

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

ATTENDANCE

Executive Council (EC):

Present

X	President	Ben Davoren
X	Vice President	Rick Duste
X	Secretary	Eileen Gaines
X	Treasurer	Rona Blevins Stefani
-	Past President / Webmaster	Chip Witt

Committees:

Present

X	AX Director Co-Chair	Drew Powers
-	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
-	Membership Director	Tom Short
X	Rally Director	Jim Robison
-	Safety Director	Vacant
X	Sponsorship Coordinator	Jeff Hall

Guests: Rex Simmons, Brad Williams, Sean ____?, Paige Gaines, Dave Bunch, Sharon Niedel, Sharon Castle Rogers

Quorum is 7 out of 12, ACTUAL PRESENT: 9

CALL TO ORDER:

Virtual and physical meeting called to order at (7:00 pm) on 9/27/2022 by President Ben Davoren via Zoom Video Communications and at Mary's Pizza, Petaluma.

APPROVAL OF MINUTES:

Motion to approve the August 2022 Board Reports and Meeting Minutes was made by Jeff Hall), seconded by (Rona Blevins Stefani) and unanimously approved.

President's Report (Ben Davoren)

- Want to acknowledge the untimely passing of one of our most valued members over the past 16 years, Bob Schoenherr, and hope there is some way that we can acknowledge his contributions, especially to the Autocross Program, in the near future
- The Executive Council accepted Secretary Steele's resignation as current interim Secretary while we welcome Eileen Gaines as Acting Secretary for the remainder of this calendar year. Thank you Craig for your many years of incredibly dedicated service to our club whether it was as an officer, a tour leader, or just offering your assistance when nobody else would volunteer
- Confirmed Collin Fat, our Zone 7 PCA Representative, can assist in our information-gathering and decision-making process regarding a potential Sonoma-based Treffen in 2024.

Items for discussion:

- Promote attendance of all candidates for next year's offices at the Annual Meeting on October 8th
- Treffen Decision-making process; timeline and minimum requirements.
 - Q1. What is the likelihood that we can get help - if we find we need it with months of advance notice - from other Regions in Zone 7? And if we do, who establishes "their cut" of the \$6000 that the region gets from National? (*It looks like it's up to us, just checking*)
 - Q2. In terms of identifying room blocks at 4 or 5 star hotels in the area: does National do the negotiating on that or is it a local region responsibility? (*I think the document suggests it is national but just wanted to be sure*)
 - Q3. Does the \$6000 from national preclude the region from other money-making activities during the Treffen? (*My bet is the answer is yes, but since Kurt noted that 15+ years ago we netted \$35K from region-based events prior to Treffen being instituted, I figure we should ask*). As a follow up to that question, does National control the options for other Porsche events (in particular gimmick and/or TSD rallies) as well as non-driving events (like balloon rides in the Napa Valley)?
 - Q4. Why did the Bend Oregon Treffen close registration before it was full and what are the implications for this proposed Treffen in Redwood Region?

NEXT STEPS:

- Will reach out to Alex Cheng about the remuneration piece of national event, prior presidents of regions who hosted national event and reconvene as board to further discuss Redwood region's participation,

Submitted by Ben Davoren (09-25-2022)

Vice President's Report (Rick Duste)

- Worked with Sharon Castle Rogers to find date for non driving social gathering and set up MSR page

Items for discussion:

- We need to identify the charities we will provide funding for this year, and identify any events that specifically called out the event funds would be provided to "X" charity. Porsches-On-The-Plaza was one, are there any others?
- Identify those to be invited to December Holiday Party (sponsors, charities, ??)

Submitted by Rick Duste (09-26-2022)

Treasurer's Report (Rona Blevins)

FINANCE REPORT

Financial Statements to be distributed at meeting and posted as an exhibit at end of meeting minutes

(Not for printing in the newsletter or posting on our website)

Items for discussion:

- MSR wants our K1 updated. Right now MSR shows Jerry Gladstone as owner and PO Box in San Rafael. Should I update with PO Box in Santa Rosa and anybody else's name?
- Deering Construction is not cashing checks...any thoughts?
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Submitted by Rona Blevins Stefani (09-27-2022)

Next Steps: Update MSR ownership info to Vern Rogers?

