

**Redwood Region – Porsche Club of America**  
**March 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 Stefani
-	Past President	Ben Davoren

**Committees:**

Present

	AX Director Co-Chair	vacant
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	vacant
-	Safety Director	Rex Simmons
x	Sponsorship Coordinator	Jeff Hall

**Guests:** Paige Gaines, Sharon Castle Rogers, Erik Foreman, Eric Moeller, Rick Duste, Rosa Fariab, Brad Williams,

**CALL TO ORDER:**

Virtual and physical meeting called to order at (7:06 pm) on March 28, 2023 by President Vern Rogers via Zoom Video Communications and at Mary's Pizza, Petaluma. A quorum was reached.

**APPROVAL OF MINUTES:** The minutes from the February 2023 meeting were approved with some name misspellings corrected and approved motions to be added.

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

- Attended Zone 7 Presidents meeting with Sharon Neidel. National Past President Tom Gorsuch was in attendance as well. The selection of Redwood Region as the host of the Spring 2024 Treffen was mentioned by Tom.
- We need to spend significant time this Spring and Summer researching and defining venues and driving routes that we can suggest/use for Treffen. We also need to begin enrolling/training volunteers to serve as leads, sweeps, and other necessary roles to successfully pull off this event.
- Ordered and received business cards for Sharon Neidel, Kurt Fischer and Essy Fariab
- Delivered business cards to Jeff Hall

Items for discussion:

- Event awareness/publicity both short term and long term. Many regions put their event calendar into their newsletter. If we put our list of 2023 events into the newsletter this would help. My personal feeling is that it should be near the very top of the publication. Opinions?

NEXT STEPS: Vern has talked to Chip Witt about shielding board members' email addresses to reduce phishing on the region's web site.. Chip has fixed the process on the website to have these inquiries go to Redwood Webmaster and Chip is monitoring this. So far, Chip has not seen any issues. There is some old activity where members who previously reached out might see a previous web master (Kim Powers) but a new person using this function will see the Redwood Webmaster. Jeff Hall has received several emails from members looking for responses but they are experiencing lack of responses. Vern asked Jeff to try to get information from these members to determine the glitch in the system so it can be addressed.

Chip also mentioned that fliers for events get published on other platforms, but in order for these events to be on our website, please get these fliers to Chip minimum 2 weeks before the event.

Every future newsletter will have events listed for upcoming events. Identify these events as tentative if unconfirmed by the board yet.

2024 Treffen will be held April 21-24, 2024. We will be needing to train additional new people for driving duties (leads, middles, sweeps), and provide our suggestions for tour routes and venues by May 30, 2023. We will be pulling a group of people together in the next month or so. Vern will be the Admin for the Treffen and Craig Steele will be the Tourmeister and we need to empanel a committee(s) to ensure this event is staffed with the appropriate staff. We are looking for a staging area for 90 cars near the Sonoma Mission Inn.

Submitted by Vern Rogers (3-26-23)

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

Attended the Zone President's meeting with Vern. Very informative. Calendar has been updated and Insurance has been ordered for all April events. Received an outline of requirements for Treffen. I will get with the core team to discuss. We should be able to openly discuss with the region and Zone by the next Board meeting. It should be announced at the close of the Spring 2023 Treffen on April 23.

Items for discussion:

- Devil's Gulch Rally - scheduled for 5/20/23 - Need approval.

Jim Robinsom reports trophies were purchased in 2022 and not used so there is little expense. He anticipates 10 cars. \$25 for PCA members & \$30 for non-member. Only expense for 2023 is MSR & Richta Fees of Apx \$5 per Car. He hoped to have a positive income of \$200. Jerry Wachtel has volunteered to take on the Rally Chair. Vern and Sharon will be meeting with Jerry to iron out the details within the next month or two. A motion was put forth by Sharon Neidel to approve the budget for this Rally and seconded by Jeff Hall. Motion passed.

- Any interest in a talk by Chris Lennon - multi-time winner of Pikes Peak & author of "The Peak of Racing" He will be in CA to talk to the LA Region on 7/22/23 Would like to make a presentation in Northern CA on 7/23/23. Sharon will follow up with Chris Lennon to clarify his expenses and get more details about this event before going any further.

