

Redwood Region – Porsche Club of America

February 2020 Board Meeting

Board Reports and Meeting Minutes

In attendance: President and Webmaster (interim) Chip Witt, Vice President Ben Davoren, Treasurer and Concours Director Jerry Gladstone, Past President Craig Steele, Communications Director and Autocross Co-Chair Stacy O'Connell, Sponsorship Director Rick Duste. Guests Lisa Davoren (minutes taker), Linda Duste.

Absent : Secretary Alan Geddes, Membership Director Tom Short, Social Media Director Kurt Fischer, Autocross Director Drew Powers, Safety Director Brian Cooley, der Riesenbaum Editor Andy Cole, Goodie Store Manager David Bunch.

Meeting called to order at 7:07 PM on February 25, 2020 by President Chip Witt at Mary's Pizza Shack, 121 San Marin Drive, Novato.

Motion to approve the January 2020 Board Reports and Meeting Minutes was made by Craig Steele, seconded by Ben Davoren and unanimously approved.

President's Report (Chip Witt):

- Attended the Run for the Crab event! Great team work displayed by all. Was truly awesome seeing that collection of cars awaiting the tour start on such a beautiful day. Thanks to all who volunteered to help make it another tremendously successful event. 63 cars in the end. We were charged for 20 extra pounds of crab. 119 plates. Several were unpaid.
- Took care of ordering insurance for 2/22 and 3/7 event tours.
- Created flyer for 3/7 event and delegated the finalization of the venue and tour arrangements (thanks to Nicole Weld, Jerry Gladstone, and Vern Rogers)
- Did some work on the club website (both on legacy site and new prototype)...see Webmaster's Report below.
- Note: I will be travelling for business for 3/31 and 4/28 board meetings; meeting for March cancelled. Ben will run April meeting.
- Chip sits on the National Board (162 Presidents) A membership survey across national showed 4.3% growth in 2019 which is actually good. Biggest ever was 7%. Other car clubs are in decline. 15% of members are new every year. Members prefer video over any other kind of communication.
- Modular-ized training for autocross could promote autocross (since we cannot have in-car instructors for our Sonoma AX events). Bob and Drew agree. Maybe they could make some videos.

Upcoming Events

- February 29 - Hi-Tec Automotive 35th Anniversary and Showroom Grand Opening Event with Hi-Tec on track. Free food and beverage and *Le Mans* 4-7 pm.
- March 7 - Hoppy Porsche Brewery Tour
No reservations will be taken. We will show up right at opening at 11:00 and walk-in. They will bundle checks if asked.
7 sign ups so far. Vern has submitted route for approval. Chip got insurance.
Rick stated that sponsorship logos need to be on the route maps. Craig will make a PDF and add logos to it. Jerry will send out the maps by email if received in time.
- March 15 - Zone 7 Concours Judges School & Prep @ Livermore
- ~~March 21 - Equinox Tour~~ (CANCELLED)
- March 31 - Redwood Board Meeting cancelled

Items for discussion:

- Tri-regions picnic (Diablo/GGR/Redwood) - dates possible Sept 25, Aug. 29
- Bill Lamphere, Rick Duste and Ben Davoren need a date to get together

Submitted by Chip Witt, February 23, 2020

Vice President's Report (Ben Davoren):

- Attended the 6th Run for the Crab at the Marin Yacht Club, driving sweep for the Red (3rd) group of 21 cars, another successful iteration!
- Updated (with others) the red.pca.org event calendar and related MSR sites to provide details for the:
 - 2/29 Movie Night for Hi-Tec Auto's 35th anniversary
 - 3/7 Hoppy Porsche Tour to Brewster's in Petaluma
 - 5/30 Far Niente Winery Morning Tour (details still pending)
- Began process of identifying a venue for our 2020 Holiday Party, Petaluma or further north
will submit top contender venues and catering information by email to Board members for consideration in the next couple of weeks.
- Reached out to GM of Porsche Marin now under their new Indigo Group ownership to introduce Rick Duste but have not heard back yet; Ben, Rick and Bill Lamphere need a date to get together

Items for Discussion:

- Ready to provide a concept for a "Build your own picnic" rally event in the summer after reviewing last month's minutes about what is done in Georgia
- Wondering if we have enough club members with garages of their own to build a tour (idea stolen from this month's Panorama)

Submitted by Ben Davoren, February 22, 2020

Treasurer's Report (Jerry Gladstone):

Financial Report

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 details (balance sheets, profit & loss statements, etc.) please contact the Region Treasurer.

