

Redwood Region – Porsche Club of America
May 30, 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
x	Past President	Ben Davoren

Committees:

Present

	AX Director Co-Chair	
-	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, Paul Stefani, Paige Gaines

CALL TO ORDER:

Virtual and physical meeting called to order at (7:10 pm) on (May 30,2023)by President Vern Rogers via Zoom Video Communications and at Mary's Pizza, Petaluma. A quorum was met.

APPROVAL OF MINUTES:

The Minutes from the April 25, 2023 meeting were discussed that Sharon Neidel's name was misspelled in the adjournment motion but approved pending this correction. Sharon Neidel motioned to approve these April 2023 minutes, this was seconded by Craig Steele and motion was approved.

Treffen Updates:

- See Vern and Sharon N.'s reports

President's Report (Vern Rogers)

- I missed the Lynmar tour but want to give a big thank you to Jeff Hall and the leads and sweeps. I hear it was a great event!
- Did a site visit at the Sonoma Mission Inn with Sharon Neidel and Jeff Hall. We received a tour of the grounds and facilities as well as each of the room types that will be available for Treffen.
- Worked on securing a North Coast Tour lunch destination venue for Treffen Wine Country
- My wife Sharon and I hosted Sharon Neidel, Jeff Hall and their spouses for dinner and a meeting to continue selection of the four tours our region will propose to PCA National for Treffen Wine Country. Sharon Neidel will have more regarding these soon
- Communicated with Past President Craig Steele regarding a caravan route to Palm Springs Parade. Craig will be presenting this at the board meeting.
- Looking forward to Parade!
- Received suggestion from Greg Matsumoto for a new event to attend a concert at the Meritage Resort in Napa. Greg will be willing to organize something there next year.
- Worked on flyer and MSR event, and Ride with GPS route for Spring Lake Mid-Week Picnic/Tour.
- Items for discussion: None
- Next Steps: None

Submitted by Vern Rogers (5/29/23)

Vice President's Report (Sharon Neidel)

- Attended the Devils in the Details tour & lunch at the Washoe House. Excellent event. Missed Lynmar but Thanks to Jeff for organizing both.
- Jim Robinson reported the Devils Gulch Rally was successful with 13 Attendees. Expects a profit of \$250 for the region.
- Several members at the Washoe House suggested it for the Holiday party. They have the date open and I am working with them on a proposal for next month.
- Working on Treffen with Vern & Jeff. Attended a site visit at the beautiful Fairmont Resort. We had several team meetings and am working with Gloria Ferrer as a potential tour destination.
- Outside of Redwood I am working on the Zone West Coast Club Race Series. We had a nice event at Buttonwillow and worked the Porsche Platz for Zone 7 at the IMSA races.
- RR7 is coming along. Registration is now open for volunteers on MSR.
- Looking forward to attending Parade
- Item for discussion:
 1. Proposal for Rally #2: The **Mt. Diablo Rally** will be co-hosted by the Redwood Region, the Diablo Region, and the Golden Gate Region. It is on Saturday July 29th in Alameda and Contra Costa County. The rallymaster is Jerry Wachtel (Redwood Region member and Devil's Gulch Rallymaster) with the assistance of Gilbert Bouzeid (Golden Gate Motoring Director) and Gene Stoegbauer (Diablo Events Chair). We estimate 30 cars; 10 from each region. The entry fee is \$25 for Porsches and \$30 for non-Porsches. Gross revenue should be about \$750. \$750. Expenses are estimated to be \$250 for trophies, \$60 for Motor Sport Registration (MSReg.com) and \$90 for the Richta GPS service. After expenses, net revenue should be about \$350, which will be divided between the three regions based on the number of entries from each. Please note that all Redwood Region costs will be covered before any funds are distributed to the other regions. Further, the Redwood Region will be the point of contact with PCA for liability insurance, which should cover all three regions.
 2. Proposal for Rally #3 **Hot August Night** on Saturday August 26th. This is a night rally, similar to Harvest Moon last year. The venue will be Napa and Sonoma county. I estimate 10 cars, with the same \$25/\$30 enter fee, yielding about \$200 after MSReg.com and Richta fees. Trophies will be about \$150, resulting in about \$50 net revenue for the Region.

Next Steps: Eileen moved to approve this motion to approve the budget for the proposed rallies as requested. Kurt seconded the motion and the motion was approved.

Submitted by Sharon Neidel (May 30, 2023)

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: Since the bank that the club had monies in has now been acquired by Chase (instead of First Republic) everything except the name has remained the same so far. It is anticipated that it will be a year before we will have to move to the Chase platform.

