

Redwood Region – Porsche Club of America
August 29, 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
	Concours Director	Essy Fariab
x	der Riesenbaum Editor	David Bunch
x	Events & Social media Director	Kurt Fischer
x	Membership Director	Jeff Hall
x	Rally Master	Jerry Wachtel
x	Safety Director	Rex Simmons
x	Sponsorship Coordinator	Jeff Hall

Guests: Lisa Davoren, Rick Duste, Pat Burke, Paul Stefani, Brad Williams, Don Magdanz, Maryanne Cassidy, Mark Nardini, Karen Sherman

CALL TO ORDER:

Virtual and physical meeting called to order at (7:00) on (August 29, 2023)by President Vern Rogers via Zoom Video Communications and at Mary's Pizza Shack, Petaluma.

APPROVAL OF MINUTES: The minutes for the July 25, 2023 were approved by a motion by Ben Davoren and seconded by Sharon Neidel. The motion was passed.

Treffen Updates:

- Sharon N, Jeff and Vern will be doing site visits to Martin Ray (West Sonoma County and Maxville (Napa County) wineries on 8/30
- Viansa Winery is looking like a great destination as well as a possible staging location for all tours
- Inn at the Tides/Tides Restaurant appears to have priced itself out of the running as a tour destination. We are still looking for a fourth tour destination; preferably somewhere on the Sonoma/Marin coast
- Lead/Sweep drivers are still needed, but several from our region have already committed to the role
- Sharon will attend Treffen St. Louis to shadow their team and learn the responsibilities.
- Next meeting with National team will be in October
- Sharon Neidel will be attending the Treffen in St. Louis to represent our group and learn about this event.
- Need volunteers for lead and sweep roles. We need 2 in each car per National guidelines as one must be a navigator. Lunch will be paid for if you are in either of these roles. There is no need for a mid in these tours. There will be groups of 15 cars, 2 groups will have 2 leads and one sweep.
- Sharon met with a National Vice President of National and there is positive feedback about the Sonoma Treffen event within National.
- National is not currently using Ride with GPS and will be providing printed routes with all turn by turn instructions for these tours.

President's Report (Vern Rogers)

- Confirmed Chenoweth Woods as the location for our Annual Members Meeting once again this year. We all had a great time there last year.
- Attended Werks Reunion in Monterey with (my) Sharon - we took the '83 SC as well as the '16 Boxster GTS. It was a great event and we connected with lots of PCA friends from Redwood and other regions. We will also be at Rennsport next month.
- Met with Chris Sebastiani (owner) and Victory Campbell of Viansa winery regarding needs for Treffen
- Ordered additional business cards for Jeff
- Met with Jeff and Sharon N regarding Treffen
- Met with National Treffen Committee along with Sharon and Jeff
- Attended the Pech Merle tour

- (My) Sharon and I are booked for Treffen at Sea this December (9th through 16th). The dates of that event mean that we will be missing the Redwood Holiday Party this year.
- Items for discussion: None
- Next Steps: None

Submitted by Vern Rogers (August 29, 2023)

Vice President's Report (Sharon Neidel)

- Met with the National Treffen Team with Vern & Jeff
- Attended the Maple Creek Tour which was very well done
- Worked the West Coast PCA Club Race at Sonoma which was the best attended in many years. There were several Redwood members participating in the supporting DE sessions.
- Attended & volunteered at Werks Reunion which was excellent. Caught up with old friends, and enjoyed the amazing display of cars.
- Working on the National PCA Rennsport Team - we are at 550 Volunteers.
- Confirmed the Washoe House for the Holiday Party and asked Ben to connect with the band. Should have the menu and budget in the next few days.
- Spoke with Pat Burke regarding the duties of VP - he is enthusiastic and will do an excellent job in 2024.
- Hot August Night Rally had fewer changes than Mt. Hamilton but worked with Jim to administer the MSR changes as needed.
- Insurance on order thru September.
- Item for discussion:
 - Confirmed the Annual Members Meeting at Chenoweth Woods. Rex has a new caterer who is trying to get the meal to \$40 so the \$50 charge from 2022 should be acceptable. Will need Board approval to proceed so we can begin advertising and registration. Is there any interest in a tour to the site as done last year? I would need a volunteer as I am only able to attend a limited time at the event.
 - We need to proceed with a Volunteer Appreciation event in 2023 to avoid losing our deposit. Suggest we consider Nov 11 or 18 and begin building an invitation list that includes the 2022 & 2023 volunteers.