This is the report for the period January 24, 2020 through February 21, 2020:

- Mike Hinton agreed and I sent him the 2019 Quickbooks file to audit. He reviewed and found the books in good order.
- Filed CA Form 990-N (income tax) for Year 2019 (non-profit tax reporting).
- Updated the Treasurer's section of the Redwood Region's Procedure Manual.
- Prepared a USB drive with the Region's "Redbook" partially completed; did as much as I could do personally. Needs input from others to be complete. (Given to President Witt at this meeting)
- David Bunch compiled the remaining Goodie Store inventory; it is now valued at \$806.00. The change in inventory since the last time it was reconciled is -\$460.92; as there was negligible revenue associated with that change, most of that amount has been written off.
Discussion re: what to do with Goodie Store inventory.
Chip moved to liquidate all clothing items. Craig seconded. Passed unanimously.
Craig volunteered to go with Jerry and get stuff. We will keep the license plate frames and give them away as prizes or put them up for sale at the next couple of events.
- In conversation with Rob Wilke about his claim of the use of his photo without permission. Waiting on copyright registration documentation.
- Continued to support Sharon Castle, et. al. on event pricing, T-shirts, and organization for the Run for the Crab.
- Posted an MSR page for the Hi-Tec 35th anniversary party.
- Attended the MSR webinar on *Entry Packages and Cloning*. Learned some new things.

Action Items:

- The 2020 "Redbook" is as complete as I can make it without any assistance. There are sections that I cannot write. We need to determine how this information will be kept. *[Given to President Witt to complete at this meeting]*
- Need to decide on what to do with all the old Goodie Store inventory.
Chip moved all clothing items be liquidated. Craig seconded. License plate frames will be put up for sale at next few events or given away as prizes. Craig volunteered to go get stuff with Jerry.
- Decide on a policy for pricing events where the venue asks for an upfront fee. *[No specific decision made]*
- Arrangements discussed with the owner for a possible winery tour to J. Fritz Winery. Available date is June 13 as Porsches on the Plaza has moved to 27th. Jerry will talk to Peter.

Secretary's Report (Alan Geddes, February 4, 2020):

- Nothing to report

Items for Discussion: none

Past President's Report (Craig Steele):

Random Thoughts about Redwood/PCA Charity Program

Charity Programs Goals by Chip Witt, Redwood/PCA President:

- A clear, top-level overview of Redwood Region's philosophy on community involvement and charitable contributions, as well as information on the criteria we use to determine which charities, of the many worthy candidates out there, Redwood Region chooses to support.
- A summary of the charities with which we are involved (their primary mission, size, area of coverage, funding, and, if practical, metrics on % of monies donated used to deliver on the mission (vs. covering admin costs).
- Dedicated web sub-pages for each charity to provide descriptions, recent interactions, updates relevant to our club, and ways our members can get more info or contribute directly to the organizations.
- I reviewed the PCA Region focus (Vol.6, #3) on selecting a charity (see attached PDF)

January Board Meeting 2019

We invited three charities to present their organization for consideration for our giving program.

- Sonoma County Children's Village, Jackie Crook, Board President,
 - o socokids.org, info@socokids.org
- TLC Child & Family Service, Hector Matias, Director Youth & Adoption
 - o Tlc4kids.org, hmatias@tlc4kids.org
- Redwood Empire Foster Parent Association, Chris Helgren, Board President
 - o Refpa.org, helgren6@yahoo.com

The three organizations represented a cross section of foster care charities in Sonoma County. Each presented the story and services. After the presentation there was a brief question and answer period. It was our intent to explore; donating out right, sponsoring an event, etc. In my role as the charity program director, I never followed up with them.

PCA support Charities

They offer a charity subsidy just updated to \$750 and present the PCA Public Service Award at the Porsche Parade. There is a 1st, 2nd and 3rd trophy and a cash award given every year.

Redwood Region Charity Program

The region currently we had supported CASA, Court Appointed Special Advocates since 1997. Recently we have made cash donations to the Tubbs Fire Relief effort, the Redwood Food Bank. At the holiday

party we raised \$1000 and donated the amount to Paws for Purple Hearts, part of the Bergin University of Canine Studies.

Items for Discussion:

Craig has formed a committee with Nicole Weld to explore selecting charities. They are looking for a charity that members could get involved in. Nicole has written a document that Craig will send out.

