

**Redwood Region – Porsche Club of America**  
**October 24, 2023 Minutes**  
**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
x	Rally Master	Jerry Wachtel
x	Safety Director	Rex Simmons
x	Sponsorship Coordinator	Jeff Hall

**Guests:** Paul Stefani, Paige Gaines, Sharon Castle Rogers, Brad Williams, Don Magdanz  
**CALL TO ORDER:** on October 24, 2023 at (7:05 pm)by Vern Rogers via Zoom Video Communications and at Mary's Pizza Shack, Petaluma.

**APPROVAL OF MINUTES:** A motion to approve the September 26, 2023 minutes was made by Stacy O'Connell. Rona Stefani seconded the motion. Motion approved.

### **Treffen Updates:**

- National team has selected Viansa Winery as the staging location for all four Treffen tours. These will run twice. Once on 4/22 and again on 4/23.
- Tours are as follows:
  - Viansa to Viansa loop - North through Sonoma Valley, East to Silverado, South to Oakville Grade, and back to Viansa
  - Maxville Winery tour - East skirting Napa, past Lakes Hennesy and Berryessa, and ending at the winery
  - Martin Ray Winery tour - West skirting Petaluma, up along Tomales Bay, East through West Sonoma and ending at the winery
  - Hitchcock's Bodega to Northwood tour - West around the top of Petaluma, out to Valley Ford, into and around Bodega, North up the coast and back down through Cazadero to Northwood Restaurant
- All four routes are complete except for slight last minute tweeks
- Vern has a list of confirmed/likely leads and sweeps from Redwood Region. Remaining unconfirmed folks will be contacted before EOM.
- We should plan for early November runs of most if not all routes with Leads and Sweeps
- Sharon will handle the remaining volunteers for Registration, Information booth and other on site requirements. Also the hand-out book with maps, directions to local restaurants, gas stations etc.
- Essy is asking if there should be any relay drivers needing radios to have during the tours. There will be an expected 120 cars. 4 different tours each day, 2 groups in each tour, so 15 cars per tour. This discussion will continue as we get closer to the Treffen dates. We might consider buying better radios for the region.
- Lead's and sweep's gas and lunch will be paid for by the region but National is currently not in favor of having mids, but this too will be discussed in the future.

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

- Attended the Charity Circle Adventure put together by Ben. – A great drive, a fun way to contribute to our community, and an excellent, as yet unused, lunch venue! Great job Ben!!!
- Lead drive for Annual Members Gathering and introduced candidates for 2024 elected offices. Voting is currently in process and scheduled to close on 11/4.
- Assisted with and attended Zone 7 Concours. BIG thanks to Essy and Rosa Fariab, Joe Burroughs, Sharon Neidel, Kurt Fischer, David Bunch and Pat Burke. Given the

weather on the day, it was a fabulous event. Thanks also to our sponsors AutoSport Detail and Hi-Tec. AutoSport stepped up big time with raffle baskets as well as goody bags for judged entries. Hi-Tec supplied wine glasses to go with raffled wine that had been donated by Pech Merle winery.

- Assisted with and attended Lady Drivers Fun Run and Brunch – We should utilize the Sheraton Sonoma Wine Country Petaluma as a lunch venue for one of our 2024 events. The brunch and the service were excellent.
- Porsche Marin has a new GM, and Jeff was able to set up a meeting with him last Friday. Jeff and I met with him for over a half hour. He is friendly, enthusiastic, and excited about rebuilding the relationship between the dealership and the region. We should keep them in mind when we plan events in November.
- Many thanks to Rona for all of her successful work in regaining our tax exempt status with the State of California.
  
- Items for discussion: None
  
- Next Steps: Jerry Wachtel is willing to be appointed as Rally Director for our region. Vern Rogers introduced a motion to approve this appointment. Eileen Gaines seconded this motion. Motion approved

Submitted by Vern Rogers (October 24, 2023)

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

I took the last Board Meeting via Zoom on my way to Rennsport. It was 5 days of work for the staff but Porsche did an amazing job and I believe everyone had a great time.

I attended the Ladies Drive which was very nice. I agree we should utilize the Sheraton for other functions. I also worked the final Club Race of the season at Sonoma Raceway and attended the Annual Members Gathering and helped with registration and the concours.

- Item for discussion:
  - Holiday Party 2023. We have secured the Washoe House in Petaluma. I have tentatively selected the Italian Buffet as it can easily accommodate vegetarian options. Dinner & Dessert come to \$76 a person including tax & gratuity based on the 50 people we had for 2022. (Not including the MSR Fees.) I am open to leaving the price at the \$75 from 2022 or increasing to \$80. The club has subsidized in the past to cover the band and corkage

fee. I am awaiting the corkage fee charge. The band, Void Where Prohibited is Apx \$1,600 for the fee (\$1,200) + meals and drinks for band members. I would like approval to move forward and secure contracts for both the site and band so we can begin advertising.