Submitted by Sharon Neidel (3/28/23)

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

## **FINANCE REPORT**

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

Current Monthly Finance Reports: [February P&L](#) [February Balance Sheet](#)

Items for discussion:

None

Next Steps:

The EC decided to celebrate board members who celebrated their birthdays to have a cake each month.

Submitted by Rona Stefani 3/23/2023

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

- Items for discussion: Follow up from February meeting about generic Redwood Region business cards for members (Not board members). Should we order some for those who could be looking at vendors/sites for events to solidify interest?
- NEXT STEPS: Will order generic business cards for future use by members.

Submitted by Eileen Gaines( March 23, 2023)

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

- Registration for the SVR/RR joint weekend in TH opens on Wednesday at midnight, same time as SVR's
- Items for discussion: Cost to rent TH has gone up 33% since last year. Collin is keeping his registration fees the same let's discuss reasons why we should do the same vs. increase

NEXT STEPS:

- TH also requires payment upfront now, so I'll need to get a check. Do I need to supply an invoice first?
- Insurance is also needed.
- Can we cover our costs still by not raising our fees? Stacy feels that we would break even or there might be a bit of an expense but not too large. Collin charges \$75.00 per registrant , reducing this by \$ 10.00 if the car is a Porsche and another \$ 10.00 if you classify the car so they can compete in Zone. Other events in the area charge comparable fees, and attendance for these events is strong due to interest in other regions unlike Redwood which has a smaller showing.

- A question was asked if we knew how many attendees were required to meet the numbers to break even. Stacy will research previous events at TH to determine these numbers and get back to the board. After we get this information, we commit financial resources to supporting these AX events for a year or so and assess future financial support after the year of so.

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

**Past President / Charity Report (Ben Davoren):**

- I have obtained (from Past President Emeritus Witt) the contact information and basic past strategies for engagement with our primary charities (CASA of Sonoma County, Redwood Empire Food Bank, and Paws for Purple Hearts)
- I have created the MSR site and flier for the Martorana tour, wine tasting, and lunch on June 3rd based on last month's approval

**NEXT STEPS:**

- I will reach out to the individual charities and return to the Board with suggestions for membership involvement (e.g. a tour with foodstuffs that ends up at the food bank, some participation in their sorting and distribution process) at an upcoming meeting
- I will reach out to Jeff Hall to discuss future involvement with ToysForTots as we did this past holiday season and we will report back to the Board
- I will recheck the Martorana tour route for post-atmospheric river interruptions that may necessitate a change, before submitting the final flier for inclusion on the redwoodpca.org homepage

Submitted by Ben Davoren (3/23/23)

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

- Sent email for April 29 tech session, included autocross event information as well
- Updated bounced emails from constant contact
- Added new members to constant contact dR list

**Items for discussion:**

- Do we have a list of previous members? The search by name functionality on the PCA site only show current members and isn't very reliable
- Welcome email - currently sent by Jeff H - does he need help automating this in constant contact?
- 

**NEXT STEPS:** Stacy and Jeff will get together to confirm address and membership status to maintain accuracy in Constant Contact.

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

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

Items for discussion: None

●  
NEXT STEPS: Establish prices for concours entry cars that want to be judged, versus those that are there for display only. Zone raised their prices for fees that each event needs to pay the Zone so we should reach out to other regions to determine what other regions are charging for concours events.

●  
Submitted by (Essy Fariab) (March 27, 2023)

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

- 1. March Newsletter was sent on 3/12 to 1229 people, 786 opened & 7 bounces. Sent 2nd time on 3/15 to 450 people, 123 opened & 1 bounce.
- 2. Upcoming Events were sent on 3/19 to 1227 people, 787 opened & 8 bounces. 2nd sent on 3/22 to 441 people, 49 opened & 1 bounced.
- 3. SRO Porsche Corral was sent 3/26 to 1223 people, 738 opened & 6 bounces.

