

Redwood Region – Porsche Club of America
January 2020 Board Meeting
Board Reports and Meeting Minutes

In attendance (8): President Chip Witt, Secretary Alan Geddes, Treasurer Jerry Gladstone, Past President Craig Steele, Membership Director Tom Short, Communications Director Stacy O'Connell, der Riesenbaum Editor Andy Cole and Sponsorship Coordinator Rick Duste. **Guests (1):** Linda Duste

Absent (5): Vice President Ben Davoren, Autocross Director Greg Matsumoto, Safety Director Brian Cooley, Social Media Director Kurt Fischer, Goodie Store Manager David Bunch.

Meeting called to order at 7:02 PM on January 28, 2020 by President Chip Witt at Mary's Pizza Shack, 121 San Marin Drive, Novato.

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

President's Report (Chip Witt):

- Welcome Rick Duste to the Board as our appointed 2020 Sponsorship Coordinator.
- Thanks to Kim Powers for her time as Redwood's Webmaster. She stepped down as of the end of 2019 due to other commitments. I will serve as interim webmaster until such time as we find a replacement volunteer or outsource the responsibility.
- Jerry Gladstone will take leadership responsibility for the Concours Committee as the appointed 2020 Concours Director (in addition to his duly elected position as Treasurer).
- **EC MOTION: I move that, in addition to changes just mentioned, all other appointed Board seats remain as assigned in 2019. Seconded by Jerry and unanimously approved.**
- Attended One One Fun Run! Still the best way for starting a new year...new decade I can imagine. Happy New Year!
- Coordinated flyer, insurance, email blast, and advertisement of Autobahn Automotive Tech Session on 1/25.
- Updated Board page on website for 2020.
- Attended great tech session at Autobahn Automotive on 1/25. 21 Redwood attendees, including several new faces. Zach at team went through an oil change on a 991, a brake job on a Cayenne, and a center-lock wheel removal and pre-purchase inspection computer diagnostics dump on a 997.2 GTS.
- Other website updates: Pushed fliers for Run for the Crab, Z7 Concours Judges School, and Z7 AX & Concours 2020 schedule. Added January 2020 dR link. Cleaned-up some older items off of main page.
- Sent sponsor graphics requirements and proposal for placement/use for primary, secondary, and event sponsorship levels to Rick.

- Note: I will be travelling for business for 3/31 and 4/28 board meetings; these meetings will be run by Ben or will be cancelled.

Upcoming Events

- February 22 - Run for the Crab!
- February 25 - Redwood Board Meeting
- March 7 - Hopy Porsche Brewery Tour
- March 15 - Zone 7 Concours Judges School & Prep @ Livermore
- March 21 - Equinox Tour (Location TBD)
- March 31 - Redwood Board Meeting

Items for Discussion:

- None

*Submitted by Chip Witt, **January 26, 2020***

Meeting temporarily adjourned at 7:40 PM, and resumed at 8:10 PM.

Vice President's Report (Ben Davoren):

- Thoroughly enjoyed the September 15th RR Autocross #2 at Sonoma Raceway
- Attended the Gualala Hotel Lunch Run
- Led the meandering but ultimately successful drive from Porsche Marin to the Union Hotel in Occidental for our Annual Meeting
- Reviewed a list of cycling events for next year for our planning meeting to try to avoid same-route conflicts
- Updated the red.pca.org event calendar and related MSR sites to provide details for the:
 - 10/5/19 Gualala Hotel Lunch Run (rescheduled from April)
 - 10/20/19 Union Hotel (Occidental) annual meeting
 - 11/9/19 Two Birds Cafe Run
 - 12/14/19 Holiday Party at Strawberry Point (Lighthouse Cafe)
 - Monthly meeting dates, all now confirmed for the last Thursday each month at Mary's Pizza Shack Novato
- Gathered information for and now from the Calendar Planning meeting 11/21/19, updates on red.pca.org calendar in process
- Attended the Autocross Appreciation luncheon 11/23 at Mary's Pizza Shack Petaluma

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
- Digesting the Zone 7 leadership presentation information obtained by Past President Steele into new ideas for our region

*Submitted by Ben Davoren, **November 24, 2019***

Treasurer's Report (Jerry Gladstone):

This is the year end report for 2019.

- The “books” for 2019 have been closed. Bottom line: Redwood’s cash assets are \$63,408.56 which is \$5,059.05 more than last year’s close.
- Assets are divided between a First Republic Bank checking account (\$20,962.04), a First Republic CD (\$42,064.95) and a West America checking account (\$431.57).
- The West America Checking account balance will be transferred to the First Republic checking account this month.
- There is still inventory in the Goodie Store valued at \$1,266.92. David Bunch is cataloging the remaining items; we will have to make a decision on disposition.
- We donated \$2,500.00 to CASA, \$2,500.00 to the Redwood Food Bank, and \$1,000.00 to Paws for Purple Hearts in December 2019.
- The subsidy for the 2019 Holiday Party was \$4,104.47.
- Additional details in dropbox under Treasurer/2019.