- A motion was introduced by Sharon to approve \$ 75.00 per person for the Holiday party. This was seconded by Ben Davoren. Motion passed.
  - I contacted Lori Schutz (daughter of Peter Schutz) regarding a presentation on her father's book. She has no engagement fee. She would want to be reimbursed for expenses and has some electronics requirements for her presentation. Her talk is about 45 minutes. She does request the ability to sell the book and the corresponding art from Kelly Telfer. She would love to present to Redwood in early 2024 - a nice indoor winter event. She is open all but one weekend in January and looks forward to working with us to coordinate an event. I'm thinking a Brunch Run ending at the Sheraton?
- Next Steps: Submitted by Sharon Neidel (10/24/23)

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

### **FINANCE REPORT**

Reports attached

[BalanceSheetSummary 10 2023.pdf](#)

[ProfitandLoss 10\\_19\\_2023.pdf](#)

We have finally received confirmation that we have a tax exempt status back at the state level.

[California State Tax Exempt Status Letter.pdf](#)

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

Items for discussion:

CD is coming up for renewal in January. It's about \$45000. I looked at rates now, FRB is 5% for a 6 mo CD. It's the best rate now, but not sure what will be available in January. The vote to reinvest or move to a different bank will have to be handled via email as there is no business meeting prior to the renewal.

Chase Bank in early next year will be taking over First Republic bank which will make the region's bank Chase.

Next Steps:

2024 Holiday Party: The Wild Oak Saddle Club in Santa Rosa is a site for consideration. The proposed price is \$ 174.00/person. This includes tax, tip, full bar with appetizers, wines with dinner, plated dinner or buffet depending on what we want. 4 hour party. Historical data reflects that we have charged \$ 75.00/person. Last year we spent \$ 181.00 per person, so Rona would like to keep the fee at \$ 75.00/person to encourage more people to come and have the club subsidize the event. The site can accommodate 150 people. Rona proposes a motion to keep the \$ 75.00/person for the 2024 Holiday party and book the Wild Oak Saddle Club. Date to be determined. Eileen seconded the motion. Motion approved.

Submitted by Rona Stefani (10/19/2023)

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

Items for discussion: Nothing at this time

Next Steps: Nothing at this time

Submitted by Eileen Gaines (October 23, 2023 )

### **Past President's Report (Ben Davoren)**

- Led a successful "Charity Circle Adventure" tour, workshift at the Redwood Empire Food Bank, and lunch with 17 Redwood Members filling up 440 "senior boxes" of food. Anticipate planning a similar event for 2024.
- Attended the Annual Meeting at Chenoweth Woods
- Created the ballot for 2024 officer voting in Google Forms, sent with a closing date of November 4th in keeping with the ByLaws, for publication in November dR
- Evaluated Russian River Vineyards with Kurt Fischer and new members Margie and Peter England as a potential tour destination for 2024
- Assisted Rosa and Essy Fariab in enhancing MSR reporting for this year's Concours

Items for discussion:

- None
- Submitted by Ben Davoren (10/19/23)
- **Addendum November 18, 2023**
- **On November 18, 2023, during the Pre Treffen riding tours, the board members who were in attendance (Rogers, Neidel, Davoren, Stefani, Gaines, Fischer, Simmons, Fariab, Hall, Bunch there was a quorum) had a brief meeting to vote on the charitable contributions that the Redwood Region would make this calendar year. A motion was proposed by Ben Davoren to bequest the following:**

- **CASA**   **\$3000**
- **Redwood Food Bank**                         **\$1500**
- **Paws for Purple Hearts**                   **\$1250**
- **Toys for Tots**                                     **\$500**

**The motion was seconded by Eileen Gaines and the board voted to approve these monies for the club's charitable contributions.**

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

- Items for discussion:
  - Confirm continuation of AX events with Thunderhill and SVR for 2025
  - Confirm sourcing dates at Sonoma Raceway with GGR if available
- Next Steps: The AX operated at a slight financial loss this year, but probably due to scheduling conflicts within the region and there was annual fee for the software used during the events which contributed to the slight loss instead of breaking even. Does the region want to continue these AX events? Stacy proposed a motion to continue AX for the 2024 year. Eileen seconded the motion. Motion passed.
- Submit final AX article of the year to dR

Submitted by Stacy O'Connell (10/24/23)

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

- Sent rally survey via CC
- Updated new members to database
- Working on bounced addresses in CC
- Built new member and expiring member templates in CC, work with Jeff to implement
- Murphy's submission to Panorama - will likely be in Jan
- Parade AX submission in current month
- Ben submitted for December (thanks!)

