

Redwood Region – Porsche Club of America
March 2021 Board Meeting
Board Reports and Meeting Minutes

Approved 4-27-2021

Attendance:

EC

Present	Absent	
(X)	()	President - Ben Davoren
()	()	Vice President - Vacant
(X)	()	Secretary/Sponsorship Coordinator - Rick Duste
()	()	Treasurer - Vern Rogers
(X)	()	Past President/Webmaster - Chip Witt

Committees

Present	Absent	
(X)	()	Autocross Director - Drew Powers
(X)	()	Autocross co-chair/Communications Director - Stacy O'Connell
()	()	Concours Director - Vacant
(X)	()	Events and Social Media Director - Kurt Fischer
(X)	()	Membership - Tom Short
()	()	Safety Director - Brian Cooley
()	()	der Riesenbaum Editor - Lisa Davoren
()	()	Goodie Store Manager - Vacant

Guests

Greg Maissen (HiTec)
Sonia Frank
Howard Foster

Call to Order:

Virtual meeting called to order at 7:02 PM on March 30, 2021 by President Ben Davoren via Zoom Video Communications.

Approval of Minutes:

Motion to approve the February 2021 Board Reports and Meeting Minutes was made by Chip Witt, seconded by Kurt Fischer and unanimously approved.

President's Report (Ben Davoren)

- Attended the Zone 7 President's Meeting. Most items emphasized overall President responsibilities, liability protection, and national structure although each Region in the Zone is having similar problems to us in terms of incomplete Boards. The best suggestion was from LPR who has had good success 'grooming' members to become interested in leadership by creating committees for the main Board tasks
- Created the Goat Rock Run for 3/27, extremely well-attended, most importantly by 12 new members who all seemed to have a good time. Great support from our leads and sweeps!
- Purchased 50 Redwood Region PCA logo black cotton masks, distributed at the Goat Rock Run
- Established initial agreement with Martorana Family Winery for a Sunday tour in spring/summer that will include them closing the winery/cave to just our group for 2 hour tasting and lunch
- Followed up with Secretary Duste on venues for our planned Holiday Party for December 11 and agree that the Heirloom Cafe / Sally Tomatoes location is a good fit for our group. Confirmed with the 2019 party band "Void Where Prohibited" that they would be available for that date

Discussed dates for Martorana Family Winery event, decided on July 18 due to conflicts with June & August dates.

Items for discussion:

- Confirm contract for Sally Tomatoes / Heirloom Cafe for Holiday Party

Submitted by Ben Davoren, (date)

Vice President's Report (Vacant)

- No report

Treasurer's Report (Vern Rogers)

- No report

Submitted by: Vern Rogers, (date)

Secretary's Report (Rick Duste):

- Holiday Party Venue - Agreed to assist President Ben with finding a location for the 2021 Holiday Party in Sonoma County since the VP position is vacant and generally a VP task. Contacted large number of venues in Petaluma, Rohnert Park, and the general Santa Rosa vicinity. Some already booked for 2021 due to rolling over events from 2020, a couple were not hosting "private" events this season, some were too small or the layout did not allow us to have dining, dancing and music all within the same physical space, a number did not respond to numerous requests, and many were too expensive, including the Flamingo which more than doubled their price compared to our 2020 agreement claiming they have remodeled the ballroom and have raised pricing. Windsor and Petaluma Golf Courses were within our price range. Identified

Sally Tomatoes/Heirloom Cafe within the SOMO Event Center in Rohnert Park. Pricing inline with our historical party expenses in the past which would enable the club to retain its historic \$75 pricing and keep the clubs subsidy in line with past years. Has character and includes stand up bar, fireplace, stage for band, and separated from other event space within the facility. Ben and Lisa Devoren toured the facility with Linda and Myself on Monday 3/15. Ben and Lisa agreed we should secure the space for Dec 11 before it gets booked.

Submitted by: Rick Duste (3/18/2021)

Past President's Report (Chip Witt)

- Nothing to report

Tried to reach known charities. Missed calls. Pursuing to find out what they are doing, opportunities for members to participate/contribute.

