

**Redwood Region – Porsche Club of America**  
**April 25, 2023 Meeting**  
**Board Report**

**ATTENDANCE**

**Executive Council (EC):**

Present

x	President	Vern Rogers
x	Vice President	Sharon Neidel
x	Secretary	Eileen Gaines
x	Treasurer	Rona 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
	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, Paul Stefani, Lisa Davoren, Craig Steele, Kimo Starmer, Karen Sherman, Brad Williams, Paige Gaines

**CALL TO ORDER:**

Virtual and physical meeting called to order at (7:12pm) on April 25, 2023, by President Vern Rogers via Zoom Video Communications and at Mary's Pizza, Petaluma.

**APPROVAL OF MINUTES:** Minutes from March 28, 2023 were motioned for approval by Ben D and seconded by Sharon N.

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

- Big THANK YOU to David Bunch and Sharon Neidel for creating and putting a Redwood and Zone event calendar at the top of our newsletter!
- Attended SVR's Crab38 event this last weekend along with Karen Sherman, Sharon Neidel, David Bunch, and Sharon Castle Rogers - A great time was had by all. My Sharon and I did the AX which was held at ThunderHill. Crab on Saturday night was, of course, delicious!
- Redwood Region's hosting of Spring '24 Treffen was officially announced at Crab38
- Craig Steele has resigned as Treffen Spring '24 Tourmeister, I (Vern) will be taking on that role. Jeff Hall has graciously agreed to provide invaluable assistance. Sharon Neidel will be Treffen Chair and likely volunteer coordinator. We now need an Admin to handle other duties like the information booklet/info booth, car wash, and goodie bags. The info booklet will have local points of interest, restaurants, etc. Some of this will be included in the goodie bags as well. Sharon N, myself, and the Admin will all need teams behind us, please put some thought toward how you can support the event.
- Met with VP Sharon Neidel to discuss venue options for the Treffen tour destinations we must provide to PCA National by 5/30 (four are required by that date). Sharon and I divided up the venues and will be calling them to determine suitability this week. Craig and Jeff have already done a bit of this as well. I will be meeting with Jeff tomorrow to discuss the work done so far.
- I am hoping to do a site visit to Sonoma Mission Inn this week with Sharon N.
- I am picking up Bruno this Friday and so will not be able to drive him to the Board Meeting, but hope to bring him to The Devil is in the Details event on Saturday.
- Looking forward to The Devil's in the Details event on Saturday 4/29 - Thank you Jeff for all the work on this. Thank you Kurt for the route.
- Worked with the Event Coordinator to assure that Non-PCA events publicized on the Region Facebook Page do not say "By Redwood Region Porsche Club of America".
- I am volunteering at Luft 9's Air | Water event on Mare Island this coming Sunday 4/30. Bruno will be on display along with lots and lots of other P cars.

Items for discussion:

- Training leads and sweeps for Treffen

- Developing/refining routes for Treffen tours (4 tours Monday, 4 tours Tuesday... these can and probably be the same on each day)
- Reaching out to other regions for volunteers to assist in Treffen

#### NEXT STEPS:

Submitted by Vern Rogers (4/24/23)

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

- Completed my tasks from the March Board Meeting.
  - Updated the Website Calendar to include Non-PCA Events of Interest. We are limited to three Categories so I combined Zone & Other PCA events. We now have Redwood Events, Other PCA Events & Non-PCA events of interest.
  - Created a calendar for Der Riesenbaum including all three categories that can be updated monthly.
  - Contacted Chris Lennon regarding the "Peak of Racing" talk. Advised we were not interested in hosting and referred him to GGR.
- Updated the Website calendar with links to all upcoming events open on MSR
- All insurance ordered through June.
- All events approved thru June no new submissions for review
- Attended the Porsche Corral at the Fanatics Races. We had about 70 cars in a beautiful new area between turns 3 & 4. Great view but a bit hard to locate. Much thanks to Dannen Goetz for stepping up to coordinate. Recommend future corrals at the same location.
- Attended CRAB 38 which was a Zone 7 Reunion. David & I did the tour which was well run and fun. Took lots of notes for Treffen 2024.
- I will be attending the West Coast Club Race to work Timing & Scoring
- I will be attending the Porscheplatz at the Imsa races and volunteering in hospitality
- Continue to work on the Rennsport 7 team coordinating volunteers. Registration should be open on MSR by May 15th.
- Meeting regularly with Vern to prepare for Treffen 2024. Status covered in Vern's report so there is no need to repeat.
  - Reached out to PCA for a contact at the Fairmont for a site Visit.
    - Our contact is Sarah Johnston - on vacation until week of May 8 but anxious to meet our team and work with us on the event.
  - Contacted several venues for possible tour destinations
  - Reached out to the Doberenz from Diablo who have attended 9 Treffens including Georgia. They will give us feedback upon their return.