Items for discussion

- Next Steps:
  - What flyers are needed? Holiday party? Toys for Tots? Others?
  - Final input to event planning list, if needed
  - We need a standard for content for events a few days prior to the event. Email standards, (how to dress, route, speed waivers) also route creation and flyers. Stacy will do the flyer creation and route creation standards.
  - We need a resource how to plan a route for tours. Pat Burke is willing to learn how to create routes/MSR and then pass along the knowledge ( Train the trainer?) Don Magdanz is willing to help set up routes. Hopefully we can continue to keep training people for future events. Rona suggests having a

financial spreadsheet be shared with the treasurer for events for clean accounting purposes from the MSR system. This would be a requirement checklist item to be sent to the treasurer at the end of the event.

Submitted by Stacy O'Connell (10/24/23)

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

- A great big THANK YOU to everyone that came out in the rain to help make our Concours a memorable event. We were incredibly lucky to have excellent raffle prizes donated by our sponsor, Auto Sport Detailing along with a steep discount for the People's Choice Award that Crissa put together. Thank you to Jeff and Essy for working this out with them. This is first time the People's Choice Award was given out at a Zone 7 Concours - so our Redwood Region also made history 😊!

Submitted by Rosa Fariab, October 24, 2023

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

- Items for Discussion: None
- Next Steps: None

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

Items for discussion:

#### **3rd Annual Ironstone Concours at Murphys**

- The 2024 concours will be September 28, 2024.
- 10/12 rooms have been reserved at the Victoria Inn
- 1 rooms \$164 / 1 room \$336
- Several rooms in town (1BR & 2BBR)
- Do NOT need 'Board approved' \$3000 deposit

*Submitted by Jeff Hall (10/24/23)*

- Next Steps: Submitted by Kurt Fischer ()

All Events are up to date!

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

<b>General Membership Information, October 2023</b>			
	October	September	August
Total Members	1138	1117	1115
Primary Members	742	728	726
Co-Members	396	389	389
New Primary Members	7	10	12
Transferred In	1	0	0
Transferred Out	3	2	2
Test Drive Members	11	10	13
Conversions	1	-	-

- Attrition seems to be lessening
- Had Membership table at Concours
- Several conversions last few months

Items for discussion:

- Next Steps: Continue to pursue automated emails to “new” and “expiring” members
- Improve the test driver program in helping prospective drivers become familiar with the club benefits.
- Jeff spoke extensively with Brian Atkins (Zone 7 rep) to learn from Brian ways to improve on generating members and relationships with sponsors and dealerships.

Submitted by Jeff Hall (10/24/23)

**Rally Director's Report (Jerry Wachtel)**

- Items for discussion



- Jim Robison's rally survey is out for response and will close at the end of the month. Any thoughts or comments from the Board are welcome, and I will discuss/transmit them to Jim..
- Next Steps:
- Plan for the number and types of rallies that we would like to hold in 2024, and prepare for the November 2023 planning meeting.

Submitted by (Jerry Wachtel) (10/24/23)

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

- Item for discussion:
- Next Steps:

Submitted by (Rex Simmons) ()

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

- Items for discussion:
- Next Steps:

All events have been created and invites sent out! Last one for this year will be the Holiday Party!

Submitted by Kurt Fischer ()

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

**SPONSORSHIP Update**

Items for discussion:

**Hi Tec** and **Auto Sport Detailing** sponsored Zone 7 Concours

- ASD raffled hundreds of dollars of product and helped with the raffle w/ free car wash
- ASD gave away goodie bags to all Concours participants
- ASD had a pop-up canopy
- Hi Tec offered wine glasses paired with Pech Merle wine

### **Porsche Marin Update**

- Vern and I met with new GM
- Brainstormed with Brian Atkins on dealership strategy
- Very optimistic partnership going forward
- Several from Redwood participating in Sunday's Cayenne event and Tour

### **Toys for Tots 2023**

- Picking up distribution boxes (and delivering soon)
- Will put together marketing campaign with Chip & Stacy to promote
- ALL our sponsors will fall into Sonoma County distribution this year
  
- Next Steps: Put together going forward plan (win / win) for Porsche Marin

Submitted by Jeff Hall (10/24/23)

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

Submitted by Board Minutes ()

**NEW BUSINESS:** Crab Feed for February 2024 Sharon is interviewing caterers for this event. It is anticipated that the fee will be between \$ 55.00 to \$ 65.00 per person depending on the price of crab TBD.

No update yet on webmaster, there is a national resource that Brian Atkins mentioned to Vern. Vern will look thru his notes to get this info.

**Meeting adjourned at (8:34) pm by President Vern Rogers** A motion was proposed by Eileen to adjourn the meeting. Rona seconded it. Meeting adjourned.