

**Redwood Region – Porsche Club of America**  
**February 28, 2023 Meeting**  
**Board Minutes**

**ATTENDANCE**

**Executive Council (EC):**

Present

x	President	Vern Rogers
x	Vice President	Sharon Neidel
x	Secretary	Eileen Gaines
x	Treasurer	Rona Blevins Stefani
x	Past President	Ben Davoren

**Committees:**

Present

	AX Director Co-Chair	
x	AX Director Co-Chair/Communications Director	Stacy O'Connell
x	Concours Director	Essy Fariab
x	der Riesenbaum Editor	David Bunch
x	Events & Social media Director	Kurt Fischer
x	Membership Director	Jeff Hall
	Rally Director	
x	Safety Director	Rex Simmons
x	Sponsorship Coordinator	Jeff Hall

**Guests:** Rick Duste, Dannen Goetz, Joe Burroughs, Rosa Fariab, Ann Marie Trione, Don Nohai, Sandy Steele, Craig Steele, Sharon Castle Rogers, Karen Sherman

**CALL TO ORDER:**

Virtual and physical meeting called to order at (7:15pm) on (February 28, 2023 )by President Vern Rogers via Zoom Video Communications and at Mary's Pizza, Petaluma. A quorum was achieved.

**APPROVAL OF MINUTES:**

**There were no minutes to approve as the previous meeting of October 2022 minutes had already been approved.**

**President's Report (Vern Rogers)**

- Big THANK YOU to Sharon Neidel, Rona Stefani, Eileen Gaines for your support while I was unable to fully assume the duties of President!
- Enrolled Jeff Hall and Essy Fariab in their new Board positions
- Attended Crab Feed on 2/18 - THANK YOU to all Board members who made this event successful.
- Designed and ordered business cards for Jeff Hall and myself. I will bring mock-up to the board meeting.

Items for discussion:

- Vision for 2023
  - Rules of decorum – only one person speaks at a time
  - Board reports – text not to be read by submitter at meeting, only items for discussion
  - Do better for our volunteers
    - Document volunteers at each event
    - Have an appreciation party
  - More mid-week and Sunday events
  - Non-Driving Socials
  - Clear procedures for publicizing events (perhaps a small committee should be formed)
    - Flyer Creation – Style Sheet Instructions
    - List of folks who can build MSR events
    - List of folks who can send out MSR emails
    - List of folks who can send Constant Contact blast email
    - Who needs business cards?
- Confirmation of Appointed Directors
- Parade June 18-23 in Palm Springs – Caravan of Redwood folks?
- Spring 2024 Treffen - We have been officially selected

**NEXT STEPS:**

Sandy Steele and Karen Sherman were willing to assist Stacy on creating flyers. A motion was brought by Craig Steele to approve new appointed Board members, motion was seconded by Sharon Neidel. Motion was approved.

Board members who wanted business cards for their use were in discussion with Vern to follow the format that he did for his president's cards.

As Jim Robison has resigned from the Rally Director position, a recruitment for a new director will begin and other vacant positions to be recruited.

Craig Steele, Kurt Fischer and Rex Simmons are willing to be points of contact for Ride with GPS.

Submitted by Vern Rogers (2-19-23)

### **Vice President's Report (Sharon Neidel)**

Our first two events of 2023 have been well attended and successful. A big Thank You to Rona Stefani & Kurt Fischer for taking the lead on the Crab Feed as it was a very successful event.

