

## Redwood Region – Porsche Club of America

### July 2019 Board Meeting

#### Board Reports and Meeting Minutes

In attendance (9): President Chip Witt, Vice President Ben Davoren, Secretary Alan Geddes, Treasurer and Sponsorship Coordinator Jerry Gladstone, Membership Director Tom Short, Autocross Director Greg Matsumoto, Safety Director Brian Cooley, Communications Director Stacy O'Connell, der Riesenbaum Editor Andy Cole. Guests (1): Grady Carter

Absent (5): Past President Craig Steele, Social Media Director Kurt Fischer, Concours Director (open), Goodie Store Manager David Bunch, Webmaster Kim Powers.

Meeting called to order at 7:04 PM on July 30, 2019 by President Chip Witt at Mary's Pizza Shack, 121 San Marin Drive, Novato.

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

PLEASE NOTE: Board Reports cover the months of June and July, as no Board Meeting was held in June.

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

- Participated in Blancpain GT World Challenge Porsche Car Corral at Sonoma Raceway on 6/8
- Attended Porsches on the Plaza on 6/23
- Along with EC, decided to cancel the June Board Meeting due to several of us traveling for work
- Attended Maple Creek Winery Tour on 7/20, "sweeping" the tour. Great event (thanks Kurt) and delicious chicken (thanks Ben and Lisa)
- Worked with Ben and Jerry to secure band and venue for Holiday Party (contracts and deposits)
- Reviewed Jerry's budget summary for Holiday Party as things are planned now
- Reviewed Ben's new buyer/prospective member intro letter for Porsche of Marin's future use
- Worked with Ben and Bob to move Soda Rock proposal along (Ben will have more)

#### **Upcoming Events**

- August 10 - Pech Merle
- August 24 - Soda Rock (tentative)
- August 27 - Redwood Board Meeting

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

- None

Submitted by Chip Witt, July 30, 2019

**Vice President's Report (Ben Davoren):**

- Attended 5/5 AX at Sonoma Raceway
- Submitted the observer's report for the Station House Cafe run May 18
- Had our Region's Panorama 'from the regions' article published regarding our Crab Feed;
- Updated the red.pca.org event calendar and related MSR sites to provide details for the:
  - 6/14-16 High Sierra Porsche Tour (multi-region no-host event);
  - 6/22 Porsches on the Plaza event
  - 7/20 Maple Creek Winery event
  - 8/10/19 Pech Merle Winery event
  - 9/21/19 Oktoberfest (reschedule from 9/28 date that was on calendar)
  - 10/5/19 Whale to Whale Tail event (Gualala; rescheduled from August)
  - 10/20/19 Union Hotel (Occidental) annual meeting (see below)
  - 12/14/19 Holiday Party (updated Band information, see below)
- Restarted conversations with Bob Hall re: possible additional winery run for 8/24/19 (see below)

**Motion to subsidize Soda Rock Tour fee from \$50 per person to \$40 per person made by Jerry, seconded by Chip and unanimously approved.**

**Motion to subsidize any shortage of committed member purchases from sponsor for use as Holiday Party or other event raffle, prizes or gifts made by Chip, seconded by Tom and unanimously approved.**

- Met with Bill Lamphere, GM at Porsche Marin about closer ties with the club. The long version of my observations is:
  - Bill is super-interested in having Porsche Marin be a starting point for a tour. This would need to be a Sunday event because then we would be there before they open to the public. Saturday is a crazed service early drop-off day but Sunday they could make room for us (I quoted 20-30 cars) which otherwise they simply do not have. He would spring for a little coffee/pastry starter stuff and they do have a nice physical space for that now in terms of mingling. He would not need much lead time and would be available to have Porsche staff come in early for us.
  - He is also interested in some sort of sponsored track day, but this is still very murky as to what Porsche Marin would be *offering* as opposed to *participating in*...I need someone more savvy about this to help.
  - He was pretty sure we would not be able to have a sneak peek at the Taycan based on the non-disclosure agreements he has already signed for its release.
  - He confirmed a 10% discount on service at Porsche Marin for PCA members and extended what I think was a sincere offer to get quickly to the best lowest price on cars purchased there by PCA members

