

**Redwood Region – Porsche Club of America**  
**September 26, 2023 Meeting 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	
	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 Master	Jerry Wachtel
x	Safety Director	Rex Simmons
x	Sponsorship Coordinator	Jeff Hall

**Guests:** Don Magdanz, Craig Steele, Sharon Castle, Lisa Davoren

**CALL TO ORDER:** on September 26, 2023 at (7:08pm )by Vern Rogers via Zoom Video Communications and at Mary's Pizza Shack, Petaluma.

**APPROVAL OF MINUTES:** The minutes August 29, 2023 were approved.

### **Treffen Updates:**

- Vern met with Viansa Winery owner Chris Sebastiani to set up site visit for 10/2 with National Treffen team members. We are hoping to use Viansa as not only a tour destination, but also to utilize their parking areas as staging for all four tours. Sharon N's report below will have other Treffen info.
- Jeff Hall, Craig Steele and Vern met to work on routes for Treffen. Big thanks to Craig for adjustments to proposed routes and putting them into Google Maps. We will be using some of these when the National Team members are here on 10/2
- Sharon attended Treffen St. Louis on behalf of the team. Met with the extended National Staff on the expectations for Treffen Wine Country. Worked Registration, staging for the tours and the information desk to get an idea of the needs for volunteers. National Treffen Chair, Alex Ching & PCA event coordinator, Melanie Williams will be in town October 2 & 3 to meet with the hotel and check out some of the routes / destinations and staging areas. The entire staff will be out to approve the final proposals November 8 & 9.
- It is believed that as of now, we have most of the leads and sweeps assigned to the Treffen tours and all participating MUST have driven the routes to ensure knowledge and understanding so there is proficiency in running the routes.
- A question was brought up on how does a sweep deal with wrong turns and it was explained by Vern that our Treffen policy will need to be firmly established for consistency as there are several thoughts on how this should be handled.
- All cars will require a Navigator and all runs will be in the 75-95 mile range. All will have bio breaks and all will leave from the same location. We will be providing directions/routes for the tour members to return to the Sonoma Mission Inn.
- Sharon Neidel will be getting the next group of volunteers organized for different administrative tasks and responsibilities.
- Further details will be worked out on possibly increasing sweeps for Treffen with National as possible budgetary considerations might need to be discussed. The tours will be in 2 groups of 15 cars each. A discussion regarding communication between the leads and sweeps (should there be mid drivers to communicate with the sweeps), should the leads and sweeps have their cell phones on for the duration of the tour ( cell service could be questionable) radios can have questionable reliability also. This discussion was tabled for a future time.

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

- Attended our Transcendence Theater event earlier this month. Great social time before the performance, and an excellent time during it. Thanks to Karen Sherman for all of the

hours she spent in putting this event together. Thanks also to Joe Burroughs for his help in setup for the event.

- Attended the Oktoberfest event this last weekend. Once again it was a great event and a fantastic drive. Thanks to Holger and Martina Seibert for the event itself, and for the special parking for Redwood member's cars.
- Created Redwood's MSR event for the Lady Drivers Fun Run and along with my Sharon, coordinated details of the event with GGR Touring team. We will be doing a pre-event drive with other leads/sweeps on 10/1
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- Items for discussion: None
- Next Steps: None

Submitted by Vern Rogers ()

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

I attended the 3 day Club Race at Laguna Seca and Treffen St, Louis.

After receiving the final contract and quotes from Chenoweth Woods the EC decided to increase the price from \$40 to \$50. I created the MSR site and thank Stacy for the flyer. Rex had generously reduced the site fee from \$1,000 to \$500.

I have the calendar up to date with all upcoming events and the insurance ordered and distributed thru the end of October.

We had a brief consideration to move the Holiday party to one of the Treffen Venues but the cost and timing were prohibitive. I have the date secured at Washoe House and have received menu options. I will prepare a budget next week which we will need to approve between meetings.

I am writing as I am heading out the door to Rennsport Reunion 7. Hard to believe it is already here. Thanks to all the Redwood members who volunteered. I will see you over the weekend.

