

Redwood Region – Porsche Club of America

April 2020 Board Meeting

Board Reports and Meeting Minutes

In attendance: (11) President and Webmaster (interim) Chip Witt, Vice President Ben Davoren, Secretary Alan Geddes, Treasurer and Concours Director Jerry Gladstone, Past President Craig Steele, Membership Director Tom Short, Autocross Director Drew Powers, Sponsorship Director Rick Duste, Safety Director Brian Cooley, Communications Director and Autocross Co-Chair Stacy O'Connell, Social Media Director Kurt Fischer, Guests: none.

Absent : (2) der Riesenbaum Editor Andy Cole, Goodie Store Manager David Bunch.

Virtual meeting called to order at 7:07 PM on April 28, 2020 by President Chip Witt via Zoom Video Communications.

Motion to approve the February 2020 Board Reports and Meeting Minutes was made by Ben, seconded by Kurt and unanimously approved.

President's Report (Chip Witt):

- Ordered PCA insurance for 5/3 (this was cancelled) and 11/22 AX events w/ TrackMasters at Sonoma Raceway (Doug Gale as additionally insured per 2019 events).
- Enjoyed participating in the Hoppy Porsche Brewery Tour on 3/7.
- Provided Andy w/ the March President's message (and published to website) related to initial response to COVID-19 pandemic on 3/14.
- President's Message email blast re: COVID-19 developments out (w/ Stacy's help) on 3/26.
- Updated website with COVID-19 developments and May 3rd AX cancellation on 4/1.
- Emailed the Board to request check-in updates, report the AX cancellation, and to suggest virtual meetings for AX and 4/28 Board Meeting on 4/1.
- Former Redwood Region member, Past President, and der Reisenbaum editor, Tony Mazzagatti reached out via current Redwood Member, Vince Dattoli on 4/13. Tony's been in Las Vegas for the last 15 years as owner of The900Series Motorsports. They're Porsche specific and have recently hit the airwaves on the Motortrend channel in a sort of reality show called The900Series. It began airing at 4am PDT on Saturday's. They're at <https://the900series.com/> if you'd like to have a peek. He's looking for charities to sponsor on the show, and thought some of ours may be worth highlighting. Wants to discuss this and possibly contributing to dR with a "where are they now" or "blast from the past" type update article, as many in the region likely still remember him. I would like to hand-off follow-up to Craig Steele (charities) and Andy Cole (dR).
- April President's Message for dR to Andy (and published to the website) on 4/16.
- Setup Zoom for 4/28 RR Board Meeting on 4/20.

- Posted RR AX Virtual Happy Hour flyer, President's Message, and new dR issue to website and setup Zoom for RR AX Virtual Happy Hour on 4/21.
- Requested Stacy honor Collin's 4/22 request and send email blast re: Yosemite Region Food Drive on 4/25 to Redwood members. From Brian Sturke, YOS President, following the event, "Hey Redwood Region—a quick shout out to Joe Muscat who made the drive over this morning from Redwood City!" Although I don't believe Mr. Muscat is a Redwood Region member (Redwood City isn't in the Redwood Region, despite the name), it's nice to hear the event went well. Event and Zone-wide participation had the eyes of and received kudos from Cindy Jacisin, PCA National VP.
- Watched the PCA Sim Racing Series 4 final event on 4/24 (began watching the weekly races in mid-March) and the virtual races held for the California Festival of Speed Online event on 4/26, all via YouTube. Although the PCA sim racing program has been around for over a year (as has the SCCA's eSports program), virtual racing has really taken off during this brief time of having no real life on-track events. John D'Angelo, Former Zone 7 Concours Chair and still current LPR member represented the Zone well in the Rookie Class starting with race three of Series 4. I've enjoyed watching it enough that I've invested in a modest sim rig and joined the PCA league. I have been following along with the intention of having an entry in the Series 5 races scheduled for September/October. Series 5 will have participants racing the Porsche 718 Cayman GT4 Clubsport (Series 4 was the Porsche 911 RSR), and race one will be at the virtual WeatherTech Raceway Laguna Seca.

Upcoming Events

- All in-person club events cancelled at least through May 3rd.
- May 2nd - Zone 7 Presidents' Meeting will be conducted over Zoom (PCA National President will be present to provide us w/ a state of PCA amid the pandemic) - I will be attending to represent Redwood Region.
- May 3rd @ 17:00 PDT - AX Virtual Happy Hour via Zoom
- May 16th - Station House Run (planned)
- May 17th - Zone 7 Concours LPR @ Fremont (planned)
- May 26th - Redwood Region Board Meeting (planned in-person, virtual if not)

Items for discussion:

- Kevin Buckler @ TRG / Adobe Road Winery has reached out regarding a virtual wine tasting. Concept is for attendees to buy two (or more bottles ranging from \$45 to \$78 per bottle) ahead of the event, join a Zoom call w/ winemaker, Kevin, and some special car-centric guests (Spencer can do virtual hot laps, etc.). More info here from a recent event they conducted: <https://mailchi.mp/7437248db8fd/join-us-for-a-virtual-tasting-with-the-racing-series-on-saturday-april-18th-836032?e=03c7f5a13b>. High cost w/ gamble of not getting to taste before one buys. Need to discuss whether or not the idea is truly viable. Chip/Ben to get back to Kevin and his team later this week/early next.