NEXT STEPS:

1. Need to determine how we can get the "Membership Reports" into the newsletter better. Jeff reached out to Ben and Lisa and found out that this report needs to be a photograph. Jeff will follow the path to send a photograph for upcoming newsletters.

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

Items for discussion: Finalized both the Porsche's on the Plaza for July 8<sup>th</sup> and the Zone 7 Concours on October 22, 2023 with the City of Sonoma. All paperwork has been done and payment made for both events.

Designed route for Devil in the details April 29<sup>th</sup> and ran the route..it is posted in Ride with GPS!

Wanting to promote these upcoming events:

1. April 30<sup>th</sup> – meet at Mare Island for Luft 9 Porsche event
2. Porsche 356 Registry meet at IHOP in Vintage Oaks shopping center - 3<sup>rd</sup> Sunday of every month
3. Promote the 1<sup>st</sup> Drive to Eden Vintage Car show at Coppola Winery on May 20<sup>th</sup>. It's free to all.. there is a charge if you want to enter your car!

<https://www.eventbrite.com/e/1st-annual-drive-to-eden-vintage-car-show-tickets-582681765847>

I need the EC's vote of these 3 events!

NEXT STEPS: If we are publicizing/promoting non PCA events, we must be clear that this event is not sponsored by PCA. We want to make sure we are respectful of our members

and that we are not letting commercial promoters have unfettered access to our roster for their financial gain.

Kurt will do Facebook events and invites to publicize these events. A motion was made by Rona to publicize these three events. This motion was seconded by Jeff and passed.

Submitted by Kurt Fischer (March 27, 2023)

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

**MEMBERSHIP REPORT**

<b>General Membership Information</b>			
	<b>Feb-26</b>		
Total Members	1102		
Primary Members	703		
Co-Members	381		
New Primary Members	6		
Transfer In	1		
Transfer Out	4		
Active Test Drive	9		
<b>New Members in January 2023</b>			
<b>Name</b>	<b>City</b>	<b>Porsche</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 March 2023</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 March 2023</b>			
<b>Name</b>	<b>City</b>	<b>Porsche</b>	<b>Transferred To</b>
Eric Buston	San Diego	Red 2021 911 Carrera S	San Diego
Chris S. Holman	Nampa, ID	2017 911 Turbo	Silver Sage
Jonathan M. Franz	Napa	2005 911 Carrera	Diablo
Li Shen	San Rafael	1987 Carrera Targa	Golden Gate

**Items for discussion:**

- Central California Coast PCA has invited us to join them in Healdsburg, on April 10, for wine, cheese and chatter.
- Co-Member drive - flier in dR, Website
- Membership brochure & Panorama at Sponsor locations
- “Hey Nice Porsche” cards program?
- There are subsidies for different events that regions are eligible for. Jeff is planning on putting a “New Member” party together and applying for this subsidy.
- We had discussed the board members make a phone call to new members to welcome them to the club and encourage them to attend events.

Submitted by Jeff Hall (3/27/23)

**Rally Director’s Report**

**Items for discussion:**

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

- 

Items for discussion:

NEXT STEPS:

- 

Submitted by ( ) ( )

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

- Everything is up to date on Facebook



Submitted by Kurt Fischer ()

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

#### **SPONSORSHIP Update**

- Collecting 2023 Sponsorship fees
- Actively seeking "new" sponsors (Napa Automotive, Glass company, Hospitality)

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

- 29 Attendees

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

- Met with Lynmar. Putting together fliers, MSReg, route etc.

**Next Steps:** Organizing the Ironstone's event for September 2023

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

- 

NEXT STEPS:

Submitted by Chip Witt ()

**NEW BUSINESS:** Paige Gaines is interested in starting a Redwood Region Flickr account for an annual fee of \$ 72.00 to the club. There is an unlimited repository for club member's photos for the annual fee. A discussion ensued about privacy of license plates. It was decided to limit access to this site to "friends and family. A motion was made by Rona to approve this expenditure and Craig seconded this motion. Motion was passed.

**Meeting adjourned at 8:35 pm by President Vern Rogers**