Item for discussion:

#### Calendar Additions/Changes

- Rally #1 (3/25/23) has been canceled
- Zone AutoX weekend has been changed from 4/15-16 to 4/29-30. This now conflicts with the Auto Sport Tech/Tour/Social.
- Added the Zone Concours Schedule. Redwood is scheduled for 10/22

#### Upcoming Events

- Volunteer Appreciation Lunch should be rescheduled - I am willing to take the lead
- Brunch Runs - David Bunch would like to start the brunch runs again. Date and location to follow
- 4/1-2 Possible Corral at the Fanatic GT Races at Sonoma Raceway?
- 4/29 Auto Sport Tech / Tour / Social - date was moved to accommodate our sponsor. Jeff Hall will have a proposal for approval.
- 4/30 Redwood's Zone 7 AutoX at Thunderhill
- 5/20 Need budget and proposal for the Devil's Gulch Rally
- 6/3 Martorana Tour - proposal under Ben Davoren's report
- 6/17 Summer Solstice Dinner & Dance - Rex Simmons & Cheryl Lawton. Cheryl requested information required for a proposal. Rex is concerned about the potential cost. I have concerns on attendance as it would be the day most Parade attendees would be driving to Palm Springs.
- 9/10 - Transcendence Theatre Company - Karen Sherman will be in attendance with a proposal (I will bring copies) We will need to make a commitment to the deposit by 1st week of March with the balance due July 9. Cost is \$135.50 per person for reserved seating for the picnic, reserved parking, 2 glasses of wine and the performance. Members must make their own seating reservation thru a group

purchase link. We will need to arrive together for the parking so a pre-tour is an option.

We are responsible for filling 30 seats. Cost \$4,065.

Non-refundable deposit of \$1,422.75 (35%) will be needed early March

The date is not in her proposal but I believe she said it was the 1st week of March. Balance of \$2,642.25 will be due 7/9. It was my understanding we are not committed beyond the Non-refundable deposit which would be equal to 11 seats. These fees/requirements have been eliminated per Karen Sherman see additional information in "Next Steps" below.

- 12/9 - I have a lead on a site for the Holiday Party from Scott Peterson and should have more information for the next meeting.
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- **Next Steps:** Dannen Goetz explained the idea of SRO Motor Sports group that host racing events is having an event in April at Sonoma Raceway regarding a GT3 Porsche race event. Dannen has created a tentative flyer for this event that he hopes to get out to encourage our region's attendance to participate in the generalized Porsche corral. Corral is only on Sunday 4/2/23, event is all weekend. A possibility is this corral would be useful for a membership recruitment. Indigo car group is participating this event. A motion submitted to have a corral at this event by Sharon Neidel and seconded by Eileen Gaines. Motion was approved.

David Bunch suggested that all the board members have club membership applications for our region in their cars for recruiting new members.

Sharon Neidel and Sharon Castle Rogers will take the lead on rescheduling the volunteer appreciation event.

David Bunch is interested in organizing a brunch run on March 26 2023 to end at Point Reyes Station restaurant. A fee of \$ 45.00 per person was proposed. A motion was proposed by David and seconded by Rona for this event. Motion was approved.

Jeff Hall explained the 4/29/23 Tech Session at Auto Sport with a run out to the beach and then end at the Washoe House for a no host lunch. There is a fee for reserving the Washoe House with a \$ 10.00 per person. The club will absorb the MSR fee. A motion by Jeff to proceed with the event and seconded by Rex Simmons. Motion was approved

Jeff has suggested another event on May 10, a tour and wine & food pairing event finishing at Lynmar Estate. Jeff was able to get a discount by the winery but he is asking for an \$ 18.50 subsidy by the club to bring the cost to members \$ 45.00 to \$ 55.00 per person. A motion was put forth to charge \$ 55.00 per member by Jeff Hall, seconded by Sharon Neidel, motion approved.

Ben discussed the Martorana Tour on 6/3/23 proposed \$ 45.00 per person with the club absorbing the MSR fee. A small discussion ensued about charging different fees for different wineries but felt that this was reasonable based on the

winery prices. A motion was proposed for the Martorana Tour at \$ 45.00 per person, seconded by Jeff Hall. Motion approved.

Sharon Castle Rogers is willing to organize two mid week runs.