Item for discussion:

- Treffen requirements and deliverables covered in Vern's action items
- Do we want to make Treffen a separate agenda item given the significance & complexity. We will add the Treffen updates as a separate agenda place holder for board meetings going forward. We will not have extensive discussions at the monthly board meeting regarding Treffen, more like updates. There will be committees established and those committees will meet separate from the board meetings to discuss planning and strategy.
- Treffen will require wide spread and wide ranging of volunteers. Sharon N. has already received solid interest from other Zone 7 members to participate as volunteers and anyone interested should contact Sharon N. Volunteers do not necessarily need to be PCA members.

Submitted by Sharon Neidel (4/24/23 updated 4/25/23)

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

#### **FINANCE REPORT**

[Balance Sheet](#) [Profit and Loss](#)

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

Items for discussion: None. All is good!

Next Steps: No next steps

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

Items for discussion: None.

- Next Steps: No next steps

Submitted by Eileen Gaines(April 23, 2023)

### **Past President's / Charity Liaison Report( Ben Davoren)**

- Introduced myself to our 3 charity groups and received warm feedback from each
- Confirmed that CASA representatives will attend Porsches on the Plaza on July 8
- Confirmed that the best use of a small/medium group to support the Redwood Empire Food Bank would be to take a 3 hour shift as a team at their warehouse (so not public-facing distribution work) which is near Sonoma Airport.

- Paws for Purple Hearts has few opportunities to really engage, but their assistance dog graduation day may be an opportunity for those interested attendees registered so far, Thanks to Chip for getting flyer up on homepage
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- Finalized the MSR site for the Martorana Tour/Tasting/Lunch on Saturday June 3rd. 7 Items for discussion:
  - MSR's new \$2 booking fee doesn't affect the MSR fee structure for the club (since individuals pay it independently) but appears sort of jarring to the registrant. Do we need to make any comments/adjustments to our typical MSR entries?
  - Morning shifts at Redwood Empire Food Bank warehouse are 9-12 Saturdays, 10-1 weekdays. My thought is a 1 hour tour on a weekday, work shift and then a lunch that would be club sponsored [except drinks] somewhere nearby. Is there support?
  - CASA is holding a charity golf tournament (with a shotgun start!) on Thursday Sept 21st (right when Murphys event will begin). Can we publicize it on our webpage and/or do we want to consider being a tee sponsor (name and logo on a hole for \$1000). Individual golfers are \$250, foursome for \$900 if there are members that wish to attend.

**NEXT STEPS:**

- Follow up on Empire Food Bank warehouse shift plan after discussion possibly put together a weekday event to have a drive tour before the shift to volunteer and have a lunch paid for by the club. Ben will continue to flesh out this possible event.
- I am re-running Martorana route on Sat 5/13 to double-check integrity
- A suggestion was put forth to have a link into our web home page to the Charity Golf event for CASA on 9/21/2023 and to have an entry into our derRiesenbaum to publicize this. This event will be put on our calendar as non PCA event of interest.

Submitted by Ben Davoren (4/24/23)

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

- 32 registered as of 4/25
- Competition from other events is likely hurting our registration

Submitted by Stacy O'Connell (4/25/23)

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

- Emails were sent to remind registration for AX and Wednesday drive
- Jeff and Stacy to touch base on auto sending member emails through Constant Contact
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Items for discussion: No report

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NEXT STEPS: None

Submitted by Stacy O'Connell (4/25/23)

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

Items for discussion:

- During the Zone 7 Concours Class, I asked Simone Kopitzki for an idea on how much other regions are charging for Concours Entrance fees for cars being shown and those for display. She said it varies from region to region because some regions get help from the local Porsche Dealers for the use of their venue and providing the lunch too.
- Simone also said that since Zone 7 requires a \$15 fee for each "shown" car, we need to add \$30 in addition (for a total of \$45) to cover our region's cost of the venue rental, morning coffee, donuts, water, etc)
- **NEXT STEPS:**
- As of now, we don't have any sponsorships for our Redwood Region Concours event on Oct 22nd in Sonoma and I will be working on figuring out lunch that will be added as an option/add-on during registration (I'm currently guessing lunch will be an additional \$15 per person).
- Easy and Vern will consider going to Porsche Marin for some sponsorship assistance.
- David Bunch will get Dawn Carver's contact info about catering this event.
- Ben will give Essy historical information about previous Concours events for planning purposes.

Submitted by (Essy Fariab) (04/24/2023)

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

- 1. April Newsletter #1 was sent on 4/12 at 7:30 pm. to 1227 people.  
Jeff Hall advised me that the link for the Lynmar event was going to the MSR Calendar not the event. I corrected that link and resent the Newsletter on
- 2. Corrected Newsletter was sent on 4/13 at 7:00 pm. To 1227 people.  
752 opened, since it was a resend. 11 bounces.  
Clicks  
Devil's in the Details - 17 clicks  
Auto X Thunderhill - 6 clicks  
Perfect Pairing / Lynmar & Porsche - 21 clicks  
Devil's Gulch Rallye - 15 clicks  
Drive to Eden - 8 clicks
- 3. Posting the newsletter to the Redwood Facebook page to give events more exposure, hoping to reach out to non PCA members.