- We discussed a goal of having Porsche Marin offering to pay for the first year of Redwood PCA membership for new car buyers...not yet ready, but I tried to let him know this would be a priority for us. He would be happy, however, to send a letter of our making to new buyers so that they would be aware of our club, giving them the chance on their own to sign up. That doesn't sound like a lot but it actually is a big step from where we are now. He noted that we have no flyers or anything there at the dealer, suggesting that as we get to know each other this and paying for that first year of membership would be on the table. *I have created a draft letter for review by Chip Witt and Tom Short.*
- As suggested by someone at the meeting before last, I will tee up a few softball questions for a short interview feature about his Porsche experience, where Porsche is headed from his GM perspective, and confirm the discount for an article in dR
- I did briefly talk about our plans to improve our website and that I would be coming back to him for an advertisement/sponsorship image they'd like to see and he was receptive, but I also said that I thought our treasurer had sent him a sponsorship support statement already and did not get any response from him indicating he was aware of that.
- Made sure no one went home hungry from the best-attended Maple Creek event in recent years

**Items for Discussion:**

- Still 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.
- Need concurrence on the contract for the holiday party band, Void Where Prohibited (chosen after auditioning 3 bands in May/June). Total cost = \$800 plus dinner for 4 band members
- Need input on proposed menu from Union Hotel for the \*Sunday\* Oct 20 Annual RR Members meeting
- Need concurrence on plan for Soda Rock Winery tour planned for 8/24/19 (minimum bottle purchase by club if not met by members attending)
- Concours (Zone event) still on our calendar for 9/22/19 and volunteers are needed. I am not in town at that time

*Submitted by Ben Davoren, July 28, 2019*

**Meeting temporarily adjourned at 7:53 PM, and resumed at 8:27 PM.**

**Treasurer's Report (Jerry Gladstone):**

- Cleaning up the Quickbooks files I found a number of apparently uncashed checks. Two of which were for Grady Carter. Those two were resolved after we researched and found that he never

received the checks in question; new payment was issued. Other apparently outstanding checks are:

- Chip Witt... \$58.51 ... 4/29/2019 ... check #5575
- Warren Moore ... \$90.00 ... 2/21/2018 ... check #5407
- John Jackson ... \$88.80 ... 12/1/2017 ... check #6003
- There are still some minor discrepancies in the Quickbooks file, they should be cleaned up by next month.
- I have started using WestAmerica's BillPay service rather than writing some checks. For instance, the monthly trailer parking rental to Randy Gibbons has been automated to pay on the first of each month.
- Still have not secured a Redwood Region credit card for Chip. Hope to resolve soon.
- Discovered that each of our three WestAmerica Bank accounts had a different address! Had to go to the bank in person the make changes; could not do it online. All are now listed with our Calistoga Road address.
- I really dislike WestAmerica Bank.

Financial Report...

This report covers the period from June 22 through July 26, 2019.

The Redwood Region Treasurer reviewed the Region's finances with the Board of Directors. Current bank balances and details of expenditures and income for this period were detailed and accepted. Finances remain strong and are in accordance with expectations. Anyone wishing to see additional financial detail (balance sheets, profit & loss statements, etc.) please contact the Region Treasurer.

Submitted by: Jerry Gladstone, July 26, 2019

**Secretary's Report (Alan Geddes, July 13, 2019):**

- Nothing to report

**Items for Discussion:**

- none

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

- Starting my house foundation, occupancy on December 1st

**Items for Discussion: none**

*Submitted by Craig Steele, July 14, 2019*

**Membership Director's Report (Tom Short):**

- See July 2019 der Riesenbaum for full report.