According to the PCA requirements we have an excess of monies based on our balance sheet which should not exceed a year's worth of income/expenses.

Next Steps: None

Submitted by Rona Stefani (May 30, 2023)

Secretary's Report (Eileen Gaines)

Items for discussion: This is more of a reminder for the board meeting attendees to adhere to the Roberts Rule of Order as the meetings are recorded to assist in finalizing the minutes and if we have more than one person talking it is difficult to make sure the minutes are accurate.

- Next Steps: None

Submitted by Eileen Gaines (May 22, 2023)

Past President's Report (Ben Davoren)

- Confirmed route for Martorana tour, noted that there is a small detour due to a bridge in Monte Rio being out, but all is updated on ridewithgps
- Designed preliminary route for a weekday tour ending with a Redwood Empire Food Bank warehouse shift but need to find a good spot for post-shift lunch as agreed upon at April meeting

- Completed work with David Bunch to ensure CASA's September Charity Golf Tournament flyer was available in the May der Riesenbaum

Items for discussion:

- We don't have an established process or POC for submissions to Panorama, and seem to have a lower rate of publication than many other regions. Reminders are sent from national (Linda Goodman) to region newsletter editors, zone reps, region webmasters and social media chairs. We don't have anyone identified in our bylaws to do this but we are supposed to have a Communications Committee comprised of the Newsletter Editor, Webmaster, Social Media Lead and Sponsorship Coordinator under the direction of the Communications Director. I would recommend that either that committee or one member of it be the designated POC. Alternatively, when events are planned, one event per month could be identified as the submission-worthy event by the board and the event leader could be given the responsibility and the national contact info.
- *Stacy comment to the above: Ben, I'm happy to be the POC as comms director, but I no longer receive Linda's reminders. Could you have her add me again and i will drive this? Thanks.*

Next Steps: Paige Gaines mentioned that the club's Flickr account is now up and running so Stacy or others interested in identifying pictures of events to have published can view them, but the Flickr access unfortunately does not allow multiple people to download these. So Paige will be the contact person to provide these very large file photos for Panorama publication.

Ben will respond to Stacy to accept her position as the POC for this purpose.

The size of the photos is an issue as Paige's photos are a smaller resolution than the Panorama publication requires. If a photo is chosen for publication Paige or whomever has taken the picture can be contacted to adjust the resolution. A brief discussion was held on the Panorama's requirements for publication as these guidelines had changed since the Covid pandemic as not all of us were aware of the changes.

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Submitted by Ben Davoren (5/25/2023)

Autocross Director's Report (Stacy O'Connell)

- Our second of two AXs this session is September 17 at Thunderhill in conjunction with SVR for a Zone 7 weekend. We did not break even at our April event but are hopeful that was an anomaly and we will rebound for the fall.
- Next Steps:
 - Registration will open in mid-August and be promoted by other regions and Z7

Communications Director's Report (Stacy O'Connell)

- Report
 - All new members added to Constant Contact contacts
 - Manage all bounce back emails from dR deployments: finding correct addresses when possible, removing name from list based on engagement history, etc.
 - Edited flyer for Vern
- Items for discussion:
 - We chatted last board meeting about promotional steps to be taken when an event is added to the calendar. Aside from the flyer that is standard, I recommend the following:
 - dR calendar mention as well as a brief write up from the event planner (with help from comms director if needed) in the main section of the newsletter, containing a save the date or a register now call to action
 - A stand-alone event email to our list no sooner than the week after the resend of the dR is deployed to give our list recipients a break between emails
 - If multiple events are happening in a short window of time, this may be a multi-event email
 - Facebook page post
 - Facebook event post
 - Instagram post
 - Front page call out (flyer and text blurb) of Redwood website
- Next Steps:
 - Please discuss above in my absence and provide input
 - A discussion was held regarding using MSR of members who had signed up for events within the last 24 months vs Constant Contact. Ben had used the MSR criteria to generate an announcement re: the Martorana event for June 3 and was successful in selling out the event. Constant Contact (CC) has a wider audience so should that be our biggest source of alerting about events? Should there be a schedule of sending out event notifications on a monthly basis? This could cause issues for some events if there isn't enough time within the dates of the events and the announcements.
 - Stacy unfortunately wasn't at the meeting to give guidance to the best process of announcements. We want more people involved in organizing

events but we need a more formal/informed process for event planning and coordination for wider knowledge and uniformity. We have a lot of moving parts of people who are involved in events to ensure all “T” are crossed and “I” dotted. We need to put a group together to organize a project list/process to share with the region’s members so all are aware of what the steps are in putting on an event.

