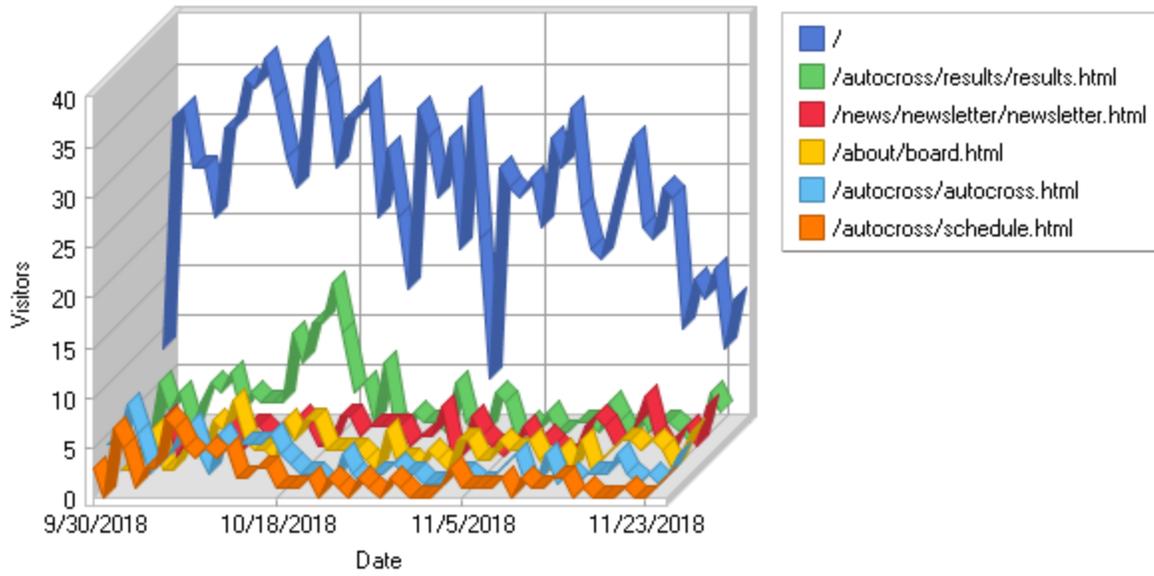
- Miscellaneous site updates
- Survived Black Friday working for an international retail corporation

