

Redwood Region – Porsche Club of America
March 2022 Meeting
Board Report

Attendance:

EC

Present

X	President	Ben Davoren
X	Vice President	Rick Duste
X	Secretary	Craig Steele
-	Treasurer	Vern Rogers
-	Past President / Webmaster	Chip Witt

Committees

Present

X	AX Director Co-Chair	Drew Powers
X	AX Director Co-Chair/Communications Director	Stacy O'Connell
-	Concours Director	Vacant
X	der Riesenbaum Editor	Lisa Davoren
X	Events & Social media Director	Kurt Fischer
-	Goodie Store Manager	David Bunch
X	Membership Director	Tom Short
X	Rally Director	Jim Robison
-	Safety Director	Brian Cooley
X	Sponsorship Coordinator	Jeff Hall

Guests: Paige Gains, Paul Simmons, & Brad Williams

Quorum is 6 out of 11, 10 present

Call to Order:

Virtual and physical meeting called to order at 7:02 pm on March 29th by President Ben Davoren via Zoom Video Communications and at Mary's Pizza, Novato.

Approval of Minutes:

Motion to approve the February 2022 Board Reports and Meeting Minutes was made by Tom Short, seconded by Jim Robison and unanimously approved.

President's Report (Ben Davoren)

- Worked with Rick Duste on mechanics of MSR and CalendarWiz site updates for events
- Chiseled away at the outstanding pieces of the Bylaws review
- Drove as lead for the group on the extremely well-attended Rancho Nicasio mid-week tour, 61 people attended
- Updated MSR sites for upcoming events for April (Tour to Union Hotel 4/9 and Flying Lizard Race Day 4/16)
- Obtained PCA insurance for our events through April
- Quick update on our ridewithgps.com Club account: we now have 81 members signed up so this appears to be a popular addition

Items for discussion:

- Speedwaiver as our preferred default versus paper versus a hybrid (issue is that speedwaiver links do allow for 'backdoor' entries onto MSR). Is there a reason to change the current hybrid model?
- The issue is that guests signing up using speedwaiver are missing out on their contact information, meal choices and if you paid your fees. There is going to be further discussion to develop a solution to better see guests and attendees contact and choices data in MSR
- Jeff Hall and company are setting up a meeting with MSR to solve these issues
- Nominating committee should be stood up to help with Board membership planning now that COVID restrictions are hopefully decreasing.
- Our Bylaws (final version pending) state:
The Executive Council, by unanimous vote, shall appoint a Nominating Committee consisting of an active Past President and two voting members of the REGION. The Past President will chair the committee...No member of the Nominating Committee may be elected to an office in the same year in which he or she serves on the Nominating Committee. The Nominating Committee is responsible for nominating a slate of officers to serve in the following term... the Nominating Committee shall recommend to the Executive Council at least one, preferably two, or more candidates for each elected Officer position.

NEXT STEPS

- Staff the Nomination Committee per the by-laws, start early on looking for EC replacements
- Nominating Committee starts processing all solicited candidates
- Run Ad for leadership positions and the committee processes and acts on candidates
- Ben to run an ad for nominating committee member and reach out to the past president to get one of them to chair the committee
- Board is very interested to understand why so many members attended the Wed am tour, maybe a survey to discover that question

Submitted by Ben Davoren (3/26/22)

Vice President's Report (Rick Duste)

Midweek event proved to be popular.

- 59 cars (40 in Group 1, 19 in Group 2)

- 77 people Not all stayed for lunch. Approx. 13 indicated they would not be eating.
- Due to shortage of leads/sweeps, groups were large (3 groups)
- As Ben mentioned, Speedwaiver functionality enables people to enter even after the event closes. It also did not capture their run group choice as a result.
- Have begun searching for a 2022 holiday party location. Keeping with north/south rotation each year, searching south locations.
- Stood in for President Ben at Zone 7 Presidents meeting in Roseville on February 26th. Of interest:
 - National membership up 6.6% for 2021, 145,000 members
 - Zone 7 had a 4% increase in membership in 2021.
 - Valley clubs experiencing significant growth in 2021, folks moving from the Bay Area. Diablo up 7%, Shasta up 5%,
 - Concours judging clinic scheduled for May 1st
 - Let's confirm so we can add to the calendar.
 - Chip gave presentation on Sim Racing
 - Money available to regions 30-60 days advance notice to apply
 - \$750 if in conjunction with a charity event
 - \$500 for multi-region competitive event
 - \$500 for new member social
 - 4000 "incidents" on tours/per year
 - INCIDENTS: If major, call Ken Laborde immediately 24/7 at 504-460-5500
 - Certificate of insurance should be "physically" at the event
 - Waiver must be maintained for 95 months, Separate minor for minors, "parant" must be present when waiver signed (in person only, not electronically)
 - New drone standards coming April 4th. Drone usage will have to be approved by National and authorization number issued. Some of the requirements will include:
 - Pilot must be licensed per FAA FAR 107
 - Signed contract with region
 - \$5MM insurance with PCA and Region as additional insured
 - Signs notifying attendees
 - Visual observer provided by Region
 - Only used on perimeter, may not overfly cars
 - Video must have published statement and authorization number embedded on video

