

## Redwood Region – Porsche Club of America

### March 2019 Board Meeting

#### Board Reports and Meeting Minutes

In attendance (6): President Chip Witt, Treasurer Mike Hinton, Secretary Alan Geddes, Membership Director Tom Short, Autocross Director Greg Matsumoto, and Communications Director Stacy O'Connell. Guests (1): Sharon Castle.

Absent (8): Vice President Ben Davoren, Past President Craig Steele, Sponsorship Coordinator Jerry Gladstone, Social Media Director Kurt Fischer, Concours Director Simone Kopitzki, Goodie Store Manager David Bunch, Safety Director Brian Cooley, Webmaster Kim Powers,

Meeting called to order at 7:08 PM on March 26, 2019 by President Chip Witt at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the January 2019 Board Reports and Meeting Minutes was made by Greg, seconded by Tom and unanimously approved.

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

- Participated in the very successful "Run for the Crab" on February 23. Thanks to Sharon and the entire volunteer crew she assembled for the great event.

**Sharon gave a report on the Run for the Crab. Overall, it was fully booked and very successful. It is important to determine an event coordinator for next year, as this will be Sharon's final year as event coordinator. As event sponsor, Porsche of Marin has agreed to sponsor a total of three events this year.**

- Was presented the certificate and charter book for Redwood's 50th Anniversary by Collin Fat at the "Run for the Crab".
- Received a letter from PCA National acknowledging Redwood's 50th Anniversary.
- Received new event banners for Redwood commemorating our 50th Anniversary.
- Attended my first PCA National Board of Directors Meeting on February 25.
- Worked with Greg to "close the loop" on Ukiah efforts
- Attended the Zone 7 Presidents' Meeting on March 2. Topics of importance for Redwood Board:
  - Werks volunteer encouragement
  - Event subsidies - must apply 30 to 60 days ahead of event in order to qualify

**Events that qualify for subsidies include multi-region events, new member events, charity events and others. Also discussed importance of coordinating region/zone communications.**

- Sponsorship
  - Sponsors are not giving us money; we are selling advertising and exposure
  - Annual “Thank you” letter
- Waiver forms “Legible print & sign” policy and witness signature must have observed all signatures (EventBrite enables some regions to pre-print names of registered on the waivers)
- Records retention - must keep waiver forms and relevant documents for 95 months.

### **Upcoming Events**

- April 27 - Winery Tour (TENTATIVE)
- April 28 - Redwood AX Ground School
- April 30 - Redwood Board Meeting
- May 5 - Redwood AX#1 @ Sonoma Raceway Paddock
- May 18 - Station House Run
- May 28 - Redwood Board Meeting
- June 1 & 2 - Sonoma Speed Festival Porsche Corral
- June 22 - Porsches on the Plaza
- June 25 - Redwood Board Meeting

### **Items for Discussion:**

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*Submitted by Chip Witt, March 25, 2019*

### **Vice President’s Report (Ben Davoren):**

- Updated the red.pca.org event calendar to remove all AutoCross events except the two confirmed Sunday dates of 5/5 and 9/15 at Sonoma Raceway Paddock;
- Revised the motorsportreg site for the Hoppy Brewery tour event March 2nd;
- Led one of the two Run for the Crab backroads driving tour groups and submitted the summary article to Panorama for the May magazine, thanks to Sharon Castle for assisting and Paige Gaines for photos;
- Initiated discussion with Bill Lamphere, GM of Porsche Marin, about future ways to enhance our club’s relationship with this key dealership;
- Attended GGR’s Zone AX 3/17/19 @ Alameda
- Updated the club calendar to reflect two new/rescheduled events:
  - May 18 Station House Cafe Run (originally May 4)
  - August 3 Whale to Whale Tail Rallye (originally March 16)

**Items for Discussion:** Need more concrete examples of what we can offer in dR and in an updated version of red.pca.org for sponsors, such as Porsche Marin, to move forward. Also need decisions re: Bob Hall’s suggested Wineries as destinations for spring/summer runs

*Submitted by Ben Davoren, March 21, 2019*

**Meeting temporarily adjourned at 7:41 PM, and resumed at 7:51 PM.**

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

This report covers the period from January 1, 2019 through January 26, 2019.

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 – February 26, 2019

- Attended Sharks game. Great fun. We had good seats, and the Sharks won in overtime!

**Items for Discussion: none**

**Secretary's Report (Alan Geddes, March 23, 2019):**

- Nothing to report.