Submitted by Chip Witt (date)

Membership Director's Report (Tom Short)

	2021 FEB	2021
Primary Members - Open	651	651
New Primary members:	4	69
Transfer In	0	
Transfer Out	0	
Non-renewal	13	
Renewals	33	
Primary Members – Close	638	
Affiliate Members	362	364
Total Members	1000	1015

New Members in February, 2021

Name	City	Porsche
Derek Meyer	Novato	2020 911 Carrera
Amanda Kreklau	Petaluma	2015 Macan S white
Rita Alonso	Santa Rosa	2002 Boxster S COLBALT BLUE CV
Marco Boujebha	Novato	2006 Cayman S Silver

Stacy brought up who is contacting new members. Tom is sending a welcome letter, Stacy is sending a welcome email. Ben reaches out with a welcome email and invite to reach out to him. Stacy suggested not duplicating emails and will send links to Ben to be included in his email.

Submitted by Tom Short (3/30/2021)

Event's Coordinator's Report (Kurt Fischer)

- No report

Submitted by Kurt Fischer (date)

Autocross Director's Report (Drew Powers & Stacy O'Connell):

- Opened registration for 4/18 event @thunderhill, currently at 51 registrants (5 redwoodies)
- Working on payment detail needs and insurance
- Course submitted

Items for Discussion

- Update from Doug Gale
- Potential conflict with LPR August date

Submitted by: Stacy O'Connell 3/30/21

Safety Director's Report (Brian Cooley)

-

Submitted by: Brian Cooley (date)

Kudos to Brian for coming up with conducting drivers meeting over in-car FM radio for Goat Rock event. Worked well.

Concours Director's Report (Vacant)

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Sonia reported she reached out to Ledson and received a confirmation back they want to do the September Concours event. Kurt indicated he would follow up to firm up date. Ben indicated Zone Concours folks do the judging, providing some of the manpower. Will coordinated an introduction between Sonya to Simone from Zone.

Submitted by: (date)

Communications Director's Report (Stacy O'Connell)

- Created Goat Rock flyer
- Updated AX flyer
- Monitored email bounces
- Adding new member to database and sending new member email

Submitted by: Stacy O'Connell (3/30/21)

der Riesenbaum Editor's Report (Lisa Davoren)

- No report

Submitted by: Lisa Devoren (date)

Webmaster's Report (Interim: Chip Witt)

-

Submitted by: Chip Witt (date)

Updated Covid message. Adding MSR link for Thunderhill AX.

Goodie Store Manager's Report (David Bunch)

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Submitted by: David Bunch (date)

Sponsorship Coordinator's Report (Rick Duste)

- It's time to engage sponsors for 2021 now that we have some events scheduled for the year. In reviewing the past sponsorship packages, it appears some of what they are promised we have not been providing. Example: Logos will appear on event route sheets. Prior to engaging, would like to review what we are offering, make sure it is feasible, and then engage with what we include with the different levels.
- Jim Robison is working with President Ben on a couple TDS (time-distance-speed) rallies. He intends to obtain sponsors for the Rally's. Discussed with Jim coordinating engaging any current sponsors and well as wineries (Kurt Fischer and Bob Hall) so we don't create any confusion with sponsors.

Items for Discussion

- Review past sponsor commitments and decide what we will offer for 2021

Submitted by: Rick Duste (3/18/2021)

Discussed continuing with 2019 Sponsorship offering, work with Kurt to get sponsor logos on drive maps.

Charity/CASA Report (Chip Witt):

- (See past Presidents report)

Submitted by: Chip Witt (date)

Social Media Report (Kurt Fischer):

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Submitted by: Kurt Fischer (date)

New Business:

- Ben discussed forming committees. Events (including non BOD members), Holiday Party, and Concours.
- Ben discussed engaging new members at events. Incumbent of BOD members.
- Find a May/June event similar to Goat Rock concept.

Meeting adjourned at 8:44 PM by President Ben Davoren.