The autocross trailer is currently be stored at Deering Construction in Santa Rosa, a discussion ensued about relocating the trailer which Drew Powers will Investigate and let the board know options or resolution.

Secretary's Report (Eileen Gaines)

- Craig Steele has submitted resignation to Ben

NEXT STEPS:

- Eileen Gaines will assume all responsibilities for the Board Secretary beginning immediately

Items for discussion: None at this time

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Submitted by Eileen Gaines (09-27-2022)

Past President's Report (Chip Witt)

- Due to a work commitment, will be unable to attend the September 27, 2022 Board Meeting
- Due to another commitment, will be unable to attend the Annual Members Meeting on October 8, 2022.

Items for discussion:

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NEXT STEPS:

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Submitted by Chip Witt (09-27-2022)

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

- Registration opened last week for our 2nd Thunderhill event of the year. As of Monday, we had 18 registrants. Reminder email for our AX and Sequoia's was sent this morning at 9 am.

Items for discussion:

- Our ax events are currently not searchable on MSR. I believe this is an historic decision that we still follow. Brant, the zone AX chair, reached out asking why? LPR and SVR AX events are public. GGR's track days are but not AX. We can use drivers, so I propose we open the event as public and if we don't like the response, we can make it private.
- Will we have Redwood board folks joining our AX on Oct 23?
- Doug Gale at Trackmasters has reached out asking if we would be interested in running an AX at Sonoma Raceway in the paddock on Sunday November 20th. His original November date was the 7th, but has apparently been pushed back to the end of the month.
 - Drew will be out of town that weekend so will be unavailable to help with an event if we choose to do one.
 - It is late in the month so it will be cold and there will be limited light available for course set up and running.
 - Given the proximity to Thanksgiving, attendance may be difficult to get.
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NEXT STEPS: Discussion on our AX events being searchable by the public on MSR. It was considered that the radial dial might not be being clicked to allow public communication so check with Stacy about the copying and pasting info to see if that will fix the private vs public filter.

- It was discussed to not have an AX event on November 20 this year due to the timing and supporting crew not being available.

Submitted by Drew Powers & Stacy O'Connell (09-26-2022)

Charity/CASA Report (Chip Witt):

- Recommend that we place CASA, Paws for Purple Hearts, and Redwood Empire Food Bank on the list of charitable contributions for our end-of-year at donation levels consistent with prior years. Given economic times are getting tougher for folks, remaining steadfast in our commitment to the Community is the responsible thing to do if we are financially able.
- Recommend that we extend invitations to attend our Holiday Party to CASA and Paws for Purples and cover meal / attendance costs for their designated representative and a plus one. I can handle reaching out with the invitations if all agree.

Items for discussion:

- In addition to moving on the above recommendations, do we want to pursue any sort of "toy drive" associated with the Holiday Party (or not) as we've done in years past? Is there opportunity to do something creative with the idea around a rally or some event other than the Holiday Party? I am happy to take input and kick things off if this is something we want to pursue.

NEXT STEPS:

- Ben, Vern, Chip and Rona will get together to discuss the club's charitable contributions for the upcoming future.

Submitted by Chip Witt (09-27-2022)

Communications Director's Report (Stacy O'Connell)

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Items for discussion:

- There is a look and feel for our flyers and I propose that we adhere to this style for all flyers going forward. I am available to create them if I'm given some lead time of a few days or so.

NEXT STEPS:

- Stacy was unable to attend this meeting and feedback was that the flier that was mentioned was not accessible to view. We will ask Stacy to help us see the flier so they can begin to be used as there are several events that we would like to have these created for.

Submitted by Stacy O'Connell (09-26-2022)

Concours Director's Report (Vacant)

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Items for discussion:

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NEXT STEPS:

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Submitted by (name) (mm-dd-2022)

der Riesenbaum Editor's Report (Lisa Davoren)

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NEXT STEPS: Lisa requested that those writing articles for the past periods events please submit them by 10/5/22 to be included in the October edition.