Items for discussion:

- Future Midweek Tours (potentially May and August), May 18th [Calistoga] was suggested
- Addition of separate run Group 2 in future events?
- Should we offer option on all tours to sign up but opt out of eating/participating at destination [ie. just do the drive only]?
- Rick to organize a WED, May 18th event in Calistoga

Submitted by Rick Duste (3-24-2022)

Treasurer's Report (Vern Rogers)

- Region finances are stable.
- I am continuing to do the Treasurer role for now, but would very much like to be replaced in the position.
- Board members have been sent the current Balance Sheet and P&L in an email

Items for discussion:

- First Republic Bank CD matured on 3/21/22 and has rolled over into another 6 months of investment.
- Quickbooks Desktop Pro is being obsoleted soon. It appears that current versions no longer do lifetime licensing, and we will be forced into a subscription model where we pay either monthly or yearly.

Submitted by: Vern Rogers (3/28/22)

Secretary's Report (Craig Steele)

- Met with Stacy and Rick via a zoom meeting on March 2nd, we discussed a number of digital tools which at this date, I am still working to understand
- Have completed my task of selecting the Wine Pairing Rally route, Jim is now adding the finishing touches to our April 23rd event
- Was Ben's sweep for Rancho Nicasio Midweek Tour group 1 and managed to lose my flock for about 15 minutes, we reconnected in Marshal.
- Planning for the Ironstone Concours is coming along, our next meeting will be Thursday 3/24 at noon in Petaluma

Items for discussion:

- There is a lot I must learn to get a better handle on my responsibilities
- Our Midweek tour was a screaming success

Submitted by: Craig Steele (3/22/2022)

Past President's Report (Chip Witt)

- Unable to join for March meeting due to a conflict with presentation of a Region Focus webinar
- Nothing to report here; please see "Webmaster's Report" below.

Items for discussion:

- None

Submitted by Chip Witt (3/27/22)

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

- Redwood AX#1 is coming up on Sunday May 15th at Thunderhill. It will be part of a shared weekend with SVR, which is hosting Saturday. Saturday will be ZONE AX#3 and Sunday will be ZONE AX#4.
- Waiting on a response from Doug Gale about our possible July and November dates at Sonoma Raceway
- Stacy will open registration for the May event in early April

Items for Discussion:

- SCCA is still in talks with Sonoma Raceway about paving a new lot. Sonoma's focus is Lot 2. Everyone else's focus is Lot 13.
 - Lot 2 is a kind of awkward shape, but usable. Though not much larger than the paddock. Attendance would likely have to be capped at 50 due to space. We would not be able to charge a premium price for entry. \$50-\$75. If we assume the low side to try to drive attendance, that will give us a break-even point of \$2500 for a site rental.

- Lot 13 is much larger, and we could charge a premium price for it. \$75-\$100. We would not have to cap attendance and should target 100 cars. Figuring the \$100 entry fee, that gives us a break-even point of \$10k. Though that is a big target and may not be realistic at first, especially without opening it up to groups outside of PCA. I anticipate that if we can get Lot 13 paved, Sonoma will likely be looking for \$6k-\$8k per day.
- There was lot of discussion, and we are looking forward to next updates on Lots 2 and 13 paving
- Blacklisting problem attendees
 - This was discussed with a lot of examples and what remedies were available, after the meeting Tom Short weighed on information, he got from PCA and other HR colleagues

Submitted by: Drew Powers (3/22/22)

Charity/CASA Report (Chip Witt):

- Nothing to report

Items for discussion:

- None

Submitted by: Chip Witt (date)

Communications Director's Report (Stacy O'Connell)

- Nothing to report.

Items for discussion:

- None

Submitted by: Stacy O'Connell (3/28/22)

Concours Director's Report (Vacant)

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Items for discussion:

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Submitted by name (date)

der Riesenbaum Editor's Report (Lisa Davoren)

- Thank you to all who turned in their submissions on time. We have a new recurring column from Bobby Cole called Bobby's Bericht. I encourage all submissions of articles or photos. Deadline is the 5th as always.

Items for discussion:

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Submitted by: Lisa Davoren (3/24/22)

Event's Coordinator's Report (Kurt Fischer)

- April 9th and April 16th event are on track
- Brad Williams reported Flying Lizard is ready and PCA MotorSports will have their hospitality van available to tour Yokohama tires tour next door as well
- Kirk and Jeff are approaching one of our sponsors to reschedule Movie Night

Items for discussion:

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Submitted by Kurt Fischer (date)

Goodie Store Manager's Report (David Bunch)

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Submitted by: David Bunch (date)

Membership Director's Report (Tom Short)

	2021 FEB	2022 YTD
Primary Members - Open	674	669
New Primary members*:	9	12
Transfer In*	2	2
Transfer Out*	0	-3
Non-renewal*	-9	-22
Renewals*	29	
Primary Members – Close	681	
Affiliate Members	372	374
Total Members	1053	1043

* YTD numbers are total through last report. Primary and Affiliate number counts are as of Jan 1, 2022.

