

Redwood Region – Porsche Club of America
January 30, 2024 Meeting
Board Report

ATTENDANCE

Executive Council (EC):

Present

x	President	Sharon Neidel
x	Vice President	Pat Burke
x	Secretary	Eileen Gaines
x	Treasurer	Don Magdanz
x	Past President	Vern Rogers

Committees:

Present

	AX Director Co-Chair	Vacant
x	AX Director Chair/Communications Director	Stacy O'Connell
x	Concours Director	Essy Fariab
x	der Riesenbaum Editor	David Bunch
	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: Brad Williams, Paige Gaines, Terry Lenhardt, Ben Davoren, Sharon Castle Rogers, Craig Steele

CALL TO ORDER: on January 30, 2024 at 7:01 pm by Sharon Neidel via Zoom Video Communications and at Mary's Pizza Shack, Petaluma.

APPROVAL OF MINUTES: The minutes for the October 24, 2023 Meeting were discussed by the board. Vern Rogers presented the motion for approval and Jeff Hall seconded it. The motion passed, minutes approved.

Treffen Updates:

Treffen Registration opened 1/10/24 and sold out in 7 minutes
The event and all tours are sold.

There have been updates to the routes based on feedback from trial runs and a recent update on a planned road closure on the Napa Route. Vern, Jeff, and Pat drove the possible return routes from Maxville Winery, and chose the best. The National Treffen Team has agreed and updated their documents appropriately.

Vern, Jeff & Sharon attended Zoom meeting with National Staff on 1/16/24
All is going according to schedule.

Vern will be sending out "final" route assignments in the next couple of weeks, as well as scheduling a mandatory zoom for leads, sweeps and navigators. The purpose of this meeting will be to clearly specify and verbally review expectations of individuals in these roles. The National Treffen Chair, Alex Ching will be joining the meeting to address the group as well.

Next Meeting February 13th

President's Report (Sharon Neidel)

Since the last Board Meeting on November 28th I chaired and attended the holiday party at the Washoe House. It was a huge success. We had 60 attendees and closed the restaurant down with tunes to Void Where Prohibited. Also chaired and attended the One One Fun Run.. We pre-ran a version of a Treffen Route and had a nice lunch at Northwoods. Their max capacity for the room was 30 - which we stretched to 36 but, given the interest in the event I will seek a larger facility for the 1/1/25 fun run.

We had a lunch for the 2024 EC to get to know each other and establish the initiatives for 2024.

Requested Jerry Gladstone audit the 2023 books as he has done in the past.

Reminder to Board Members - watch for invitations to Region Focus Seminars they are an excellent source of information. Usually 60 minutes. The 1st one is an intro for incoming Region Presidents which I will attend on February 6th.

Also reminder Parade Registration (Phase 1) opens Wed 1/31/24. Parade is in Birmingham Alabama June 9-15.

This is going to be an excellent Board and I look forward to working with them for 2024.

- **Items for discussion:**

Approval of the 2024 Appointed Board Members. I have reached out and have continued support of all current Board Members. Recommend motion to approve the following for 2024:

Webmaster - Chip Witt Motion to approve E. Gaines, 2nd by D. Bunch
Newsletter Editor - David Bunch Motion to approve E. Gaines 2nd by J. Hall
Auto-X & Communications - Stacy O'Connell Motion to approve E. Gaines, 2nd by D. Bunch
Social media & Events - Kurt Fischer Motion to approve E. Gaines, 2nd J. Hall
Membership & Sponsorship - Jeff Hall Motion to approve E. Gaines 2nd by D. Bunch
Rally - Jerry Wachtel Motion to approve E. Gaines, 2nd by J. Hall
Safety - Rex Simmons Motion to approve D. Bunch, 2nd by J. Hall
Concours - Essy & Rosa Fariab Motion to approved D. Bunch, 2nd by E. Gaines
All motions approved and 2nd, motions passed for these roles for 2024

New Members - Who calls when we receive notification from PCA

Zone President's Meeting March 2nd. Open invitation for another Board member to join as Pat is unavailable.

Reminder from Zone Rep on behalf of PCA to be very careful when advertising any non-PCA event of interest. Be sure it is clearly stated it is not a PCA event and not subject to PCA organization and/or insurance.

Board Meetings - potential new site as we have outgrown Mary's.
Following up with the restaurant for ability to handle the Zoom call. The club is open to buying improved audio/video equipment for future uses.

We have an opportunity to host a corral and membership tent at the Fanatics Races April 6&7. Dannen Goetz chaired in 2023 and has the contact information for 2024. He will be unable to chair for 2024. David and I will be at the Club Race. Is there any interest from the Region to proceed? Anyone willing to Chair? Sharon will give

Dannen Goetz, Brad Williams information to help organize this event. There could be additional club member's interested to assist.

