

Redwood Region – Porsche Club of America
July 25, 2023 Meeting
Minutes

ATTENDANCE

Executive Council (EC):

Present

x	President	Vern Rogers
x	Vice President	Sharon Neidel
x	Secretary	Eileen Gaines
	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
x	der Riesenbaum Editor	David Bunch
x	Events & Social media Director	Kurt Fischer
x	Membership Director	Jeff Hall
x	Rally Master	Jerry Wachtel
-	Safety Director	Rex Simmons
x	Sponsorship Coordinator	Jeff Hall

Guests: Pat Burke, Jerry Gladstone, Sharon Castle Rogers, Lisa Davoren, Brad Williams, Karen Sherman, Rosa Fariab

CALL TO ORDER:

Virtual and physical meeting called to order at (7:10 pm) on (July 25, 2023)by President Vern Rogers via Zoom Video Communications and at Mary's Pizza, Petaluma.

APPROVAL OF MINUTES: The June Board minutes were approved by a motion brought by Ben Davoren and seconded by David Bunch

Treffen Updates: None at this time

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President's Report (Vern Rogers)

- Attended and assisted with set-up and take down as well as parking cars at Porsches on the Plaza.
- Deposited cash donations from Porsches on the Plaza
- Developed the route for and led 15 cars on the route for our Mid-Week Picnic at Spring Lake Park
- Assisted Karen Sherman in opening up the Redwood Transcendence Theater event to GGR and Diablo Regions
- Investigated an alternate route for the Pech Merle tour. Drove the entire length of Geysers Rd. Although the views were stunning, the road surface was not suitable for most vehicles in the club. It might be fun as a tour exclusively for Macans and Cayennes.
- Items for discussion:
- Next Steps: We will send out a communication to the members to continue to advertise for the August events and the Transcendence event in September. Ben put forth a motion to do this communication and it was seconded by Sharon Neidel.

Submitted by Vern Rogers (July 24, 2023)

Vice President's Report (Sharon Neidel)

- Attended and assisted with Porsche's on the Plaza
- Attended the 1st meeting of the Event Planning Committee - Good discussion of the need to better plan and advertise our events so we can maximize attendance and make it easier for someone to put on their first event. Stacy offered to take the next step and create a timeline for event planning.
- Working on a National level assigning volunteers for RR7
- All insurance ordered thru Maple Creek Tour
- Managing the numerous MSR changes & requests for the Mt. Hamilton Rally

- Item for discussion:

Upcoming events needing approval

- Octoberfest 9/23/23 - Kurt to present
- Murphy's Tour 9/23/23 - Jeff to present
- There is a date conflict for Octoberfest & Murphy's tour. It also happened in 2022. Both Chairmen are aware and acceptable with the conflict as both events can stand on their own.
- Members Meeting 10/14/23 - who is responsible for planning?
- Zone Concours 10/22/23 - Essie to present
- Added Tech Tactics West (PCA Event) 11/25/23 to Calendar no further information available.

- Next Steps:

Submitted by Sharon Neidel (7/25/23)

Treasurer's Report (Rona Stefani)

Constant Contact Price went up 16% or from \$50/mo to \$58/mo

FINANCE REPORT

■ **BalanceSheetSummary 07_2023.pdf**

[July Profit And Loss 2023.pdf](#)

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

Items for discussion: None

Next Steps: None

Submitted by Rona Stefani 7/19/2023

Secretary's Report (Eileen Gaines)

Items for discussion: None

Next Steps: None

Submitted by Eileen Gaines (July 24, 2023)

Past President's Report (Ben Davoren)

- Submitted article to der Riesenbaum asking for volunteers to declare candidacy for elected offices or to participate in recruiting potential candidates, and discussed with several different members at the well-attended Porsches on the Plaza. Jeff Hall agreed to be one member of the Nominating Committee, leaving us one member short of a standard quorum.
- Confirmed date and plan for "Charity Circle Adventure" tour, work shift at Redwood Empire Food Bank, and post-shift lunch at Barley & Bine pub on October 5th. Flyer and MSR completed, will set up registration to begin once I have confirmed the one-hour tour route details
- Confirmed the ridewithgps Redwood Region specific optimization details document is in place in DropBox with links sent to the Board members and others who create / have created routes. Received feedback from Craig Steele so far who will test for real world usability for an upcoming tour
- Participated in the Event Planning/Communication brainstorming Zoom session on July 3rd

Items for discussion:

- One (or more) members still need to be appointed by the EC for the Nominating Committee to perform its function and deliver possible candidates for the offices of Vice President and Treasurer in particular, which have no declared candidates.