Submitted by Craig Steele, February 23, 2020

Membership Director's Report (Tom Short - SUBMITTED FEB 05, 2020):

	2020 JAN	2020
Primary Members - Open	658	658
New Primary members:	6	74
Transfer In	0	0
Transfer Out	1	1
Non-renewal	11	11
Renewals	33	33
Primary Members – Close	658	
Affiliate Members	382	
Total Members	1040	

New Members in January, 2020

Name	City	Porsche
David Papas	Rohnert Park	2001 Boxster Lapis Blue
Jeff Bishop	Napa	2006 911 Carrera S
Patrick Cadigan	Sonoma	2017 911 Carrera
Michael Siemsen	Santa Rosa	2017 911 Carrera 4S Grey Coupe
Matt Wilson	St Helena	2018 911 GT3 GT Silver Touring
Randall Keyes	Rohnert Park	2005 Boxster S

Items for Discussion: none

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

- Nothing to report

Items for Discussion: none

Autocross Director's Report (Drew Powers): submitted 2/24/2020 (Drew)

- Stacy created a flyer for our AX events at Sonoma and the Zone event with SVR at Thunderhill. Chip has edited flyer and it is up on the new website.
- Stacy and Drew are working from our Google Doc list of things that need to happen before our first event.

Items for Discussion:

- LPR has lost use of the Marina Airport for their autocrosses. GGR is still working to finalize their contracts to use the Alameda site. Their first event has already been canceled due to not having their

contracts signed yet. I expect that we will likely see more pressure from non-Redwood members to join our events at Sonoma from GGR and LPR as a result.

- Do we want to open registration for our events to Redwood members a few days early to ensure that they can reserve spots before the other regions? I'm afraid that the other regions will fill up all the available seats before any Redwood members have a chance to register.
 - Consensus is to send out an email blast 2 days early to our members and then advertise after that 2 day period. Ben will look to see if there is a way to figure out who is ours on the autocross list, then pass the names on to Stacey.

Safety Director's Report (Brian Cooley): (Unable to attend 2/25 meeting)

- Regarding upgraded safety content section for PCA RR site, per Chip's email thread:
 - I'd recommend safety content be integrated around the site where its contextually relevant, rather than having a Safety section, which nobody is going to read. Section that would warrant integrated safety content or a safer architecture include:
 - [Board members](#): Most content should be behind a log-in.
 - Any reason [bylaws and minutes](#) aren't behind a log-in?
 - [HPDE insurance](#) should be a prominent tool on the front door?
 - All email links should point to club alias addresses, not personal ones.
 - Set up a PCA RR Google Group to facilitate email aliases, email lists, etc.
 - [About](#) page should have a line about safety being key to all our events and drives.
 - New "How to Plan a Route" (placed behind log-in) page would link to the scheduler, with enhanced safety content.

Items for Discussion: none

Concours Director's Report (Jerry Gladstone)

The Zone 7 Concours Co-chairs sent the recently completed Zone Concours Manual. Also, attended a group telephone call of Concours Directors on Sunday, February 23rd.

Zone has completed a consensus manual and is having judges training.

Action items (to do list):

1. Form a small committee to help with arrangements and other planning. (Trainee in preparation for 2021 Concours)
2. Secure a group of 6 volunteers to support the event on the day of the event with the duties of car welcome and placement, registration, score sheet runner, score tabulations, etc.
Craig, Chip and Rick volunteered to be on the committee. Kurt will do car placement. Stacey and Brian will help on the day of the event. That is 6.
3. We need a spectacular flyer by the beginning of June.
Ledson made a spectacular flyer last time. Stacey will work on flyer.

4. Creation and distribution of promotional material for a variety of newsletters, newspapers, websites, der Reisenbaum, social media, etc. We want to attract the public to the Winery and to the Concours.
5. Need to decide on an entry fee. Fee decided at \$40.
6. Prefer to have MSR sign ups with late entry at the door for +\$10 fee.
7. Prepare the MSR site.
8. Work with Ledson to determine food options. Ledson will provide Breakfast. Bagels and such.
9. Try to get a special car or two from Porsche Marin. Rick suggested not only a zoomy car like a Taycan, but an SUV that would be of interest to the general public.