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 detail (balance sheets, profit & loss statements, etc.) please contact the Region Treasurer. This is the report for the first three weeks of January 2020:

- All WestAmerica accounts have been closed and the balances transferred to First Republic.
- The records in Quickbooks have been corrected to fix a couple of small errors.
- Filed IRS Form 990-N for Year 2019 (non-profit tax reporting).
- Secretary of State Information Form (SI-100) not due as filing requirements are every two years if there are no changes (filed last year, same officers, etc.).
- Worked with Sharon Castle, et. al. on event pricing and T-shirts for the Run for the Crab.
- Paid \$150 deposit to the Station House Cafe: breakfast run.

Action Items:

- The annual audit of the “books” is due.
- The 2020 “Redbook” is as complete as I can make it without any assistance. There are sections that I cannot write. **Needed - website, social media accounts.** We need to determine how this information will be kept - **memory stick?**
- Need to decide on what to do with all the old Goodie Store inventory. Still waiting on David Bunch for a listing as of this month.
- Both the Redwood Region Procedures Manual and Bylaws need to be reviewed for possible updates. **Each person review their portion. Jerry and Chip to assign.**

Submitted by: Jerry Gladstone, January 6, 2020 and January 25, 2020

Secretary's Report (Alan Geddes, January 3, 2020):

- Nothing to report

Items for Discussion:

- none

Secretary to coordinate minutes publishing with webmaster.

Past President's Report (Craig Steele):

- Pouring House Footing on 1/9/2020
- Attended Holiday Party and One One Tour

Items for Discussion: see my Charity/CASA report

Submitted by Craig Steele, January 6, 2020

Membership Director's Report (Tom Short - SUBMITTED JAN 20 2020):

	DEC 2019	2019
Primary Members - Open	658	637
New Primary members:	8	74
Transfer In	0	
Transfer Out	1	
Non-renewal	7	
Renewals	33	
Primary Members – Close	658	

Affiliate Members	382
Total Members	1030

New Members: DECEMBER 2019

Name	City	Porsche
Steve Dodge	Sonoma	2020 911 Carrera 4S
Charles Spezzano	Novato	2018 Macan Black SUV
Kevin Kirkbride	Napa	2011 Cayman S White Coupe
Adam Pospiech	Tychy	1986 944 red
John Inson	Sausalito	2013 911 Carrera S Cabriolet GT Silver Cabriolet
John Wilkinson	Sonoma	2005 911 Carrera
Bruce MacKay	Sonoma	2003 911 Carrera Ocean Blue Coupé
Jake Heath	Woodside	2015 911 GT3 Agate Grey Coupe

Items for Discussion (and voting):

1. Dual Membership policy
 - a. Last discussed in 2017
 - b. National states there is no official dual membership policy - each region handles it their own way.
 - i. Some charge an additional fee, some don't recognize dual at all
 - c. This is potentially an issue for us because of restrictions we place on access to AX, member subsidies from the club for events, and subsidies/funding from National based on our membership level.
 - d. We don't get a lot of requests for dual memberships, but it does come up a few times a year.
 - e. Prior to me taking over, it was tracked and reported.
 - f. **Item for discussion and voting:**
 - i. Should we modify our existing membership policies to include a provision for dual membership?
 - ii. If we do, should we charge an additional fee?
 - iii. If we do, should we provide dual members with a complimentary name badge?

After discussion, Board agreed to offer region-recognized dual membership for the cost of a Redwood Region badge (\$14), and availability of nationally recognized dual membership through application at national office (cost \$50).

2. Transfer members: new badges policy
 - a. By definition, a transferring member is one who is an existing PCA member who is transferred from their current region into Redwood Region.
 - b. Our current procedure for issuing new badges is to issue them to new PCA members who are assigned to Redwood Region by National upon joining PCA, based on their zip codes. At the beginning of each month I get a report that includes a list of new PCA members in our region, which I use to order name badges that I send to new members at no charge.
 - c. **Item for discussion and voting:** should we give complimentary name badges to existing PCA members who transfer into Redwood Region? **Agreed to by Board (see motion below).**
3. Membership info on our website
 - a. Some regions have a dedicated membership page with navigation from the main page menu.
 - b. Membership page includes details on both National and region membership, including cost, application process and link, and region policies/procedures.
 - c. **Item for discussion and voting:** should we build out our membership page, and provide top-level navigation to it in the main menu of our website? **Yes. Chip to assist.**
4. Standardize magnetic fastener?