Joe Burroughs is proposing a run with an end at Muscardini Cellars in Kenwood. Fees would include around \$ 3240.00 ( need to buy at least 4 cases of wine) with 50 people fee would be around \$ 65.00 per person. Food would be tri tip, chicken with a food truck. Joe will report back with additional information.

Karen Sherman's suggesting an evening at Jack London State Park for a musical event. Picnic tables would be available with wine also choices are to pre order dinner, bring your own dinner or buy food from food trucks and the performance at \$ 135.00 per person. Transcendence will give our group a special link to reserve and order food directly from this group. Karen was able to get minimum fees eliminated by marketing our club to this theater group. A meet up and drive up together for parking to arrive at the same time. Transcendence will organize the seating based on our signing up. A motion by Sharon Neidel was put this event on the club calendar, seconded by Rona. Motion was approved.

Submitted by Sharon Neidel (2-25-23)

### **Treasurer's Report (Rona Stefani)**

#### **FINANCE REPORT**

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

Items for discussion:

CD Renewed, 11 months at 4.75%;

Tax exempt status has been re-applied for at the state level. Takes 7-8 months to hear back.

Taxes have been filed for 2022, plus filed on the state level for 2017 and 2018.

Attended the Region Finance Webinar put on by National. Learned a couple of things:

UBTI: Unrelated Business Taxable Income

In excess of \$1000, probably taxable

This includes sponsorships and income from non members attending events

Ways to mitigate:

1. Have sponsors donate gifts in kind.
2. If non members want to attend events, have a member sign them up through their account.
3. Charitable Gifts offset UBTI tax liability. (Where we have consistently been in compliance.)

Bank balance should not exceed 1 normal year operating expenses. Excess balances could affect tax exempt status.

Because of Phishing/Fraud attempts, a best practice is to not publish email or phone numbers of board members but to provide a “contact us form”. Not sure if we do that.

- Current reports attached at the end of the agenda. [P&L December 2022](#), [Balance December 2022](#), [P&L January 2023](#), [Balance January 2023](#).

Next Steps: There was a PCA financial webinar. It is taxable to us if we take in unrelated taxable income ie sponsors. In kind donations are not taxable. If we donate to charity more than our sponsors give to the club we will not be taxed.

Webinar also mentioned Phishing from our website and suggests that we “hide” our emails and telephone numbers, suggest a contact us form in lieu of having personal board contact info.

Submitted by Rona Stefani (02/21/2023)

#### **Secretary’s Report (Eileen Gaines)**

- Follow up on getting board members business cards.

NEXT STEPS:

- Vern has spoken to board members about these cards. Could members get a generic membership card?
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Submitted by Eileen Gaines( 2-25-23)

#### **Past President’s Report (Ben Davoren)**

I have initiated the process of succeeding Chip as the Charity Liaison for the club and will report back at the next meeting on our progress and planning for this year

Items for discussion:

- Request approval for the Martorana Tour, Lunch, and Tasting event for Saturday June 3rd with a member charge of \$45 (same as the last two years) and a cost to the club of \$45. This means there is a club subsidy of 5% for the MSR fees and a requirement to meet a 4 case purchase minimum. We have not been required to

purchase wine the past two years with this same requirement in place. With 50 attendees (the number we had the past two years), this represents ~ \$150 subsidy.

- Ben put forth a motion to have the event at \$ 45.00/person with a club subsidy of the MSR fees. This was seconded by Jeff Hall, motion approved.

NEXT STEPS:

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Submitted by Ben Davoren (February 20 2023)

### **Autocross Director's Report ( Stacy O'Connell):**

I've reached out to our contact Doug Gale from Trackmasters about potential dates but I'm not getting a response. I'll keep trying as dates he first mentioned are in October and November and can still be feasible to plan this far out.

Himanshu (AX chair GGR) inquired if Redwood would be interested in a Sonoma weekend with them through Hooked on Driving - we did this about 2 years ago and it worked well. The weekend is Sep 30/Oct 1, cost is \$2500 per day per club. Nothing is confirmed yet but if we are interested we can continue the conversation.