- A committee under Sharon Neidel will be formed which will include Kurt, Jeff, Ben, Lisa and Eileen and probably Stacy to put together a “How to “ manual/process of putting on events and communicating these to our members.
- Stacy to schedule time with Jeff to discuss automating Constant Contact welcome emails to new members

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Submitted by Stacy O’Connell (5/30/23)

Concours Director's Report (Essy Fariab)

- Items for Discussion: Nothing to report
- Next Steps:

Submitted by (Essy Fariab) (5/30/23)

der Riesenbaum Editor’s Report (David Bunch)

- Sent 1224 Newsletters on 5/10 with 16 bounces. “Devil’s Gulch Rally” had 15 clicks to register. “LeMans Watch Party & Parts Swap” had 13 clicks to register. “Ride to Eden” had 5 clicks for info. I screwed up and did not get the links in the Martorana Winery Tour, so Ben did a “blast” email. Treffen Wine Country had 6 clicks for info.
- Sent 476 on 5/13 with 4 bounces.
- Items for Discussion:
if
- Next Steps:

Event’s Coordinator’s Report (Kurt Fischer)

- Items for discussion: All events have been added to Facebook... and invites sent out
- Next Steps: I will need a PCA insurance certificate for Porsches on the Plaza on July 8 2023, naming the City of Sonoma as additionally insured. Sharon Neidel will generate this for the event.

Submitted by Kurt Fischer (May 29, 2023)

Membership Director's Report (Jeff Hall)

MEMBERSHIP REPORT

- Items for discussion:

General Membership Information May 2023		
	May	April
Total Members	1112	1097
Primary Members	727	715
Co-Members	385	382
New Primary Members	8	8
Transferred In	1	1
Transferred Out	0	3
Expired Memberships	0	7

- Next Steps:
 - Working on Membership Collateral (events, general yclub)
 - Working with PCA to verify % PCA members/Porsche owners in Redwood Region

Submitted by Jeff Hall (5/30/23)

Rally Master's Report (Jerry Wachtel)

- Items for discussion:

The Devil's Gulch 2023 Rally was successfully run on May 20th. Entrants self-selected whether to rally in the Expert or Novice class, a new approach for the Region. There was a decent registration of 13 cars, 2 expert and 10 novice. Novices won 3 out of the 4 trophies. The one expert winner was a team from the Sacramento Region. Informal reviews were positive, with several participants praising the selection of beautiful, little used roads in Marin and Sonoma Counties. We experienced some minor glitches with the satellite-based

Richta scoring system, which we have been using for just over a year. These were resolved with the assistance of Rich Bireta, founder of the company.

- Next Steps: Steps: We are actively underway with the planning for the Mt. Diablo Rally, to be run on July 29th. This rally will be sponsored by three regions: Redwood (as host), Golden Gate, and Diablo. The route will involve technical driving on narrow, twisty roads in Contra Costa, Alameda, and Santa Clara counties. We anticipate approximately 30 cars (10 per region). The bulk of the planning will occur this coming month.

Submitted by (Jerry Wachtel) (May 30, 2023)

Safety Director's Report (Rex Simmons)

- Items for discussion: None
- Next Steps: None

Submitted by (Rex Simmons) (May 30, 2023)

Social Media Report (Kurt Fischer):

- Items for discussion: All events have been added to Facebook... and invites sent out!
- Next Steps: None

Submitted by Kurt Fischer (May 29, 2023)

Sponsorship Coordinator's Report (Jeff Hall)

SPONSORSHIP Update

- Items for discussion:
 - Vern: review Joseph Wong @ A Shade Darker

- Next Steps: Jeff is collecting sponsorship monies, considering instead of staggered collection of monies have an annual collection process which might require some pro ratio but to be determined.

Submitted by Jeff Hall (5/30/23)

Webmaster's Report (Interim: Chip Witt)

- Items for Discussion None
- Next Steps: None

Submitted by Chip Witt (May 30, 2023)

NEW BUSINESS:

- Craig Steele has presented an organized drive starting in Marin County following a route to the June Parade event. Craig's route will be designed to use some highway and back roads for the first day of driving. The group will stay one night in Tehachapi, California and then proceed the next day to La Quinta, California. There are 18 people signed up for this route. Craig will communicate with the attendees and publish this route on the PCA public tours and Ride with GPS. It will also be advertised on the Zone 7 site and other social media sites.

Meeting adjourned at (8:06)pm by President Vern Rogers

Sharon Neidel motioned for the meeting to adjourn and Jeff Hall seconded. Motion passed.