Next Steps:

- Request volunteers for the Nominating Committee

Submitted by Ben Davoren (7/21/23)

Autocross Director's Report (Stacy O'Connell

- Registration for the September event will open in conjunction with SVR in mid-august

Submitted by Stacy O'Connell (July 24)

Communications Director's Report (Stacy O'Connell)

- Updated flyers
- Sent event email
- Added new members to Constant Contact list
- Scrubbing bounced names to correct or delete
- Will submit AX wins at Parade to Linda Goodman (deadline July 30)
- Check list for event planners almost complete

Submitted by Stacy O'Connell (July 24)

Concours Director's Report (Essy Fariab)

Items for Discussion:

October 22nd Concours Event (Sonoma) -

Items for Board Approval:

Entry Fees for Judged and Display Cars

- \$45 per judged car (limit 40)
 - \$25 per display cars (limit 10)
- (Other regions charge around \$40/\$45 per judged car)

Lunch Option – Swiss Hotel

Lunch Proposal - \$ 25 per person/boxed lunch choices:

- 1. Mango Avocado Salad (vegan & gf) (dressing on the side)
- 2. Chicken Caesar Salad (dressing on the side)
- 3. Grilled Chicken Sandwich with chips
- 4. Italian Meat Sandwich with chips
- Bottled Water, Plastic utensils, Napkin

Swiss Hotel will have a table at Sonoma Plaza (w/linen and their banner) where a Swiss Hotel Staff and a PCA staff will facilitate lunch pick up

Swiss Hotel is offering to have their House Wine available to Purchase @\$20 per bottle and we can possibly provide plastic cups printed with the Redwood Region/Concours date & event?

Two questions –

- 1) Can we charge our cost of \$25 to those that order lunch? Yes
- 2) If the City of Sonoma approves Swiss Hotel selling wine at our event
 - Is it okay with Redwood Region/Zone 7 for them to have their banner in front of their table and sell wine at a PCA event?
 - Wine cannot be sold under the Redwood Region's insurance/liability, so if the Swiss Hotel wants to sell wine at the Concours, they will have to apply for the permit.

Trophies & Sponsors

Since there are no leftover trophies from last year, we need to purchase 35 trophies at approx. \$50 each or \$1750 from Edco. (We emailed Jim Robison if he had a less expensive option but have not yet had a response.)

- Essy and Jeff will discuss the possibility of asking Sponsors to pay for the trophies and in return they will have their name printed on the trophy (as the event sponsor). They will also discuss if PCA will allow a sponsor (like AutoSport Detailing) to sell their products at our event (if the City of Sonoma allows it) or giving away promotional items?

Emailed and left message with Lisa Janson - City of Sonoma Special Events and awaiting responses for Swiss Hotel and Sponsor table

Next Steps: Create event flyer and MSR registration link (and digital flyer)

As we get closer to the event, we will need to recruit 4-5 volunteers to help on the day of the event.

There needs to be tables set up for registration, judging, trophies, lunch, sponsorship and membership. Some of these tables can be shared on a rotating basis.

A motion was put forth by Vern to approve the budget for this event(registration and lunch) with a conditional approval to pay for the trophies unless this cost is borne by a sponsor. The motion was seconded by Ben. Motion passed

Submitted by (Essy and Rosa Fariab) (07/24/23)

der Riesenbaum Editor's Report (David Bunch)

- There was a discussion about the spoofing action by someone who was spoofing multiple Facebook pages for the Porsche region's FB pages. In discussions with the National office and Facebook they are working to try to snuff this spoofing out. David has sent multiple FB messages on different regions pages to alert members not to join and to especially not give personal information to this fake site.
- Next Steps: Reminder entries for the dR needs to be in by the fifth of the month. Vern will do the write up for the Spring Lake event and Kurt will do the write ups for the Porsches on the Plaza and the upcoming Pech Merle event.