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Submitted by Lisa Davoren (09-27-2022)

Event's Coordinator's Report (Kurt Fischer)

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Items for discussion: Porsche Concourse 10/2/22

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NEXT STEPS: Kurt has the volunteers set for this event and registration is good.

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Submitted by Kurt Fischer (09-27-2022)

Membership Director's Report (Tom Short)

MEMBERSHIP REPORT:

Items for discussion:

- none

Submitted by Tom Short (09-27-2022)

Rally Director's Report (Jim Robison)

- Harvest Moon, Sept 10, our first night rally.
 - 7 cars: 4 Porsches, a VW, a Mazda Miata, and a BMW 2002.
 - Start at Auto Sport Detailing, our new sponsor.

- 60 miles, good Porsche roads, many not used recently on tours or rallies, but all roads look different after dark. Heavy fog along the coast, but everyone stayed on the road and no one was seriously late to a checkpoint.
- Only 3 checkpoints, so scores were to the nearest 1/10 second.
 - One car got a zero, and two others were within a second!
- Trophies only 2-deep, but a blue ribbon was given to the youngest navigator, age 7.
- This was our last Monte Carlo rally for the year.
- Revenue: Revenue \$140, awards \$97.20, net \$42.80.
- Run for the Money, Oct 8
 - Gimmick rally to the Annual Membership Meeting.
 - A rally alternative to the tour to the meeting.
 - 44 miles, well-defined route with “look for” gimmicks, like Picture Perfect and Wine Pairing.
 - Start in Petaluma with a safety meeting at 9:00; finish at the Annual Meeting location about 11:30.
 - Email me if you would like to pre-run the rally.
 - Last rally of the year.

Items for discussion:

- Palm Springs Porsche Parade, June 18 – 24
 - Zone 7 Rally to the Parade, June 17
 - Modified Monte Carlo format
 - Start in Santa Nella about 8:00 AM (about 160 miles from Santa Rosa)
 - About 500 miles and 10 to 12 hours including lunch stop & breaks
 - Would need commitment from the Board, Zone 7 & Regions

Submitted by Jim Robison (09-24-2022)

Safety Director’s Report (Vacant)

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Items for discussion:

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NEXT STEPS:

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Submitted by (name) (mm-dd-2022)

Social Media Report (Kurt Fischer):

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Items for discussion:

- A request was made to send out a social media notice about the Women's Driving Tour on 10/23/22 that will include the Redwood Region and other regions so our club has advance notification on this popular event for registration.

Submitted by Kurt Fischer (09-27-2022)

Sponsorship Coordinator's Report (Jeff Hall)

SPONSORSHIP Update

- Porsche Marin Follow-up
- New "GOLD" Sponsor
 - Santa Rosa Auto Body
- Misc.
 - Contract
 - Formal invoice
 - Car storage facility event/promotion

MURPHYS/IRONSTONE CONCOURS WEEKEND Sept 22-25

- Recap - The Ironstone Concours d'Elegance Weekend was a success
 - 38 Members / 19 cars / 3 from Diablo
 - 4 Successful Tours going to and while in Murphys
 - All member dinner - MHH knocked it out of the park
 - Impromptu tailgate thanks to the Lawtons
 - Corral and lanyards added to the enjoyment of the event
 - 11 Rooms booked for next year!
- Thank-you gift for Anna Sass

Submitted by Jeff Hall r (09-27-2022)

Webmaster's Report (Interim: Chip Witt)

- Auto Sport Detailing banner ad completed and posted on site as of September 10, 2022
- Normal weekly updates for the month to post der Riesenbaum links and update ads for events.
- Board Member page updated with data for shift in Treasurer role
- Removed all phone numbers for board members from the Board page to reduce incidents of "smishing" (SMS text phishing) attempts.
- Have not received "clear" word on a final version of a flier and timing for placement of it on the website to support the "No Drive Social" or "Sonoma Womens Touring Drive and Social" events put forth by Sharon Castle. Once we have fliers (if indeed we

need them to appear on the site), I need confirmation they are final-copy so I can schedule posting them.

Items for discussion:

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NEXT STEPS:

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Submitted by Chip Witt (09-27-2022)

NEW BUSINESS:

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Meeting adjourned at 8:37pm by President Ben Davoren