**Items for Discussion: None**

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

- Nothing to report

**Items for Discussion: none**

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

- Contacted (email and phone call) Brigham Kenworthy re: trailer storage rental of \$55/month starting March 2019. Payment sent to Brigham's employer Randy Gibbons. Forwarded information and address to Jerry Gladstone for payment.
- Informed Bob Schoenherr of boards approval for hotel room rental the night prior to the upcoming Sept. AX. Should additional help be needed Grady Carter and myself will assist in course setup.
- New approach for AX site. I contacted the Napa Co. Town & Country Fairgrounds to meet with their directors. Heard that they were considering plans to expand their parking lot. Plan to meet with them to influence their construction of the parking lot (size, no curbs, no trees/poles, no concrete parking barriers. Hoping to assist in the creation of a site vs. finding a site. Received information (6/19) from the fairgrounds that financing for the parking may not occur for 2-3 years and construction is likely within 5 years. Will attend fairgrounds board meeting to present the concept. It is a long term plan, but we're desperate.
- Discussed autocross director position with Stacy O'Connell and Drew Powers. Drew Powers agreed to assume the 2020 AX Director position. Have shared the role and responsibilities with Drew and will provide continued consultation to Drew throughout his first year (and beyond if needed) for successful succession planning.
- Attended Maple Creek tour.
- Attended GGR-July AX
- Called Solano Community College is ruled out as a possible AX site. The lot size is only 1-2 acres.
- Handed walkie talkies to Brian Cooley for labeling and settings.
- Continued search for post-AX restaurant near Sonoma Raceway.

**Items for Discussion:**

- Drew Powers as 2020 AX Director. Add Drew to MSR organizer list.
- Possible 3rd 2020 AX in Nov. with Trackmasters (rain?) This will be up to Drew, AX team and RR bd.
- Handing over old walkie talkies to RR for use in tours/etc.
- Will be fine tuning MSR/AX page to be completed by Aug. 10th assisted by Ben Davoren/Stacy O'Connell
- Will ask Craig Steele to go to trailer to obtain Hi Tech banner (to display at Sonoma Raceway AX)

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

Reviewed Maple Creek Winery route, no issues found.

At 7/30 meeting I will also recap in person previous notes:

Talked to Charlotte at PCA HQ and she says it is OK to have electronic proof of insurance at drive events, but preferable that they not just be links to a COI online. At least one person at each drive or

AX event should have the COI actually downloaded on their phones to pass the test of it being “on hand”.

Per authorization at last meeting, I have procured:

- 12 Motorola T280s to join the 3 we have for a total fleet of 15.
- All other radios will be purged from the AX gear and offered up for drives.
- 16 port charger so all the radios can be charged at once and we can cease using expensive disposable batteries. (Radios will still accept them, however.)
- Custom foam-lined radio box that will hold radios, charger, and a chart that shows how the channels are allocated.

### **Concours Director's Report (open)**

### **Communications Director & soon to be previous dR Editor Report (Stacy O'Connell) submitted 7/30/19:**

- Added all new members to new member and dR mailing lists in Constant Contact
- Sent Welcome New Members email on 5/27/19
- Sent July dR on 7/30/19
- Officially turned reigns over to Andy Cole with the completion of the July newsletter
- Will work with Constant Contact to fix bounced email addresses
- Will start new website outline

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

- Sponsorships for dR in 2019: I have a work in progress doc that provides ad specs for our newsletter design that are IAB standard for our advertisers and offer more real estate than the current ad units. Will turn over to Andy and board for decisions on moving forward.

**Chip extended a welcome to Andy Cole as the new der Riesenbaum editor and thanked Stacy for her service in two roles over the last several months. Stacy commented that she will now focus on the region's website upgrade.**

### **Webmaster's Report (Kim Powers):**

- Nothing to report

#### **Items for discussion:**

- None

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

- Nothing to report

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

- None

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

- Introduced Ben Davoren to Zach and Paul at Autobahn.

- Reluctant to collect additional sponsorship funds as we do not offer much in return.

**Item for Discussion:** Rationale and rewards of Redwood's sponsorship program

Submitted July 26, 2019

**Charity/CASA Report (Craig Steele):**

- Have my marching orders, building home has interfered with charity contacts

**Items for Discussion: none**

Submitted July 14, 2019

**Social Media Report (Kurt Fischer):**

- Nothing to report

**Items for Discussion: none**

**Meeting adjourned at 8:52 PM by President Chip Witt.**