Submitted by Jerry Gladstone, February 21, 2020

Communications Director's Report (Stacy O'Connell) submitted 1/27/2020

- Added all new members to new member and dR mailing lists in Constant Contact
- Sent Welcome New Members email on 1/27/2020
- Created Run for the Crab flyer
- Sent Run for the Crab email 1/27/2020

der Riesenbaum Editor's Report (Andy Cole)

- nothing to report

Items for Discussion: none

Webmaster's Report (Interim: Chip Witt) Submitted 2/23/20

- Updated graphics and links for near-term events (removed "Run for the Crab", added "Hoppy Porsche Brewery Tour") on red.pca.org
- Invested about 50 hours of work on a new club website since the last board meeting. The results of the effort are visible at <https://redwoodpca.org> (note: this is a new URL). A message from a member of PCA National's Website Committee regarding website security and the lack of an SSL certificate on our current site prompted me to accelerate my plans to build a new site for our region. See the project slide deck below (animate GIF) or at [https://www.dropbox.com/s/r4j9ldrmx27ktu6/2020 Redwood Region Website Redesign.pptx?dl=0](https://www.dropbox.com/s/r4j9ldrmx27ktu6/2020%20Redwood%20Region%20Website%20Redesign.pptx?dl=0).



- While there is still some archival/historical data to move, I have rebuilt and streamlined the entire site; it's not perfect by any means, but if you look at it from various devices (desktops, tablets, and mobiles), you'll note a marked improvement in general information conveyance and look/feel over our old site. I took some liberties, made some unilateral calls, and generally went maverick in the interest of time. We've been waiting for four years for a new site, and it has continued to get stalled in people being polite, death by committee, and, of course, folks being too busy. I'm passionate about this, so just did the damn thing. Figured far better to ask for forgiveness now than to let the project die another slow death by asking for permission as I built it out.
- I have also doubled-down on security aspects. Not only do we now have a dynamic Wordpress platform on which to share responsibility for maintaining the site over time, this dynamic platform is abstracted from the delivery of the resulting content to the world...and only runs when we are editing content. The rest of the time, content is converted to static files and delivered securely...super fast from a content delivery network. In simplest terms, this avoids the security concerns that often come with using a platform like Wordpress, which tends to become a target to hackers due to the very characteristics that make it so useful for content creation. Not only is this a very smart practice, it is a practice high-end security companies tend to use to "have their cake and eat it too" in terms of balancing the needs of fun, accessible content development and overall platform (and content) security. Better still, as hosting goes, is extremely cost-effective
- We are also meeting National's requirements, and have an SSL certificate on this new site. So, there's that. :)
- Nothing good ever comes without a down-side. Unfortunately, because red.pca.org is what is known as a "sub-domain" of pca.org, continuing to use it is not possible with these new changes. PCA National supports Wordpress, but I found their available

deployment and security options did not meet my requirements. I explored some DNS trickery to redirect the old domain to the new site, but they are using very old DNS tooling, and it does not support what is required. The good news in this is that we can gently begin pointing folks to the new site from the old one when we desire, as we can keep both up simultaneously for as long as is necessary.

- Should we throw the new website redesign in for consideration in the National Website Contest? Deadline is February 28.
- Feel free to use form on main page of website or email redwood.webmaster@gmail.com directly to request changes and/or provide feedback on the new site (again, at <https://redwoodpca.org>).

Items for discussion:

- None

Webmaster is not going to be contracted out. Chip is handling

Goodie Store Manager's Report (David Bunch):

- Nothing to report

Items for Discussion: none

Sponsorship Coordinator's Report (Rick Duste):

- currently have 3 Gold sponsors: Porsche Marin, Hi Tech and Autobahn
- currently have 3 Bronze Sponsors Pro Shop, TRC and Whitman
- revised what they get for each level

Items for Discussion:

- discussion to define email blasts to see what subset will contain sponsor logos: not resolved
- clear documentation needed for which sponsor wants to provide their own logo for us to copy and which wants us to handle it
- total sponsorship dollars is over the course of a year and not a lump sum
- decision needed to decide which sponsors sponsor which event. what can Autobahn sponsor. suggestion of them taking the Cloverdale Car show.
- Ledson is listed on the new website for the Concours event in September.
- Stacey will work with Drew on timing slips.
- Now with logos on every page of the website , we will be able to provide metrics.
- Rick gave a list of he things that need fixing on the sponsor page to Chip

Charity/CASA Report (Craig Steele):

- Nothing to report, I did it in my past president report

Items for Discussion: none

Submitted February 23, 2020

Social Media Report (Kurt Fischer):

- Nothing to report

Items for Discussion: none

Meeting adjourned at 9:19 PM by President Chip Witt.