**Items for Discussion:**

- none

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

- I will not be attending board meeting, on vacation in Maui (3/21-4/2, 2019)

**Items for Discussion:**

- none

*Submitted by Craig Steele, March 15, 2019*

**Membership Director's Report (Tom Short - SUBMITTED MARCH 20 2018):**

**Note from Tom to Board: I will 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.**

	<b>MAR19</b>	<b>2019</b>
Primary Members - Open	635	637
New Primary members:	2	
Transfer In	1	
Transfer Out	5	
Non-renewal	11	
Renewals	34	

<b>Primary Members – Close</b>	<b>635</b>	<b>637</b>
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Co-Members	365
<b>Total Members</b>	<b>1000</b>

**New Members: December 2018**

<b>Name</b>	<b>City</b>	<b>Porsche</b>
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<b>Robert Ortega</b>	<b>Ukiah</b>	<b>2003 911 Targa teal green</b>
<b>Mike de Jung</b>	<b>Cotati</b>	<b>1979 911 SC White</b>

**Items for Discussion: None**

**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):**

--Terminated Use Permit Application with Mendocino county. Reducing the number of events to 2-3 and the possibility of additional fees did not meet our needs. In addition, road construction on the AX site limits our use for only one year. With the lukewarm reception of the Ukiah site, attendance was projected to be low.

--Completed negotiations with ESCA to "buy us out" of the Ukiah project. They will complete payments with Treasurer Hinton.

--Solidified AX agreement with Trackmasters. Contract with TrackMasters Racing will be available within one week. 5/5/19 & 9/15/19 AX's will be at Sonoma Raceway. Verbal agreement with TrackMasters is for a long-term relationship.

--With Chip's direction and assistance, PCA AX insurance has been approved with Sonoma Raceway and TrackMasters Racing as additionally insured/COI

- AX Ground School, Sun. 4/28/19 at Lucchesi Park, Petaluma, CA. 9am-12 noon. (informal instruction will be continued over lunch).
- Since instruction is not allowed at Sonoma Raceway, groundschool is designed to provide new drivers with preliminary AX instruction. This will be provided one week prior to our 5/5 AX. A nominal fee of \$10 will be charged to cover fees (\$99 room rental, coffee, donuts).
- Paid City of Petaluma contract \$99 for room rental.
- Bob Schoenherr is designing the day's instruction. Grady Carter and Greg Matsumoto will assist.
- Attended Zone & AX Directors meeting. Informed SVR that we will not conduct AX's at Stockton Fairgrounds and Thunderhill since very few Redwood drivers attend events at those sites.
- Discussion of possible site at Alameda Fairgrounds. Grady Carter will investigate Alameda Fairground and discuss with GGR AX Chair.
- Attended 3/17 GGR-AX. All drivers had a positive response to the Sonoma Raceway AX events.

**Items for Discussion:**

- Ground School will be mentioned in the upcoming dR newsletter, however, an additional email blast will be needed prior to the event (4/28). A MSR registration site will be needed
- Question: What fee should we charge at Sonoma Raceway?** Rental is \$1200/day. Previous daily expenses (rental, toilets, incidentals) at Schultz Airport was approximately \$650-\$700. Prior fee was \$40/event.

GGR charges \$65-\$100. Trackmasters charges \$75. Ace Robbie charges \$99. DE clubs generally charge \$100.

How about \$50-\$55?

**Board agreed on autocross fee of \$50 for Redwood Region members and \$65 for all others.**

We have NO porta-potty and airport badge expenses.

Projected additional monthly fees for trailer storage and trailer insurance.

MSR-changes will be needed on the site.

--**Question: Is there an update on trailer insurance?**

--**Question: Where to store the AX trailer. Where? Member? Rental lot?** Brigham has agreed to store trailer. He is not asking for rental fees. Can we pay him what we paid the airport? Rental may be long-term

**Motion made by Greg to draft and sign agreement to pay Brigham Kenworthy \$50 per month for trailer storage. Seconded by Mike and unanimously approved.**

--**Question: Should we remove the free AX coupon from the new membership information?**

**Motion made by Greg to eliminate free autocross coupon program for new members. Seconded by Tom and unanimously approved.**

--Succession planning: Since 2019 will be my third year as AX Director, I have begun searching for a replacement. Please advise me of any recommendations. **Drew Powers may consider.**

#### **Safety Director Report (Brian Cooley):**

**Safety procedures for Sonoma Raceway** will be set out now that we have two confirmed A/X dates in 2019. I will coordinate with Greg to make a site visit with him or other club members. over the Safety procedures for that venue.

Inspected **Hoppy Tour** route which contained no apparent red flags and did not make intermediate stops at alcohol-related venues, per our recent decisions. Beer venue was technically routed after the conclusion of the run.

I remain vigilant for any runs or events that have **the words "wine", "beer"** or similar in their formal name or description. That will have to be inferred some other way.

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

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

- need to secure reservation of Porta Potties/Sanitizing Station?
- Need a new trophy supplier, we had many problems with Marin Trophy last year. The quality was after all very bad and we weren't able to use the place plaques. Any suggestions?