- Next Steps:
 - Follow up with restaurant for new Board site.
 - Investigate need for equipment to improve the Zoom meeting.

Submitted by Sharon Neidel (January 30, 2024)

Vice President's Report (Pat Burke)

- Item for discussion:
- Assisting with the Run for the Crab, Crap purchase!
- 2024 Holiday Party update several sites under consideration.
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- Next Steps: Looking at multiple sites for the 2024 holiday party. Pat has a contact at Embassy Suites in San Rafael for a possible site. The Sheraton in Petaluma is out as the club's preferred dates are booked and the fees are out of the budget. Stacy suggested a new Marriott hotel that is being built in Novato.
- Submitted by Patrick Burke (January 30, 2024)

Treasurer's Report (Don Magdanz)

First Republic CD: The CD matures on 1/21/24.

I move that the Treasurer allows it to automatically roll into an 11 month term at 5%. Don's motion was seconded by Stacy O'Connell, motion approved

Credit Card: I have decided that working with West America VISA to change the Credit Card signer is not working. I suggest that RedPCA get a new Credit Card from Chase, who owns First Republic Bank:

I move that the Treasurer apply for a new Credit Card from Chase. This motion was approved by Vern Rogers, motion approved

After Vern Rogers (past president), Sharon Neidel (President) and I receive our new Chase Credit Cards, I will request that the former Treasurer, Rona Stefani,

cancel the West America VISA, and I will load the Chase Credit Card into any business that auto charges the West America VISA.

Ben Davoren mentioned that our bylaws are not specific to who should have a club credit card(past card holders have been president, treasure and past president). When new cards are received from Chase, perhaps a policy regarding these credit card owners and the duration of their card holder status be addressed given their role. Don agreed with that suggestion and also added that these same card holders should be the same club members with access to the club's financial accounts.

Bills: If you have a bill that you need to be reimbursed from the club, please send an email to redpccatreasurer@gmail.com with a copy of the bill, preferably scanned into your computer, but I will accept a picture using your smartphone.

Quicken or Quickbooks: Now that I have talked to customer service for both Quicken and Quickbooks, I want to explain the differences between the 2 applications so that the RedPCA Board can make a decision on which way to go.

Quickbooks is totally in the cloud; there is no application or files on the desktop; it costs \$60/month, allows for 3 Users and can be accessed on a Mac or PC. It is designed for operating a business with a professional bookkeeper who understands how to use it; it is complex; I've never talked to anyone who likes Quickbooks; it's a pain to learn and deal with. In case the Treasurer is incapacitated or there is a new Treasurer, a member can sign into Quickbooks and proceed forward, assuming they know how to use it.

Quicken is on the desktop, either Mac or PC, and the .quicken file is in RedPCA Dropbox. Quicken costs \$60/year and has 1 User. It's easier to use and much more forgiving than Quickbooks; due to Quickbooks' reputation of being difficult to learn and use, it could be easier to recruit a new Treasurer if RedPCA is on Quicken. There is an online interface to Quicken from any Mac or PC, but it does not allow add/change/delete of Accounts (Balance Sheet: Asset, Liability and Equity) and Categories (Profit & Loss: Income and Expense); it allows for entering Transactions; it is not practical to operate Quicken continuously on line due to the limitations above, and the screens are different than Quicken desktop screens. Transition to a new Treasurer is done by installing the Quicken app on the new Treasurer's PC or Mac and accessing the .quicken file in Dropbox; if the new Treasurer's computer is not the same computer type (Mac or PC), the .quicken file must be imported into the new app.

It is not practical to convert Quickbooks history into Quicken. I have entered the Accounts with ending balances and the Categories into Quicken; it is ready to accept transactions starting 1/1/24.

If the Treasurer is incapacitated, most transactions in RedPCA financials are automatically paid or deposited. The credit card is used to pay many expenses; other expenses can be paid by hand writing a check and having it signed by a RedPCA officer who is an authorized signer at First Republic bank; the transactions into Quickbooks or Quicken can be done later. With proper planning, this is not a panic.


If RedPCA stays with Quickbooks, there is no transition for either a short term need for an incapacitated Treasurer or a new Treasurer; all someone needs to do is sign on as another User, assuming that person can operate Quickbooks. If RedPCA uses Quicken, any interim or new Treasurer would need to have the username and password and could temporarily use the Quicken online, but eventually install Quicken on his/her computer and possibly import the .quicken file. For an incapacitated Treasurer, a former RedPCA Treasurer would be the logical choice to be the interim Treasurer.