- a. 76 new members in the last 12 months (OCT2018-SEP2019)
 - b. Base badge cost is \$12 - pin fastener only
 - c. Magnetic fastener upgrade adds \$2 per badge
 - d. Total additional cost impact for one year estimated to be \$150-\$170.
 - e. **Item for discussion and voting:** should we standardize on magnetic clasps for complimentary name badges issued to new members, and absorb the annual cost of doing so of approximately \$150-170 per year? **Motion to give new and transfer members a complimentary badge with both pin and magnetic fasteners made by Tom, seconded by Chip and unanimously approved.**
5. New member: Jim Robison - idea re Rallying.
 - a. Jim has a lot of experience organizing these.
 - b. I found an example in Atlanta: <https://www.peachstatepca.org/Rally/16662> - sounds like fun!
 - c. Might be a great way to offer our members more ways to get involved.
 6. Membership Operations: region change requests
 - a. Every year a handful of members email me to request a change of region
 - b. PCA recently published a procedure for this, including an email address that members can use themselves to make this request
 - c. **Item for discussion and voting:** Should we update Redwood Region procedure manual to reflect the procedure for members to initiate a region change request with National PCA? **Yes.**
 7. Event idea: Gran Prix film screening at Hi Tec. 2/29?

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

- Nothing to report

Items for Discussion: none

Autocross Director's Report (Greg Matsumoto):

Officially appoint Drew and Stacy at Jan. mtg.

Items for Discussion:

*****-Appointment of Drew Powers as 2020 AX Director**

*****-Appointment of Stacy O'Connell as 2020 AX Co-Director**

Approved

Safety Director's Report (Brian Cooley):

- Quiet season for events and A/X that require safety attention.
- Will SVR handle *all* safety aspects of our proposed combo 2 day AX with them?
- Bringing up from last meeting's notes: New radio set was debuted at 9/15 A/X with only a couple of small glitches that have been solved. We need **headsets** to be made available for trailer staff who complained of too much noise to hear calls coming in from course or paddock at times. Will bring to the board's attention for authorization at next in person meeting.

- Past (missed) meeting notes:
 - Reviewed route for new run from Kaffe Mocha to Gualala Hotel, with a couple of small safety tweaks suggested.
 - Oversaw parking for Zone 7 concours.
 - 26 pre-registered, 22 of whom showed up.
 - 5 on site registrations arrived (not sure if they actually registered)
 - A handful of spectators arrived in Porsches as well.
 - Completed safety and clarity reviews and suggestions of both Oktoberfest and Union Hotel runs that were submitted to me.
 - New radio set was debuted at 9/15 A/X with only a couple of small glitches that have been solved. We need **headsets** to be made available for trailer staff who complained of too much noise to hear calls coming in from course or paddock at times. Will bring to the board's attention for authorization at next in person meeting.

Concours Director's Report (Jerry Gladstone, acting director)

By popular demand, Redwood Region's Zone 7 Concours will return to the Castle at Ledson Winery in Santa Rosa. We are planning on making this our best concours ever with sponsorship from Ledson Winery. The gates will open for entrants and helpers at 7:00 am on Sunday, September 20, 2020 allowing enough time for last minute detailing before the 9:00 am start of judging. Awards will be spectacular, etched glass bottles of fine Ledson wine which will include Redwood Region's 50th Anniversary, Zone 7's and Ledson Winery's logos – truly collectors' items. Lunch will be available pre-ordered and prepaid from Ledson's deli.

Prepared and published a small article in dR announcing the change in Concours venue. Been in further contact with Ledson to acquire a high resolution version of their logo. This will be displayed along with other sponsors as their valuable participation constitutes a sponsorship in-kind. Ledson principals were added to the dR distribution list.

Action items: (1) Forming a committee to help with arrangements and to work the event. (2) Securing an adequate supply and size of "cardboard" to place under cars to prevent dripping on Ledson's fancy patio surface. (3) Enhanced public publicity to get traffic to the event and Ledson Winery. (4) Arrange a "special car from Porsche Marin for display.

Submitted by Jerry Gladstone, January 20, 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

AX co-chair Report (Stacy O'Connell) submitted 1/27/2020

- Received Greg's turnover list of action items on 1/27
- Created Google doc with the above for Drew and I to build from
- Planning on attending AX instructor school on Mar 7 in Livermore
- Requesting insurance for Doug Gale from Chip at board meeting on 1/28

Items for Discussion:

- None

der Riesenbaum Editor's Report (Andy Cole)

- Nothing to report
 - Items for Discussion: none

Discussed target publishing date as weekend of the second week of the month - approximately the 14th or 15th.

Webmaster's Report (Interim: Chip Witt) Submitted 1/28/20

- See President's Report for latest activity.
- Feel free to use form on main page of website or email redwood.webmaster@gmail.com directly to request changes.

Items for discussion:

- None

Goodie Store Manager's Report (David Bunch):

- Nothing to report

Items for Discussion: none

Sponsorship Coordinator's Report (Rick Duste):

We need to appoint a Sponsorship Coordinator for 2020. **Rick Duste appointed and welcomed by Board.**

Submitted November 19, 2019

Charity/CASA Report (Craig Steele):

- Have asked Nicole Weld to help me form a Charity/CASA committee
- We gave CASA a check at holiday party as well a separate check to Redwood Food Bank

- Brian Cooley and myself visited the Paws for Purple Heart facility and presented holiday auction check to director Matt Decker

Items for Discussion: none

Submitted January 6, 2020

Social Media Report (Kurt Fischer):

- Nothing to report

Items for Discussion: none

Meeting adjourned at 9:15 PM by President Chip Witt.