#### **Communications Director & dR Editor Report (Stacy O'Connell) submitted 3/26/19:**

- Added all new members to new member and dR mailing lists in Constant Contact
- Sent Welcome New Members email
- Sent February dR; Will send March this weekend and submit Crab Feed article to Pano.
- 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 month'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 3/24/19**

- Updated Board Page
- Updated President's Message
- Updated Membership Message
- Lost free subscription to Analytics tool. Working on a new replacement. Site statistics are temporarily unavailable
- Apologies for delayed site edits - time has been at a premium with wedding planning and moving house

Items for discussion:

- Does the President's Message (<http://red.pca.org/about/president.html>) and Membership Message (<http://red.pca.org/about/membership2.html>) need their own sections on the website?
  - Redundant content from dR
  - Large time investment with few clicks visiting these pages
  - Future state of the website, this could easily be a blog section

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

- Nothing to report

**Items for Discussion: none**

### **Sponsorship Coordinator's Report (Jerry Gladstone):**

#### **February 2019 Report--**

- Actively managed sign ups and collection of funds for the 2019 Run for the Crab. Supported Sharon Castle with timely reports and numerous changes.
- Attended the 2019 Run for the Crab.
- Sent out letters and invoices to previous sponsors: Hi-Tec, Autobahn, Mobile Works West, ProShop, Whitman's Auto Body, TRG and Porsche Marin. Visited Autobahn in person and signed them up for GOLD level at \$1,000. Ben will follow up with Porsche Marin in person. Other previous sponsors are assumed to come in at the same level as last year though they were sent a copy of the 2019 sponsorship program and encouraged to upgrade. I offered GOLD level sponsors a feature article with photos highlighting their shop and people in der Riesenbaum. I have committed to Autobahn and will do Hi-Tec unless someone else who lives closer will volunteer to write that article.
  - Sent a letter soliciting sponsorship and listing opportunities to S-Car-Go Racing.
- All sponsorship correspondence and records posted in DropBox in a new folder labelled: "Sponsorship".
- I need help in identifying other potential sponsors who might benefit from exposure to our membership. Surely there are many more out there.
- DISCUSSION: The one third column, 50 words max, at the end of the newsletter format for advertisements in der Riesenbaum is woefully inadequate! This is not what we are promising in the written sponsorship program. See Sacramento Valley Region's *Drifter* for a fair and classy treatment for sponsors.

- We need to present sponsors with formats for their ads: size, color and format requirements.
- Purchased a copy of QuickBooks 2019 Pro to replace my copy lost in the firestorm. Installed on my computer and ready to assume the treasurer duties and transfer financial records when Mike heads North.

Submitted February 22, 2019

**March 2019 Report---**

- Tallied all of Sharon's Run for the Crab expenses and submitted a reimbursement request on her behalf; did a final accounting for the event and sent the report to Mike. The event was successful and also made money.
- None of the businesses, except Whitman's Auto Body, whom were sent sponsorship letters/invoices have responded nor paid - they obviously need in person follow up. I need help with this situation as most of the current potential sponsors are in the San Rafael area. (An hour drive each way from my Santa Rosa home.)
- During a lunch meeting with Andy Cole he expressed a keen interest in being more involved in Redwood's activities. We talked about several ways he could volunteer to be of service to the Club (newsletter editor, secretary, event leader, etc.). He was particularly interested in the der Riesenbaum Editor's position and I think this might be a good fit for him (and for the Club). My only reservation is his relative newness to the Club, but we can help him overcome that in a number of ways. First, we need to provide him ready mentorship. Second, after seeing SVR and LPR newsletters and how robustly they staff their newsletter efforts, we need to emulate their practices and at least partially staff the newsletter team beyond just an editor. I've been newsletter editor and know that it can be a big job. I told him we would discuss at the next board meeting and decide how to move forward. (Andy will be out of town on business and cannot attend the March meeting.)
- A new online registration service – Track Rabbit – contacted me. I have been talking with them to see what they have to offer, and it looks interesting. I had a one hour plus conference call with the team at Track Rabbit three weeks ago. Track Rabbit is potentially a replacement for motorsportreg.com (MSR). Though I am just beginning to understand its functionality, it seems much more robust and expansive than MSR, but aimed at motorsports (big motorsports venues in particular). I have been provided their presentation slide deck which I can try to run through at the next board meeting. TR does seem somewhat easier to use than MSR, has additional features we could benefit from, and it is less expensive to use. But on the other hand, it lacks some of the functionality that we make use of. (It is a "young" product and we would indirectly be part of its development; during my "test drive" I ran into a number of "bugs".) If we had used Track Rabbit rather than MSR we would have saved about \$100 in fees (MSR was a bit over \$300) for the Crab Feed alone. I heard that some regions like Eventbrite, so I have included it in the cost comparison. Costs, assuming credit card transactions are used:  
MSR: 5% + \$0.30 per registrant (consists of 2% + \$0.30 MSR fee plus 3% credit card processing fee)



Track Rabbit: 3.25% + \$0.45 per registrant (this is the total and it includes credit card processing fees)

Eventbrite: 6.5% + \$1.59 per registrant (consists of 3.5% + \$1.59 Eventbrite fee plus 3% credit card processing fees)

Note: there is some confusion as to whether Eventbrite's "+ fee" is \$1.59 or \$0.99, their online information is inconsistent.

In addition, TR is offering additional benefits and marketing services. especially if we are the first PCA Region to sign up. They sent a copy of their slide deck to share with the Club's leadership team. A mock up of Redwood's "white label" site on Track Rabbit can be found at: [Redwood White Label](#) . They also sent a copy of their contract for us to sign if we are so inclined.

Submitted March 23, 2019

**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 8:41 PM by President Chip Witt.**