Items for discussion:

- Get approval for \$2500 expenditure for potential HOD weekend with GGR
- Stacy will check with Himanshu about conflict with Rensport weekend and this event to ascertain participation.

Submitted by Stacy O'Connell (Feb 28)

### **Charity/CASA Report (Chip Witt):**

[Thank you letters from charities](#)

NEXT STEPS:

- Submitted by Chip Witt ()

### **Communications Director's Report (Stacy O'Connell)**

- Completed a few flyers and event emails through Constant Contact.
- Met with David to review Constant Contact nuances for putting together the der Riesenbaum
- Developed a RR stationary template
- Shared Redwood style guide with board

Items for discussion:

- NEXT STEPS:

Submitted by Stacy O'Connell (February 28, 2023)

**Concours Director's Report (Essy Fariab)**

Items for discussion: Nothing to discuss

- NEXT STEPS: Vern will give to Essy, Dawn Carver's name and contact as she can help get food to the Concourse participants.

- Submitted by (Essy Fariab) ()

**der Riesenbaum Editor's Report (David Bunch)**

- Information about the newsletter we sent our 1231 newsletters between waves, 864 opened newsletters. 40 clicks were registered on links. This info will help our sponsors know information about clicks. Some did unsubscribe from the newsletter but that was departing members.

NEXT STEPS:

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

Items for discussion:

NEXT STEPS:

Submitted by Kurt Fischer ()

**Membership Director's Report (Jeff Hall)**

**MEMBERSHIP REPORT**

	<b>As of 2/28/23</b>
Primary Members	718
Co-members	382
New Primary Members*	18
New Co-Members*	5
Transfer In*	4



Transfer Out*	4
Lapsed*	19
<b>Total Members</b>	<b>1100</b>
*Numbers include Jan - Feb 2023	

<b>New Members in March</b>			
<b>Name</b>	<b>City</b>	<b>Porsche</b>	<b>Co-member</b>
Sean Mostafavi	Tiburon	2009 911 Carrera	
Matthew Pepin	Greenbrae	2019 Carrera 4	
Dennis Bell	San Rafael	2018 911 GT3 Touring	
Matthew Hyatt	Eureka	2000 Boxster S	
Lewis Blevins	San Rafael	2018 911 GT3	
Steven Holman	Windsor	2016 911 Carrera GTS	
<b>Members Transferring TO Redwood Region</b>			
<b>Name</b>	<b>City</b>	<b>Porsche</b>	<b>Transferred From</b>
Gary Eichinger	Berkeley	2009 911 Carrera S	Diablo
<b>Members Transferring FROM Redwood Region</b>			
<b>Name</b>	<b>City</b>	<b>Porsche</b>	<b>Transferred To</b>
Todd S. Greenhalgh	San Francisco	1986 911 Carrera	Golden Gate
Donald E. McGreevy	Danville	White 2013 Cayenne S	Diablo
Bert Nevins	Avila Beach	2005 911 Carrera S	California Central Coast
Bill Wade*	Yountville	2009 911 Carrera	Redwood
<b>Current Test Drive Subscribers</b>			
<b>Name</b>	<b>City</b>	<b>Expiry Date</b>	

John Osborne	Santa Rosa	6/30/2023
Reide Baxter	Kentfield	7/31/2023
Clayton Kirchoff	Napa	8/31/2023
Barbara Solomon	Sonoma & New York City	8/31/2023
Mark Bramfitt	Sonoma	1/31/2024
Terry Doyle	Mill Valley	1/31/2024
Keith Orlesky	Mill Valley	1/31/2024
Timothy Wood	Ross	1/31/2024

**Changes:**

- Immediate welcome email to new and transferring members
- Change “hope it gets there” badge mailing process
- Engage “Test Drive” participants
- Reach out email to “lapsed” members
- More general member engagement via phone, email, etc.
- Adherence to PCA Membership Chair Position Description