The decision on Quicken or Quickbooks is a club decision, not the Treasurer's decision. Although I prefer working with Quicken, I will continue to work with Quickbooks if that is the club's decision. Either way, I will create a document outlining how to transition to a new Treasurer and what to do if the Treasurer becomes incapacitated, plus how to operate Quickbooks or Quicken for RedPCA. **I move that the Treasurer obtain a license for Quicken Classic and start using it rather than Quickbooks starting on 1/1/24; the License for Quickbooks will continue at \$60/month until the Board decides that we no longer need the history; when Quickbooks is canceled, there is read only access for 1 year from cancellation date. Craig Steele seconded this motion. Motion approved.**

Financial Reports for 12/31/23: I will request that Jerry Gladstone audit the financials in Quickbooks for 2023. Sharon Neidel also asked Jerry Gladstone to audit the books.

Financial Reports for 1/26/24:

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

 12-31-23 Profit and Loss QuickBooks.pdf

📎 12-31-23 Balance Sheet QuickBooks.pdf

📎 1-26-24 Profit & Loss .pdf

📎 1-26-24 OneOneFunRun.pdf

📎 1-26-14 Balance Sheet.pdf

Next steps: Don will put on the agenda for a future meeting about the financial access and roles for credit cards. We will need to confirm that any changes to the bylaws need to go thru the National Office and the expectation is that clubs should follow the National template. If clubs don't have anything in the bylaws, Don thinks that clubs have the ability to have a policy to do Region Procedure(s) to meet requests.

Secretary's Report (Eileen Gaines)

Items for discussion:

In December 2023 there were two board votes regarding budget approval for two events that were scheduled for 2024. The board voted via email due to the absence of a December meeting and the need to plan accordingly for these events.

On December 5, 2023, the board voted to approve a budget of \$ 35.00 per person for the One One Fun Run. The board members Neidel, Gaines, Hall, Stefani, Fariab, Rogers, Davoren and Fischer approved this budget.

On December 30, 2023, Sharon Castle Rogers asked the board to approve the budget of \$ 60.00 per person for the February 24, 2024 Crab Feed. At that time the price of crab was unknown so the board acknowledged that there would probably be some club funds needed to supplement the cost of this event due to the desire to keep the event affordable and due to the uncertainty of the price of crab for the event. The board voted by email to approve this budget. Voting aye were Magdanz, Rogers, Burke, Gaines, O'Connell, Neidel, Hall.

Next Steps: None

Submitted by Eileen Gaines (January 20, 2024)

Past President's Report (Vern Rogers)

- Assisted Sharon C with MSR page for Crab Feed
- Assisted Jeff Hall with MSR page for March 2 Porsche Marin Event
- Sharon and I successfully rented a house in Lincoln Hills. We will be moving basic furniture, etc. on this Thursday. We plan to be in Lincoln Hills about half of the time as we continue to prep our Santa Rosa home for sale. The plan is still not to put it on the market until after Treffen.

Items for discussion:

- Region Charity Liaison duties - Ben has noted that he may be willing to continue in this role. As it has just been tradition (not a duty stated in the bylaws) for the most recent Past President to handle this rule, I would be thankful for this support.
- Ben confirmed that he will continue to be the Charity Liaison for 2024.

- Submitted by Vern Rogers(1/30/24)

Autocross Director's Report (Stacy O'Connell)

- Items for discussion:
 - First AX of the year scheduled for April 14 at Thunderhill (SVR on April 13)
- Next Steps:
 - Registration will open in March
 - DR article in Feb and March to promote
 - Stacy brought a possible way to improve our club attendance at AX events at Thunderhill would be to organize a social tour/drive for members interested in attending.

Submitted by Stacy O'Connell (1/30/24)

Communications Director's Report (Stacy O'Connell)

- Items for discussion
 - Crab flyer created
 - Porsche Marin March 2 flyer created
 - Discuss webmaster needs
 - Discuss newsletter refinements for 2024
 - Less overall copy
 - Drive to website for full story (when able)
 - Less flyer insertion
 - Zone 7 in one section after club news
- Next Steps:
 - Board discussion on newsletter needs / wants

Submitted by Stacy O'Connell (1.30.24)

Concours Director's Report (Essy Fariab)

- Nothing to report

Submitted by (Essy Fariab, Jan 29, 2024)

der Riesenbaum Editor's Report (David Bunch)

January Newsletter went out on 1/9/2024 at 10:00 am PST to 1232 emails.

810 were opened in the first 2 days.

434 non-openers were sent on January 11th 2024 at 10:00 am PST.

94 were opened.