- Next Steps: There is a \$ 1000.00 site fee for the club to use Chenoweth Woods for the annual meeting. Rona feels that this fee should be absorbed by the club as it is a requirement by National to have the annual meeting. Rona brings a motion that we approve the \$ 1000.00 site fee and we charge the members the cost of the food. The motion was seconded by Lisa Davoren(**Eileen here: the recording sounds like Lisa seconded this motion**). The route will be the same as last year's event. The motion passed.
- Sharon proposed having the Volunteer Appreciation event in November either the 11th or 18th. The 18th was decided upon and Sharon will begin getting invitations out. As this event is for the volunteers in the region for the previous year or so, we do not need to advertise to all members.

Submitted by Sharon Neidel (8/29/23)

Treasurer's Report (Rona Stefani)

FINANCE REPORT

Balance Summary

Profit and Loss Statement

Non Profit Status at State still pending

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

Items for discussion: Our tax status is still pending. Rona will be on vacation for the next three weeks, so if there are any financial needs, Vern can use the board credit card if needed. All bills are paid up at this time.

Holiday Party 2024

Submitted by Rona Stefani (August 27th, 2023)

Next Steps:

Secretary's Report (Eileen Gaines)

Items for discussion: Nothing at this time

Next Steps: Nothing at this time

Submitted by Eileen Gaines (August 27, 2023)

Past President's Report (Ben Davoren)

- Led one of the two run groups for the Pech Merle tour and the main run group for the Maple Creek tour, thanks to Rex Simmons for leading PM group 2 and to Vern Rogers and Kurt Fischer for sweep duties (Kurt for both events)
- Assisted Rosa Fariab with the setup of the MSR site for the October 22nd Concours
- Confirmed that the band Void Where Prohibited would be available for our Holiday Party, cost would be higher this year but max \$1200
- Interviewed Don Magdanz and Pat Burke regarding their interest in being nominated for 2024 Club Treasurer and Vice President, respectively. Worked with the Nominating Committee (myself, Jeff Hall, and Kurt Fischer) to ensure we are prepared to recommend a slate to be presented to the members for Executive Council voting this fall

Items for discussion:

- The Nominating Committee would like to present the following slate of candidates for election to the Executive Council positions:
 - President: Sharon Neidel
 - Vice President: Pat Burke
 - Secretary: Eileen Gaines
 - Treasurer: Don Magdanz

Next Steps:

- Candidates should be presented at the Annual meeting on October 14th with member voting to be initiated subsequently. Since the Secretary will be a candidate for office but is responsible for the voting, the Past President and another non-candidate member will tally the votes

Submitted by Ben Davoren (8/29/2023)

Autocross Director's Report (Stacy O'Connell)

- Items for discussion:
 - Anyone from Redwood joining the September 16-17, 2023 AX weekend with SVR?
 - We're up to 23 attendees, another blast going out this week
 - Expected more now that the Salinas event this past weekend has concluded
 - Stacy suggested a possible way to encourage Redwood members to attend AX was to reach out to the Sonoma Airport where previous AXs had been held to see if there was a possibility to get that space again. Rick Duste spoke up that there had been increased consternation from neighbors about the noise from the car clubs using this airport space so the management decided to cancel all activities except for first responders training. The Sonoma airport has grown and increased flights so restrictions could still be

in play about using this site for AX. With the minimal participation of the Redwood region's members there might be a time to consider our involvement in AX all together.

- Next Steps:
 - Continue to push registration
 - Execute event
 - Received a \$ 500.00 stipend to spend for dinner at Round Table.
 - Anticipating a financial break even for this event.