- Facebook had 132 “clicks”
  - 4. Jeff’s new way of sending over the Membership reports worked perfectly.
- NEXT STEPS:
- Still working on getting Brian’s “In the Zone” formatted better.

### **Event’s Coordinator’s Report (Kurt Fischer)**

Items for discussion:

April Updates – Kurt Fischer – Events Director

Auto Sport Detailing Tour – 4/29 – posted on Facebook and invites sent out

Luftgekult 9 4/29 and 4/30 posted on Facebook

A Perfect Paring – 5/10 Lynmar & Porsche Tour created on Facebook and invites sent out

Drive to Eden car show – 5/20 posted on Facebook

Martorana Tour – 6/3 created on Facebook and invites sent out

Social Media all up to date

NEXT STEPS:

Submitted by Kurt Fischer (4/24/2023)

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

## MEMBERSHIP REPORT

<b>General Membership Information</b>			
	<b>Apr-23</b>		
Total Members	1100		
Primary Members	718		
Co-Members	382		
New Primary Members	7		
Transfer In	1		
Transfer Out	1		
Active Test Drive	11		
<b>New Members in April 2023</b>			
<b>Name</b>	<b>City</b>	<b>Porsche</b>	
Glenn Meyers	San Rafael	2019 911 GT3 RS	
Ben McCormack	Sebastopol	2019 911 GT3 Touring	
Akio Fannin	Petaluma	2006 Cayman S	
Peter Habicht	Novato	1962 356 Roadster	
Javier Villanueva-Meyer	Sonoma	2021 911 Carrera S	
Andrew Fromm	Kentfield	2020 718 Boxster S	
<b>Members Transferring TO Redwood Region March 2023</b>			
<b>Name</b>	<b>City</b>	<b>Porsche</b>	<b>Transferred From</b>
Gavin Moran	San Rafael	1996 911 Carrera	Hurricane
<b>Members Transferring FROM Redwood Region March 2023</b>			
<b>Name</b>	<b>City</b>	<b>Porsche</b>	<b>Transferred To</b>
Kristi Steadman	Cottonwood	1975 914	Shasta

Items for discussion:



- Five Redwood members met and had dinner with a group from the Central California Coast Region
  - Discussed co-region events, volunteering for Treffen, etc
- Working with Jim Hemig at PCA to design “drop off” flyer
- “New Member” event is on my radar
- Will deliver “new member” info ASAP to Board members to make welcome calls
- *Meaningful* metrics for Board and der Reisenbaum

**Items for discussion:** Distribute link for RidewithGPS to new members. Email address needs to be the same that is used for membership for access to Redwood's region tours.

We also will have Board Members make calls to new members welcoming them to the region monthly.

Submitted by Jeff Hall (4/24/23)

**Rally Director's Report** No Rally Director currently

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

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Items for discussion: Rex currently doesn't have access to complete the Post Drive/Event report on the National PCA website. Rex is asking for information from anyone with information on how the Safety Director's position can be most effective to share that. Sharon N suggested that Rex confirm that the National Office has the correct email address for him in their system to confirm he can get full access to all the tools to be an effective Safety Director.

NEXT STEPS:

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Submitted by ( ) ( )

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

- Social Media all up to date
- A discussion was had to clarify how our events were being broadcast in a timely manner to all members

- Vern asked all to consider for the next meeting ways/solutions of improving our communication of events for all members.

Submitted by Kurt Fischer (4/24/2023)

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

#### **SPONSORSHIP Update**

Items for discussion:

- Membership brochure & Panorama display delivered to three Sponsors
- Have begun collecting 2023 fees
- Rob King -S-CAR-GO Racing - haven't talked to him yet. Thank you Essy
- Actively seeking mechanic in Napa

#### **Auto Sport Detail Event 4/29**

##### ***54 members in 39 cars***

- Three run groups
- Dedicated servers
- Separate checks
- Coffee, pastries, goodie bags and "wheel of chance"
- 20% gratuity included

#### **Lynmar Pairing Event 5/10**

##### ***27 members in 19 cars***

- Reg closes on Tues 5/2 to get headcount/menu constraints to the chef

Submitted by Jeff Hall (4/25/23)

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

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NEXT STEPS:

Submitted by Chip Witt ()

#### **NEW BUSINESS:**

- There will be a tour and a picnic at Spring Lake on Wednesday July 12, 2023.

**Meeting adjourned at (8:18 pm ) by President Vern Rogers**

**Sharon Neidel introduced the motion to adjourn, it was seconded by Eileen Gaines.**