- Item for discussion:

- Sharon Castle-Rogers has a discussion item for the Ladies Drive. Signups for this event are good and we anticipate a good turnout. This drive has free T-Shirts for the lady drivers.
  - Sharon Castle-Rogers has information on the 2024 Crab Feed. The Marin Yacht Club has given us their site for \$ 500.00 and refundable deposit and we have two bartenders scheduled. This event is scheduled for February 17, 2024. We are looking into T-Shirts for the Crab Feed.
- Next Steps: We are looking into either getting a caterer or using volunteers to staff this event as we have in the past. A budget/contract is still pending. A motion to pay the deposit of \$ 121.27 was initiated by Kurt and seconded by Jeff. The motion was passed to pay this deposit to the Yacht Club for the 2/17/24 Crab Feed.

Submitted by Sharon Neidel (9/24/23)

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

#### **FINANCE REPORT**

##### [Profit and Loss](#)

##### [Balance Summary](#)

Reports attached

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

Items for discussion: Rona acknowledges the fiscal responsibility for all the events staying within budget. The club has a healthy financial balance and can afford items during the Treffen if a national budget does not include things. The club's ~~finances are currently~~ finances currently exceed National's recommendations of needed reserves by 18-24 months.

Rona is still chasing the club's tax status of a non profit as we are not currently listed as a non profit.

Submitted by Rona Stefani (09/22/2023)

Next Steps:

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

Items for discussion: Email from Jim Robison requesting a survey be sent to the members to ask for input re: rally preferences for 2024. Jim is asking for the club to pay a \$ 99.00 one time charge to use Survey Monkey to get feedback from members in October so the results could be available for the November 2023 planning meeting. Stacy suggested we could do a survey in Google Survey.

Next Steps: Ben felt that we could use Google Survey for this survey instead of Survey Monkey. The best mailing list for this is thru Constant Contact. We currently do not have a Rally Director, as Jerry is a Rally Master. Ben reiterates that the best way to get information out to our members is thru our Communication Director and Constant Contact. We tell Jim that we think this survey should be thru Google Survey and the Communications Director.

Eileen will connect Jim, Stacy and Ben to facilitate this survey.

Submitted by Eileen Gaines (9/22/2023 )

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

- Attended the region's Transcendence event which went very well for our group
- Attended our last autocross of this season at Thunderhill. The event was well run and well attended by other regions; only 2 Redwood members came however
- Attended Oktoberfest tour, another good annual event
- Reviewed and edited initial draft of the Event Planning checklist put forth by our Communications Director Stacy. Compared it with other similar documents for our region and national PCA. It looks complete if each item on the list has a more detailed resource behind it to assist new users

Items for discussion:

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- Next Steps:
- Make sure all Board members get a chance to review the Event Planning checklist, then identify steps in which there are no existing support documents, then assign responsibility for them
- Plan for election using Google Forms to be done after the Annual Meeting in second half of October. Ben will work with Eileen to set up the ballots for the 2024 elected officers.
- Ben talked about the template Stacy sent regarding the steps for planning events. He feels it is pretty complete from a framework point of view with the items on it. Ben did make some revisions. A further review is encouraged to look at this template to see that all items have a procedure in place and if any items don't have a procedure or resource supporting it, that we create these missing tips to help future organizers.
- All Board members are to review this event planning checklist to discuss putting the finishing touches on it.
- Submitted by Ben Davoren (9/26/23)

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

- Items for discussion:
- Next Steps:

Submitted by Stacy O'Connell ()

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

Items for discussion

- Next Steps:

Submitted by Stacy O'Connell ()

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

- Items for Discussion: **Concours Event is October 22nd**
  - If possible - we would need a volunteer to please pick up coffee and donuts on the morning of the event. **Vern will pick up these refreshments.**
  - We are thinking of having a People's Choice Award similar to the one we had for Porsches on the Plaza in July. If the Board approves we could get a Williams Sonoma fruit and cheese basket for \$140 (or less)?
  - Follow Up for Day of Event:**
  - Redwood Region Canopy - Who has it?? **It is believed that this canopy is with Vern and Sharon.** Is it in the AX trailer?
  - David Bunch will bring 6 ft. folding table, 4x4 card table, folding chairs
  - Essy will coordinate with Joe Burroughs for table and chairs if needed
  - Coordinating with Jeff regarding Raffle Prizes from Sponsors. See Jeff's report below.
  - A discussion regarding a People's Choice Award should the votes be by the car participants or by the attending public. Agreement was the attending public should be voting for the People's Choice Award.
  - Rona makes a motion to approved the \$ 140.00 expense to fund the People's Choice Award. Eileen seconded the motion. Motion passed.