Submitted by Stacy O'Connell (8/29)

Communications Director's Report (Stacy O'Connell)

- Octoberfest flyer completed
- Autocross flyer completed
- Updated bounced email addresses in Constant Contact
- Added new members to dR list in Constant Contact
- Event checklist completed, will share with board for input prior to publishing

- Next Steps:

Submitted by Stacy O'Connell (August 29, 2023)

Concours Director's Report (Essy Fariab)

- **Completed Tasks:**
 - Posted Stacy O'Connells' beautiful Concours flyer on der Riesenbaum (David Bunch) & RR Website (Chip Whit)
 - Printed Concours fliers that Simone Kopitski passed out at GGR Concours event on August 6th, 2023.
 - Ben Davoren assisted with posting event and lunch options on MSReg
 - There was no sponsorship interest in contributing to trophy costs, so emailed the Edco Trophy invoice for PCA/Rona to pay online. Costs with shipping and tax was \$1784.
- **Items for Discussion:**
 - Can Vern please bring Redwood Region canopy to October 22nd event (or Essy can pick up)
 - There was conflicting notification about the town of Sonoma allowing our sponsor banners to be displayed. Kurt had received a response from Lisa Jansen that she needed to see what the banners looked like. Kurt sent her

pictures, she approved these banners. Vern and Jeff stated that that answer was different from the one that they received from Joe Burroughs. It was decided that Kurt will confirm that Lisa's position is the final one .

→ **Next Steps:**

- City of Sonoma said Swiss Hotel can sell alcohol if they have a catering license – FOLLOW up with Swiss Hotel if they will proceed with selling alcohol and obtaining their own liability insurance.
- Follow up with Joe Burroughs regarding extra tables and chairs
- Coordinate with Jeff regarding Raffle Prizes from Sponsors
- Day of Event planning - coffee, donuts, water, 2-3 volunteers, PCA canopy from David Bunch

Submitted by (Essy & Rosa Fariab) (August 28th, 2023)

der Riesenbaum Editor's Report (David Bunch)

1. 1244 Emails sent on 8/13/23.
2. 820 were opened. 2 Bounces.
3. 444 Resent on 8/15/23.
4. 87 opened. 1 bounce.
5. Clicks
 - a. Hot August Nights Rallye Registration - 30 Clicks
 - b. Transcendence Registration - 18 Clicks
 - c. Zone AX - Redwood Registration - 18 Clicks
 - d. Porsches on the Plaza - Photo Link - 22 Clicks
 - e. Food Bank Registration - 19 Clicks

- Items for Discussion: None

- Next Steps: None

Event's Coordinator's Report (Kurt Fischer)

- Items for discussion: Answered questions by the City of Sonoma for the upcoming Zone 7 Concours on October 22nd...all is good!
- Next Steps: Pat Burke mentioned maybe having a joint venture with other regions to have combined events. Rick Duste suggested reaching out to Rick Larson of the SVR region who is handling an event in Mendocino November 4-5, 2023 to connect for future shared events. Ben shared information that Ray Fiori has been a liaison from the SVR and Redwood region about the Mendocino event in the past and was happy to facilitate an email connection for Pat to get in touch with Ray. David Bunch had sent an email to Ray last week asking what involvement Ray would have with

this event. Redwood had a larger presence at this event in previous years and maybe include a blast email to generate interest.
Submitted by Kurt Fischer (August 29, 2023)

Membership Director's Report (Jeff Hall)
MEMBERSHIP REPORT

General Membership Information, August 2023			
	August	July	June
Total Members	1115	1112	1119
Primary Members	726	723	730
Co-Members	389	389	389
New Primary Members	12	5	7
Transferred In	0	2	1
Transferred Out	2	1	0
Test Drive Members	13	12	11

- Items for discussion:
 - Flat growth stemming from attrition
 - 65 new members in '23
 - Continuing to send welcome and expiring membership emails
 - New PCA Membership applications going to Sponsors
- Miscellaneous
 - Murphys Update
 - Marketing complete
 - Less popular than last year
 - New tour routes
 - Friday night BBQ dinner
 - A few rooms available
 - Email blast?
- Next Steps:

Submitted by Jeff Hall (8/29/23)

Rally Director's Report (Jerry Wachtel)

- Items for discussion: Participation from other Regions in our recent rallies, and working to increase participation from Redwood members. The recent night rally had 28 cars participating (18 GGR, 3 Diablo, 4 Redwood and 3 cars from unaffiliated regions. The rally was successful and a discussion ensued about the preference of day time vs night time rallies. Apparently the night rallies were preferred due to less crowded roads and the use of headlights to pick up oncoming traffic. The publicity has been successful in sharing the rallies with other regions. We should continue to promote more interest from Redwood members and share these events with other regions.
- Next Steps: Begin to plan rallies for next year. 3 worked nicely this year. Jerry will do an article for the der Riesenbaum to promote interest in rallies.

Submitted by (Jerry Wachtel) (August 29, 2023)

Safety Director's Report (Rex Simmons)

- Items for discussion: Rex mentioned that there was a protocol about using a tiered system for the level of driving skills for tours. He wasn't sure we had enough people to be able to have three groups. Jeff was attending a breakfast club rally in a week and will be planning on learning more about the tiered driving structure along with safety meetings, insurance. They have 3 run groups, Hare, Tortoise and Snail. Vern suggested we can do a better job of being aware of people's driving styles and put them in groups with like styles for increased enjoyment during the tours.
- Next Steps:

Submitted by (Rex Simmons) ()

Social Media Report (Kurt Fischer):

- Items for discussion:
- Next Steps: Sharon Neidel asked if the City of Sonoma have a timeline as to when they want their certificate of insurance? Kurt said yes the City would like that certificate so Sharon will generate this.

Facebook is up to date with all future events created and invites sent out.

Submitted by Kurt Fischer (August 29, 2023)

Sponsorship Coordinator's Report (Jeff Hall)

SPONSORSHIP Update

- Hi Tec re upped their Gold Sponsorship
- Hi Tec and Auto Sport are "Sponsoring" the Zone 7 Concours
- Auto Sport Detailing was the start for "Hot August Nights"
- Santa Rosa Body Shop observed start at Autobahn
- Items for discussion:
 - Hi Tec and Auto Sport are "Sponsoring" the Zone 7 Concours
 - Porsche Marin Sponsorship fee is due now
 - Toys for Tots on the horizon - Sponsorship participation
- Next Steps:

Submitted by Jeff Hall (8/29/23)

Webmaster's Report (Interim: Chip Witt)

- Items for Discussion: There is a club need to have a dedicated person/group to be able to address the club's needs for access to the website. Chip has graciously continued to be our contact but he has asked to be replaced. Chip follows through with meeting the club's needs but the club's needs are increasing. Chip's limited time that he can devote to the club's needs is affecting our progress to utilize the website to further enhance our region's activities.

- Rick Duste mentioned that the website management limitations are shared in other regions also. In order to have a dedicated resource, should this function be a paid service and possibly would other regions or Zone 7 be willing to share a resource and expense?
- Next Steps: Stacy will start a committee with David Bunch, Kurt Fischer to begin to look at getting a more dedicated resource. Stacy will reach out to Chip to see if he would like to be part of this committee.

Submitted by Board Minutes (August 29, 2023)

NEW BUSINESS:

- Sharon Castle Rogers would like to discuss finding a graphic artist and a budget to help redesign our car badges. Sharon will check with some graphic artists to get ideas and budgetary estimates.
- The Ladies Drivers event is a co region event with GGR on October 8, 2023.
- The Crab Feed is moving to have the 2024 event at the Marin Yacht Club.
- Sharon Neidel asked about the Velocity event and will reach out to get more information.
- Karen Sherman announced that there will be 23 attendees for the Transcendence event on September 10, 2023. Karen asked Stacy to send out an announcement to see if members had purchased tickets for this event without using the Porsche code let Karen know so they can be forwarded to our reserved seating area. Karen thanks for all the support from the board for this event.
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Meeting adjourned at 8:08 pm by President Vern Rogers