- Other event ideas?

Submitted by Chip Witt, April 28, 2020

Vice President's Report (Ben Davoren):

- Enjoyed the 35th Anniversary celebration of Hi-Tec Auto and March's great Hoppy Porsche Brewery Tour just before the shelter-in-place order hit
- Updated (with others) the red.pca.org event calendar and related MSR sites to provide details for the following, acknowledging that this is all very tentative:
 - Sad cancellation of 5/3 Autocross
 - 5/16 Station House Run
 - 5/30 Far Niente Winery Morning Tour (details still pending)
 - 6/13 J Fritz Winery Tour
- Supported Lisa Davoren and Jerry Gladstone hashing out the details for our 2020 Holiday Party, to be at the newly-renovated Flamingo Hotel December 12. Obtained verbal agreement for return of the band Void Where Prohibited for the party
- Obtained verbal agreement from GM of Porsche Marin for them to have a Taycan available for display at planned Ledson Concours; Ben, Rick Duste and Bill Lamphere still need a date to get together

Items for Discussion:

- Wondering if we have enough club members with garages of their own to build a tour (idea stolen from February's Panorama)

Submitted by Ben Davoren, April 26, 2020

Treasurer's Report (Jerry Gladstone):

- CA Secretary of State required new Si-100 and \$20 filing fee, done.
- First interest payment on First Republic CD=\$197.62
- Continuing to pay Randy Gibbons \$55.00 per month for AX Trailer parking.
- Net "profit" from 2020 Crab Feed = \$854.72
- Contract in place with Flamingo for 2020 Holiday Party. Paid \$2,150 deposit to hold date. Contract allows full refund if event must be canceled due to the pandemic.
- Received business license from the City of Sonoma for Porsches on the Plaza.
- No contact with Fritz Winery regarding planned event, no contact with Ledson Winery regarding Zone 7 Concours.
- Prepared MSR for May 3rd virtual AX Happy Hour.
- Attended 3 MSR webinars where they introduced new or revised tools. Had some email correspondence with the founder of MSR as he contacted me as a "power user" and a member of the 1200 club – I have logged into MSR 1200 times!
- Did a concours-worthy detailing on my Porsche -- now all dressed up with nowhere to go!

Submitted by:
Jerry Gladstone, Treasurer
April 25, 2020

Secretary's Report (Alan Geddes, April 28, 2020):

- Nothing to report

Items for Discussion: none

Past President's Report (Craig Steele, April 28, 2020):

- I have a Charity committee of one, Nicole Weld, we were discussing ideas about club participation events when we were forced into shelter in place.
- One idea, I like pursuing is a Porsche ride with Vets from the Paw for Purple Hearts

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):

- See der Reisenbaum for February and March Membership Reports.

Items for Discussion: none

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

- Station house Cafe canceled
- Porsche's on the Plaza may be canceled - could do virtual version.

Items for Discussion: none

Autocross Director's Report (Drew Powers): submitted 4/20/2020 (Drew)

- Stacy created a flyer for a Zoom meeting for our AX crowd in place of our 5/3 AX that has been canceled.

Items for Discussion:

- John Leet of SVR has asked if Redwood would be interested in doing another split weekend at Thunderhill in addition to our October Zone event. He has taken the deposits from the canceled SVR events and has used that to secure more dates at Thunderhill in the hope that things will be back to normal come July. Currently the new reserved dates are July 4th and 5th and July 18th. John asked if we would like to split the 4th/5th weekend or if we wanted to rent the 19th which is currently available turning that weekend into a 2 day event.

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

- (NOTHING NEW FOR APRIL)
- PAST NOTES:
- 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)

See Treasurer's report (above).

Communications Director's Report (Stacy O'Connell)

- Nothing to report

Items for Discussion: none

der Riesenbaum Editor's Report (Andy Cole)

- As mentioned in this month's dR, Andy is soliciting pictures of your cars - Andy will feature them in dR.

Items for Discussion: none

Webmaster's Report (Interim: Chip Witt) Submitted 4/28/20

- See President's Report for most recent website update notes.

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
- Rick staying in touch; no pressure on billing.

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, April 28, 2020):

- 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 8:30 PM by President Chip Witt.