

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

In attendance: (9) 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, Social Media Director Kurt Fischer, Guests: none.

Absent : (4) Communications Director and Autocross Co-Chair Stacy O'Connell, Safety Director Brian Cooley, der Riesenbaum Editor Andy Cole, Goodie Store Manager David Bunch.

Virtual meeting called to order at 7:03 PM on May 26, 2020 by President Chip Witt via Zoom Video Communications.

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

President's Report (Chip Witt):

- Followed-up on setting up the charity spotlight for Paws for Purple Hearts on “The 900 Series” (details, EC vote, charity decision, and getting them the contact info and collateral required from us to facilitate the segment). We will get details on when it airs (or is going to) as well as any on-demand social networking links to include on the website after it airs.
- Attended 4/30 “PCA Event Ideas during COVID-19 Webinar” and sent a summary to the board
- Checked-in w/ Jerry Gladstone re: trophy inventory and usage plans for Concours or Porsches on the Plaza
- Attended Zone 7 Presidents Meeting Webinar on 5/2. Lots of discussion around keeping membership safe, engaged (content from 4/30 webinar was reviewed), and hopeful with plans on how we will account for social distancing needs as event restrictions begin to lift. e-Waivers are in the works (National is working with insurance companies), which are likely one of the bigger obstacles to “COVID-safe” events. National President, Tom Gorsuch, joined the meeting to speak with us.
- Joined the Zoom for the Redwood Region AX Virtual Happy Hour on 5/3. Great fun to see everyone and spend a little time to catch-up. Stacy O'Connell and Drew Powers did a great job leading the call.
- Renewed Calendarwiz subscription (thanks for the reminder, Ben!) and passed the invoice along to Jerry for recording in our books.
- Website updates: Updated COVID message, AX Happy Hour write-up, May issue of dR, REFB donation write-up, May President's Message, and Jan/Feb board meeting minutes.

Upcoming Events

- May 30 - Far Niente Breakfast Tour - CANCELLED

- June 7 - SVR Zone 7 Concours - MOVED TO September 13
- June 11 - 14 - Shasta Zone 7 Tour - CANCELLED
- June 21 - 27 - Porsche Parade 2020 in Palm Springs - CANCELLED
- June 30 - Redwood Region Board Meeting (live or virtual)

Items for discussion: none.

*Submitted by Chip Witt, **May 24, 2020***

Vice President's Report (Ben Davoren):

- Participated in the virtual Autocross post-party on Zoom on 5/3 and found it worked quite well given that we all knew each other
- Updated (with others) the red.pca.org event calendar and related MSR sites as needed but no new events scheduled
- Attended the virtual Zone 7 Presidents' meeting 5/2 and learned both interesting and mundane information about events, insurance, subsidies and by-law reviews
- Attended a well-run Gimmick Rallye virtual meeting 5/19 and got some ideas about how to set up both competitive and non-competitive rallye courses

Items for Discussion:

- Judge interest for 'no-contact' rallye (basically a set of instructions with puzzles, points of interest clues and themes where driver/navigator teams can do this on their own and submit answers/selfies to see if they got it right, without a get-together at the end so uninsured)
- Noted per Rick Duste that GM at Porsche Marin has changed so prior verbal commitment to vehicles at Concours (if still going to happen) to be renegotiated

*Submitted by Ben Davoren, **May 24, 2020***

Treasurer's Report (Jerry Gladstone):

- Received an email from Fritz Winery acknowledging cancellation of our event due to Covid-19. They are very disappointed and invited us to hold the event at a future date.
- Still no response from Ledson Winery about the September Concours.
- Redwood Region donated \$2,500.00 to the Redwood Food Bank for Covid-19 relief.
- Wrote a short article about the Food Bank donation for dR.
- Submitted a note about the donation for posting on the PCA website in the "Members Making A Difference" section.
- Wrote a story for possible inclusion in dR recalling the Firestorm loss of my 993 Coupe and subsequent acquisition of a 718 Boxster S.
- Continuing to pay Randy Gibbons \$55.00 per month for AX Trailer parking.

Submitted by:
Jerry Gladstone, Treasurer
May 24, 2020

Secretary's Report (Alan Geddes, May 13, 2020):

- Nothing to report

Items for Discussion: none

Past President's Report (Craig Steele, May 25, 2020):

- Nothing to report

Items for Discussion: none

Membership Director's Report (Tom Short - SUBMITTED MAY 15, 2020):

| | 2020 MAR | 2020 |
|--------------------------------|-------------|------|
| Primary Members - Open | 657 | 658 |
| New Primary members: | 3 | |
| Transfer In | 1 | |
| Transfer Out | 2 | |
| Non-renewal | 18 | |
| Renewals | 32 | |
| Primary Members – Close | 645 | |
| Affiliate Members | 379 | |
| Total Members | 1024 | |

New Members in April, 2020

| Name | City | Porsche |
|-------------|----------|----------------------------------|
| Chad Cristo | Tiburon | 1986 911 Carrera Targa Red Targa |
| Gary Bulger | Petaluma | 1986 911 Carrera Targa White |
| Nate Lowry | Petaluma | 2014 911 Carrera S Black Coupe |

Items for Discussion:

1. I was planning on traveling to the UK for a month or so, necessitating the need to hand off responsibility for distributing new member badges. Andy Cole offered to take this on for me. Subsequently my plans changed, so we no longer need to hand off this task.

Motion to reinstate the awarding of anniversary pins was made by Chip, seconded by Tom and unanimously approved.

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 & Stacy O'Connell): submitted 5/23/2020 (Drew)

- Himanshu from GGR and Dave D from LP are still in conversation with the Cow Palace for potential 2020 AX dates, if there are any they are not taking, I asked Redwood be given an option to consider before they release the dates
- Created flyer and conducted AX Zoom meet up
- Wrote dR article about the Zoom meet up, in it promoted the 2 remaining Redwood AXs of the year
- Reviewing John Leet's safety requirements for hosting an AX in the era of COVID (SVR is currently planning on conducting their June AX at Thunderhill, Drew is registered, Stacy contemplating)

Discussion about status of autocross trailer - storage, no truck to haul, should we sell if no resolution to autocross site issues?

Safety Director's Report (Brian Cooley):

- (NOTHING NEW FOR MAY)

Items for Discussion: none

Concours Director's Report (Jerry Gladstone)

See Treasurer's report (above).

As noted above, no recent contact from Ledson regarding 2020 Concours.

Communications Director's Report (Stacy O'Connell) submitted 5/25/2020

- Added all new members to new member and dR mailing lists in Constant Contact
- Sent Welcome New Members email on 5/25/2020
- Bounced emails suspended or contacted to remove from Constant Contact list
- Created email for Yosemite Region charity food drive (sent 4/22)

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

May issue was published this last Sunday. High open rate of 50% in the first three days.

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

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

Items for discussion: none

Goodie Store Manager's Report (David Bunch):

- Nothing to report

Items for Discussion: none

There have been ongoing discussions about liquidation of obsolete inventory. To be continued.

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 on which sponsors to 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 the things that need fixing on the sponsor page to Chip

Discussion about the new General Manager at Porsche of Marin, Mike Weibel. It is hoped that he will maintain the renewed relationship initiated with the prior GM.

Charity/CASA Report (Craig Steele, May 25, 2020):

- Nothing to report

Items for Discussion: none

Submitted February 23, 2020

Social Media Report (Kurt Fischer):

- Nothing to report

Items for Discussion: none

Meeting adjourned at 8:12 PM by President Chip Witt.