13 Total Bounces.

1 Unsubscribed

CLICK REPORT -

TREFFEN - 38

RUN FOR THE CRAB - 44

PORSCHE PARADE - 8

WERKS REUNION - 5

ZONE 7 WEBSITE - 7

- Items for Discussion: None
- Next Steps: None

- **Submitted by David Bunch**

Event's Coordinator's Report (Kurt Fischer)

- Items for discussion: All events are up to date
.Update from Sharon Castle Rogers re: Crab Feed
Currently we have 101 attendees with a couple of free passes. We have sold out with a waiting list. The crab prices are higher than we anticipated so there will be a financial deficit. We possibly could have charged \$ 65.00/person, but due to the crab price uncertainty at the time of launching our invitation/announcement we agreed to charge \$ 60.00/person There is an expectation that crab prices will come down.
- Next Steps:
- Submitted by Kurt Fischer (January 30, 2024)

Membership Director's Report (Jeff Hall)

MEMBERSHIP REPORT

General Membership Information Nov '23 - Jan '24			
	<i>Jan</i>	<i>Dec</i>	<i>Nov</i>
New Primary Members	14	10	2
Total Primary Members	738	721	721
Total Co-Members	394	397	401
Total Redwood Members	1132	1118	1122
Transferred In	1	2	1
Transferred Out	2	1	1
Test Drive Members	11	17	17
Lapsed	10*	17	9

- New member welcome emails are automated
- “Soon to lapse membership email is next to be automated
- Badge opt out to begin with next “welcome” letter

Items for discussion:

- Auto Emails:
 - Begin this week
 - New Member
 - Expiring Membership
- New member call - revisit
- New Member Social
 - Proposed May 4 / Tour / Lunch at Kin in Windsor
 - \$500 subsidy from PCA
- Test Drive attempt
- New member Badge
 - Option to get/not get a badge
- 3rd Annual Ironstone Concours Event
 - 24 members have reserved accommodations
 - Dinner menu is set
 - Price is \$71.50 pp for dinner and #23.50 for event ticket
 - Possible \$10 subsidy per attendee?
 - Will need \$540 to purchase event tickets in advance
- Next Steps: Jeff and Don are looking at another way of ordering and sending name badges to new members which could have a financial savings for the club. More to come.

Submitted by Jeff Hall (1/30/24)

Sponsorship Coordinator's Report (Jeff Hall)

SPONSORSHIP Update

Items for discussion:

Porsche Marin

- March 2 Lunch Event
- Meet the New PM team
- Tour facilities
- Hosted BBQ lunch
- Capped at 50
- Give Board head start on registration
- Flyer complete
- MSReg complete

- Want to sponsor Pre-Treffen practice runs
- Presence at Treffen
- Attending opening reception and closing dinner
- Sponsorship Fee?

Auto Sport Detailing

- Toys for Tots Champ
- May 4 Tour start

Autobahn Automotive

- Peche Merle Tour start

Hi Tec

- TBD

Santa Rosa Auto Body

- Interested in hosting a start
- TBD

Next Steps:

Submitted by Jeff Hall (1/30/24)

Rally Director's Report (Jerry Wachtel)

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

Submitted by Jerry Wachtel 1/29/24

Safety Director's Report (Rex Simmons)

- Item for discussion: Nothing to report
- Next Steps:

Submitted by (Rex Simmons) (January 30, 2024)

Social Media Report (Kurt Fischer):

- Items for discussion:
-

All events are up to date..RE: the Crab Feed

- Next Steps:

Submitted by Kurt Fischer ()

Webmaster's Report (Interim: Chip Witt)

Submitted by Board Minutes ()

NEW BUSINESS:

Club purchase of Radios (Craig Steele) Craig presented information about GMRS more of a ham radio unit that has a better capability than the Motorola ones we have used in the past. It is recommended to purchase the GMRS radios with accessories (antenna and a harness). We experimented using the GMRS with a range of 5 miles between the lead and sweep. The communication was very successful and within range the GMRS radios can be used in conjunction with the radios currently used by the club using the same frequency. Craig has 16 of the Motorola radios that he is willing to donate to the club so drivers in tours can hear the communication between the lead and sweep. It is anticipated that an expense of under \$ 5000.00 to purchase the GMRS radios for club use. The club is considering getting enough of these GMRS radios for the Treffen event.

Vern made a motion to purchase 7 more sets to add to the 1 set already purchased to have these available for Treffen. Jeff seconded the motion, motion passed.

Update on Paso Robles excursion (Paige Gaines)

12 Rooms have been reserved for the event May 9-12 (Vern suggested looking at Black Oak Best Western as he thinks the room rate could be cheaper) Cost would be tickets to Sensorio (\$ 45.00) Estrella museum (\$ 20.00) excluding meals and gas. We have a drop date of March 14, 2024 to keep the group rates. Ben gave insight that MSR is a really good tool to organize information. MSR doesn't charge for "free" events. If we use MSR to gather information and keeping the money out of it so there are no fees.

Announcement of Porsches Owners Sunday Social Event (Paige Gaines) This will start on the 4th Saturday of each month. The event will start at Vintage Oaks shopping center in Novato . It is just a social, no drive involved.

Meeting adjourned at (8:29) pm by President Sharon Neidel Stacy made a motion to adjourn the meeting, Jeff seconded it. Motion passed, meeting adjourned.