Submitted by (Essy & Rosa Fariab on September 26, 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:
- Next Steps: Submitted by Kurt Fischer ()

All events are up to date for October 2023

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

#### MEMBERSHIP REPORT

<b>General Membership Information, September 2023</b>			
	<b>September</b>	<b>August</b>	<b>July</b>
<b>Total Members</b>	1,117	1,115	1,112
<b>Primary Members</b>	728	726	723
<b>Co-Members</b>	389	389	389
<b>New Primary Members</b>	10	12	5
<b>Transferred In</b>	0	0	2
<b>Transferred Out</b>	2	2	1
<b>Test Drive Members*</b>	10	13	12

- Converted one test drive member to Primary
- Continuing to work with Stacey to automate welcome and “soon to expire” emails

Items for discussion:

- Would like a Membership/Sponsorship table at 10/22 Concours
- Next Steps:

Submitted by Jeff Hall (09/26/23)

#### 2nd ANNUAL MURPHYS WEEKEND RECAP

- Event was a success
- 20 members
- Two tours while in Murphys

- BBQ Dinner at Murphys Historic Hotel Patio
- Saturday dinner at V Bistro
- Several “Panorama-worthy” photos
- Items for discussion:
  - Board deposit for 2024 rooms: A motion by Jeff for the board to pay a deposit up to \$ 3000.00 to block the rooms for 2024 with a zero sum risk as long as we cancel before 30 days. Jeff would like to block out the Victoria Inn for the club. The motion was seconded by Rona. Motion passed.
  - The 2024 concours will be September 28, 2024.

### **Rally Director’s Report (Jerry Wachtel)**

Nothing to report at this time

- Next Steps: Nothing to report at this time

Submitted by (Jerry Wachtel) (September 25, 2023)

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

- Next Steps: Rex needs a \$ 1000.00 deposit by October 1, for Marvin’s BBQ. This expense has been approved previously, Rona needs a contract to pay. Rex will get this contract to Rona.

Submitted by (Rex Simmons) ()

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

- Items for discussion:
- Next Steps:

Facebook events are up to date

Submitted by Kurt Fischer (September 26, 2023)

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

### **SPONSORSHIP Update**

- Items for discussion
- **Porsche Marin**
  - Management change
  - Strike while the iron is hot
  - Pitch Treffen, etc to new mgmt
- **Sponsorship for Concours**
  - Hi Tec - wine glasses combined with wine? A possible raffle for the glasses and wine. Suggested to ask Peche Merle for a donation.
  - Auto Sport Detailing - goodie bags and raffle prizes
- **Sponsorship Attendance at Concours**
- Next Steps:  
Coordinate meeting with Porsche Marin ASAP! Vern and Jeff plan to meet with the new management.

Submitted by Jeff Hall (09/25/23)

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

Submitted by Board Minutes ()

### **NEW BUSINESS:**

- Possible changes to Region car badges and/or Logo. Sharon Castle Rogers has some ideas and logo mock-ups to share with the board.
- There was interest in researching changing the logo as the design is used in multiple applications. (Name badges, textiles, cars etc).
- The board voted that we should investigate a change. 6 positive votes to investigate.
- Craig, Jeff, Sharon Castle Rogers and Essy volunteered to be on a committee to investigate. The group will deliver a scope of work, timing and samples. The bylaws state that a significant change to the club's logo needs to be voted on by membership, but changing colors might not be significant.

- The committee will try to bring samples to the November meeting. It is not anticipated that this will be a rushed process.

Speed Waivers must be signed by any person on our events, regardless of vehicle.

Jeff asked for a motion to adjourn the meeting, Kurt seconded it, motion passed.

**Meeting adjourned at (8:25 pm) pm by President Vern Rogers**