The follow statistics cover September 30, 2018 - November 23, 2018

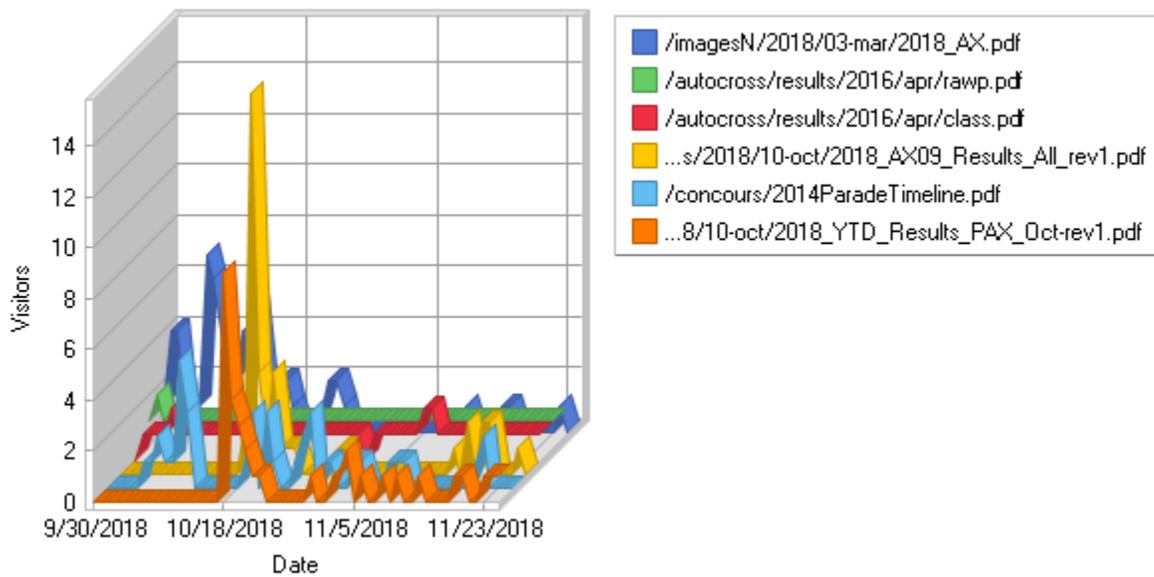
Daily Visitors



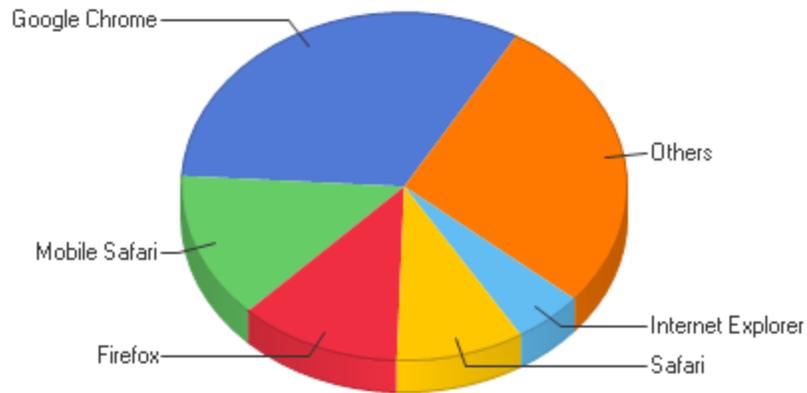
Daily Page Access



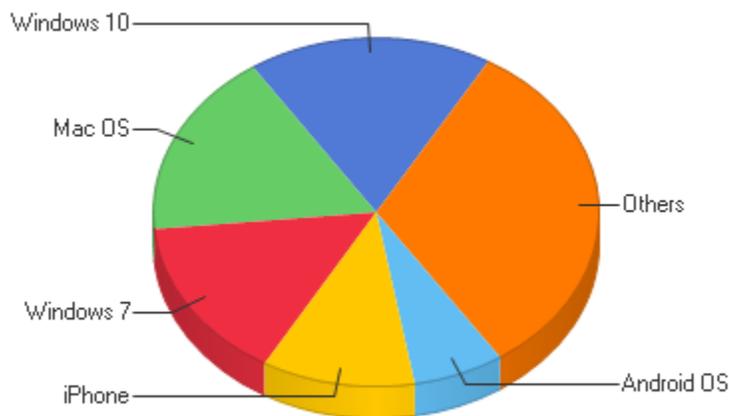
Daily File Access



Most Used Browsers



Most Used Operating System



Items for discussion:

- None

Goodie Store Manager's Report (David Bunch):

- Nothing to rep

Items for Discussion: none

Sponsorship Coordinator's Report (Jerry Gladstone):

- Supported Sharon's February 23rd Crab Feed with modifications to the MSR page including the sale of t-shirts, monitoring signups and payments, and solving individual's issues.

- Chip asked me to step in as Sponsorship Director and to propose a sponsorship program for 2019. Below is a draft of that proposal for discussion.

Proposed Redwood Region Sponsorship Program for 2019

The Redwood Region's sponsorship program languished in 2018 and relaunching it in 2019 has some significant challenges. The primary challenge is the undefined nature of the 2019 autocross program. The sponsorship program in the past has been built around autocross and with that either reduced or eliminated we need to develop a new direction.

A previous Sponsorship Coordinator felt that sponsors had to receive something material in return for their sponsorship. I do not believe that is necessary! From my experience in local civic events that were well sponsored by local companies and even individuals, recognition and publicity was reward enough. I propose that we build our new sponsorship program around recognizing and promoting our sponsors.

The category names used below are conventional and are placeholders only. We may name them anything we choose, especially Porsche automotive or racing related terms. This proposal borrows liberally from our previous program.

Gold Sponsors - \$1,000 per year

- Ad/logo and link in der Riesenbaum (newsletter) (prominently sized* and placed)
- Ad/logo on blast emails
- Ad/logo and link on website (prominently sized* and placed)
- Ad/logo and link on sponsors webpage (prominently sized* and placed)
- Ad/logo on event route handout or autocross timing slips (prominently sized and placed)
- Banner display at all events (where allowed by venue)
- Announcement at pre-event drivers' meeting
- Recommending their services or products to our members
- Optional: T-shirts, coffee mugs or other logo merchandise (sponsor pays actual costs)

Silver Sponsors - \$500 per year

- Ad/logo and link in der Riesenbaum (newsletter) (larger sized*)
- Ad/logo on blast emails
- Ad/logo and link on website (larger sized*)
- Ad/logo and link on sponsors webpage (larger sized*)
- Banner display at all events (where allowed by venue)
- Announcement at pre-event drivers' meeting
- Recommending their services or products to our member

Bronze Sponsors - \$200 per year

- Ad/logo and link in der Riesenbaum (newsletter)
- Ad/logo and link on website
- Ad/logo and link on sponsors webpage
- Recommending their services or products to our members

There are additional sponsorship opportunities at events with the public involved; these would include naming rights. Examples are:

Porsches on the Plaza by Xxxxxxxx

- Naming rights
- Banner placement
- Business name announcement and recognition
- Ad/logo on car information sheet
- Ad/logo on “Peoples’ Choice” ballot

Cost: Plaza fee to the City of Sonoma, approximately \$500 and the cost of the People’s Choice awards – to be determined by sponsor.

Redwood Region Zone 7 Concours by Xxxxxxxx

- Naming rights
- Banner placement
- Business name announcement and recognition
- Ad/logo on car information sheet

Cost: Venue fee, if any. Award fees at \$6 per car and plaques/trophies/wine awards, approximately \$300 - \$600.

* “Prominently sized” and “larger sized” to be determined and specifically called out after consultation with media directors.

Action Item: Chip Witt made a motion, seconded by Craig Steele, for the Club to reimburse Jerry for the cost of QuickBooks software to enable Jerry to take over Treasurer functions after Mike leaves for Washington.

PRELIMINARY
Version 0.8
January 21, 2019
Jerry Gladstone

Items for Discussion: Sponsorship 2019 Proposal

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 Chip Witt.