Transfers In From Other Regions February, 2022

Name	City	Porsche	Previous PCA Region
Dale Cochran	Napa	1999 911 Carrera Blue Coupe	Alpine Mountain (ALP)
Sam Plough	Napa	2002 911 Turbo	Diablo

New Members in February, 2022

Name	City	Porsche
Don Lebuhn	Sonoma	1982 911 SC
Othmar Stubler	San Rafael	2022 911 Turbo S
Jared Clevenger	St. Helena	1966 912
Aaron Kenney	Santa Rosa	2022 718 Spyder
Christina Chadsey	Napa	2018 Panamera 4 E-Hybrid
Chris Holman	Napa	2017 911 Turbo
Gerald Bradley	Santa Rosa	2019 911 GT3
Mark Berardi	Petaluma	2022 911 Turbo S
Wyeth Goodenough	Ross	2022 911 GT3

Items for discussion:

- None

Submitted by Tom Short (3/28/2022)

Rally Director's Report (Jim Robison)

March Rally Report Redwood, the Region that Rallies

Two Lake Rally, Last Saturday

- 100 miles with start and finish in Napa
- 15 cars registered, 13 started
- 7 PCA (\$25) and 8 non-PCA (\$30)
- 5 locals from Redwood Region, 10 from other regions or distant locations
Including an SCCA National Champion navigator
- Trophies to top 3 cars for both driver and navigator
- Revenue = \$415. Expenses = \$162. Profit = \$253

Wine Pairing Rally, on Saturday April 23rd

- Craig Steele Rally master
 - Picture Perfect Rally
- Gimmick rally starting in Graton and finishing in Windsor
- 66 paved miles in the Sonoma County wine country
- Good beginners rally, with no traps and easy-to-follow directions
- \$25 per car for PCA members and \$30 for non-Porsche people

White Horse Rally, on May 21st

- Rally master: Jerry Wachtel
- TSD starting in San Rafael and finishing in Windsor
- About 105 miles of paved roads in Sonoma County

Alternate Route Rally, on June 18th

- TSD with a choice of following a paved route or a gravel route
- The start and finish are in Dixon
- Might be co-hosted with the Sacramento Valley region.

There and Back Again, on July 16 & 17

- Two-day TSD with an overnight stay at the Twin Pines Resort and Casino in Middletown
- The start and finish location, and entry fee to be determined
- Rally master needed

Saturday August 13th

- Available for a TSD or gimmick rally
- Rally master needed

Cloverdale Rally, on September 10th

- In conjunction with the 28th annual Cloverdale Car Show
- Rally master needed

Oktoberfest Rally, on October 8th

- Rally master: Jeff Hall
- TSD with GPS checkpoints

Items for discussion:

- Combine a tour and a simple TSD rally? Pros and cons? Comments?

Respectfully submitted by: Jim Robison (3/29/22)

Safety Director's Report (Brian Cooley)

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Items for discussion:

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Submitted by: Brian Cooley (date)

Social Media Report (Kurt Fischer):

Items for discussion:

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Submitted by: Kurt Fischer (date)

Sponsorship Coordinator's Report (Jeff Hall)

- Winery Sponsorship Idea
- Hi-Tec Movie Night

MURPHYS/IRONSTONE CONCOURS WEEKEND

- Dates: Sept 22-25
- Task Force: Met on 3/24 to continue to plan/finalize all various aspects
- 32 attendees in 16 cars (1/3)
- 6 rooms left
- Speedwaiver for entire event

Redwood Region Events

- Thurs/Fri Tours to Murphys
- BBQ lunch in Copperopolis
- Friday/Saturday morning Tours throughout Calaveras County

The Ironstone Concours

- Corral for attendees
- Tailgate Party
- More information on Points of Interest, Attractions, etc. to follow. We have contacted Ironstone Winery Event planning to help with the corral and tailgate party

Items for Discussion - Submitted by Jeff Hall (3/29/22)

Webmaster's Report (Interim: Chip Witt)

- March content updates complete on 3/17/22
- New "Events" menu update; sub-items include Autocross, Rally, Tour, and each reference past events/posts in that area of interest (previously, Autocross was its own top-level navigation element, and no dedicated space was provided for other event types). Thanks to Jim Robison for the suggestion.
- Participated as a judge in the 2022 PCA Website Contest; leveraged the opportunity to survey multiple regional sites to get some insight into some future changes that will streamline information conveyance and bring our site into more complete compliance with PCA standards in several key areas. I will be working on noted required improvements in Q2.
- Have the names of three Redwood members interested in taking over webmaster responsibilities; each has general knowledge required for basic site maintenance and their own expectations re: the time commitment required. None are a perfect match for the site in its current state (securely hosted with statically generated content from a containerized, isolated, on-demand WordPress instance). As such, I am setting aside some time this Spring to plan a migration back to PCA provided infrastructure (still WordPress, but on the PCA dime and under their administrative control) to reduce the technical requirements for the position prior to moving forward with any transitions.

Items for discussion:

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Submitted by: Chip Witt (3/27/22)

New Business:

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Meeting adjourned at (8:33) by President Ben Davoren