Items for discussion:

**AUTO SPORT DETAIL – The Devil is in the Details Event**

- Request approval for the Auto Sport Detail Tech Session, Tour and Lunch event for Saturday April 29<sup>th</sup>. Tech session will be a ninety-minute demonstration on ‘paint correction’ and proper maintenance/cleaning of your Porsche. A sixty-mile tour (Safety Dir. approved) to the coast and back will finish at the iconic Washoe House, in Petaluma, for lunch. Lunch will be “no host”. There will be a \$10.00 member charge to reserve the private 2<sup>nd</sup> floor special event space and bartender. There will be no cost to the club. This event will be limited to 30 cars.

**LYNMAR ESTATE – Tour and Wine Pairing Event**

- Request approval for the Lynmar Estate Tour and Tasting event for Wednesday, May 10<sup>th</sup>. Following a medium-length tour, Lynmar Estate will host our private event featuring their incredible wines paired perfectly with bites from their award-winning chef all in the serenity of their Redwood Grove!! The price of the event, typically, is \$100. Because of Jeff & Kathleen’s long-standing membership we were given a 40% discount. With a member charge of \$45 and given the discount, we will still need a subsidy from the club of \$15 per person. With a maximum of 50 attendees this represents a subsidy of \$750.

NEXT STEPS: Continue to seek best practice for mailing badges

Submitted by Jeff Hall (2/28/23)

### **Rally Director's Report (Jim Robison)**

I have submitted my resignation as rally director; this will be my final report. I look forward to assisting a new Rally Director to continue the traditions we have established over the past few years, and to retain our recognition in Zone 7 as "the Region that Rallies."

I plan to fully support three rallies in 2023: Devil's Gulch on May 20<sup>th</sup>, Mt. Diablo on July 29<sup>th</sup>, co-hosted with the Diablo and Golden Gate Regions, and Hot August Night on August 26<sup>th</sup>. (First Rally, on March 25<sup>th</sup>, has been canceled.) I encourage the Board to support the rally school on March 12<sup>th</sup>, co-hosted by Sacramento Valley and Diablo Regions.

#### **Items for discussion:**

1. The Board should discuss and decide if they wish to conduct road rallies in the future.
2. If so, the Board should take the necessary actions to recruit a new Rally Director.

### **Safety Director's Report (Rex Simmons)**

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Items for discussion:

NEXT STEPS: Nothing to report

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

### **Social Media Report (Kurt Fischer):**

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Submitted by Kurt Fischer ()

### **Sponsorship Coordinator's Report (Jeff Hall)**

#### **SPONSORSHIP Update**

- Five Gold Sponsors continue to be: Autobahn Automotive, Auto Sport Detailing, Hi-Tec Automotive, Santa Rosa Auto Body & Porsche Marin
- Looking for a mechanic/automotive shop in Napa

**Items for discussion:**

- Auto Sport Detail would like to use our PCA Redwood logo to print two large banners to display in their facility. As RR members they would like to actively recruit customers who are not already PCA members. Additional Panoramas to distribute. PCA hard copy applications.

Submitted by Jeff Hall (2/26/23)

**Webmaster's Report (Interim: Chip Witt)**

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NEXT STEPS:

Submitted by Chip Witt (10-2022)

**NEW BUSINESS:**

- Craig Steele qualified as a docent for the USS Hornet ship in Alameda. Is our club interested in attend the museum, flight room and deck tours? They also rent out state rooms for overnight stays. They are open Fridays to Mondays, for these events.
- David Bunch on the Goody store merchandise. Will put this item on the agenda for next month.  
Essy inquiring about car part/swaps, are these still happening?

Ann Marie Trione brought forth that she would be willing to open a discussion about food sensitivities for club events. Rona asked if we could utilize MSR to help participants identify food sensitivities and let caterers know. Sharon Neidel will look into getting this on MSR.

**Meeting adjourned at 9:21 pm by President Vern Rogers**