Event's Coordinator's Report (Kurt Fischer)

- Items for discussion: All events to date have been posted to Facebook; events created and invites sent out!
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- Pech Merle all set to go on Saturday... 49 people!
- Next Steps: Oktoberfest and Murphy's events are conflicting on September 23, 2023 but there is no problem having these events on the same date.
- Stacy offered to update the flyer for Oktoberfest.

Submitted by Kurt Fischer (July 25, 2023)

Membership Director's Report (Jeff Hall)

MEMBERSHIP REPORT

General Membership Information, July 2023			
	July	June	May
Total Members	1112	1119	1112
Primary Members	723	730	727
Co-Members	389	389	385
New Primary Members	5	7	8
Transferred In	2	1	1
Transferred Out	1	0	0
Test Drive Members	12	11	11

Items for discussion:

- Digital Membership Card available 7/25
- New Member and Test Drive Social
 - Members in last year
 - Test Drive “town hall” w/ member panel
- What condition was “your” Panorama in?
- Membership presence at October Concours
- Continue to engage with members w/ expiration within one month
- Next Steps: Jeff is working with National about mailing the Panorama in a protective covering as he distributes these to sponsors. This last issue did not have protective covering and some issues were damaged.
- Vern will bring our concerns to National

Submitted by Jeff Hall (7/25/23)

Rally Director’s Report (Jerry Wachtel)

- Items for discussion:
- The Mt. Hamilton Rally will run this Saturday, July 29th, starting in Danville and finishing in Pleasanton. Jim Robison and I put the rally together and have handled all of the details. This is despite the presence of volunteers from the Golden Gate and

Diablo Regions who promised to help but ultimately didn't come through. Where they did come through was in getting participants. We have 41 registrants for the rally, which is undoubtedly a new high for us. Of that total, all but 1 are Porsches, We have 12 registrants from Diablo, 23 from Golden Gate, 1 from Yosemite, 1 from Sacramento Valley, and 4 from Redwood.

- Next Steps:
- We're looking for a successful run on Saturday. We need to capitalize on our registration numbers to build up attendance at future rallies. Our night rally,, "Hot August Nights," will run on August 26th.

It was asked if there is some means to "match" drivers with navigators as the two roles are needed to compete. Jerry will take this thought to see if something can be done.

Submitted by Jerry Wachtel (July 25, 2023)

Safety Director's Report (Rex Simmons)

- Items for discussion: No report
- Next Steps: None

Submitted by (Rex Simmons) ()

Social Media Report (Kurt Fischer):

- Items for discussion: We had a major spoofing of our Facebook page... as well as several other Zone 7 FB pages by unknown perps! Both David Bunch and I blocked these bogus fake FB pages.. reported the perps to Facebook and alerted PCA National Social media chair person. All is quiet now!
- Next Steps:

Submitted by Kurt Fischer ()

Sponsorship Coordinator's Report (Jeff Hall)

SPONSORSHIP Update

Tour start on 7/29 at Autobahn Automotive and Hot August Nights Rally to start at Auto Sport Detailing on 8/26

Items for discussion:

- Santa Rosa Auto Body to observe at Autobahn on 7/29
- Sponsor presence and engagement at Concours
- Sponsorship fee for trophies?

- Next Steps:
None

Submitted by Jeff Hall (7/25/23)

Webmaster's Report (Interim: Chip Witt)

- Items for Discussion No report
- Next Steps: None

Submitted by Chip Witt ()

NEW BUSINESS/INFORMATION:

Brad Williams shared that he attended the first Porsche Studio in Portland in the USA. Formula E time trials are underwhelming but the races are exciting. Brad was asked to possibly write an article for the der Riesenbaum.

Pat Burke attended his first board meeting and shared his background.

Meeting adjourned at 8:28 pm by President Vern Rogers