

Redwood Region – Porsche Club of America
March 26, 2024
Board Report

ATTENDANCE

Executive Council (EC):

Present

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

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 Director	Jerry Wachtel
x	Safety Director	Rex Simmons
x	Sponsorship Coordinator	Jeff Hall

Guests: Rick Wahlbert, Craig Steele, Sharon Castle Rogers, Karen Sherman, Ted Van der Linden, Brad Williams, Rick Duste, Paige Gaines, Ben and Lisa Davoren,

CALL TO ORDER: on at 7:02 pm by Sharon Neidel via Zoom Video Communications and at Torches Restaurant Petaluma.

APPROVAL OF MINUTES: A motion to approve the February 2024 minutes was submitted by Vern Rogers, seconded by David Bunch. Motion approved.

Treffen Updates:

- 3/12/24 had a Zoom call with all Tour leads & sweeps also attended by National Treffen Staff.
- 3/18/24 had our monthly call with Treffen National Staff.
- Next (last) monthly call with National will be on 4/9/24.
- All is going well. Final Requirements are
 - Insurance - ordered 3/24/24.
 - Final combined list of volunteers - Sharon to provide
 - Notebook for Information Desk - Sharon finalizing
- Pre-runs set for 4/13/24, meet in Viansa courtyard for breakfast at 8:30 am, provided by Porsche Marin, departure at 10am.
- Don, as per vote at February meeting, to provide \$60 per car for lunch and gas at the 4/13 pre-run.
- Final person counts have been provided to wineries/restaurants for Treffen tours.
- Testing continues with our new radios to determine how to get the farthest range and best reception. Big thanks to Craig for spearheading this!

President's Report (Sharon Neidel)

- **Attended the Following events:**
 - Zone President's Meeting (3/2/24)
 - Zone Awards Banquet (3/2/24)
 - National Board Meeting via Zoom (3/4/24)
 - Treffen Tour Lead/Sweep Meeting via Zoom (3/12/24)
 - Treffen Team Meeting via Zoom (3/18/24)
 - Torches Site Visit (3/19/24)
 - Regionfocus Seminar on Membership via Zoom (3/19/24)
 - POSSE (3/24/24)
 - ESCA Auto-X site visit (3/24/24)
 -
- **Completed the following on behalf of the Vice President**
 - Updated the Calendar with the Board Location change, added POSSE as a Redwood Event, Added the Paso Robles Tour and Fanatec Corral.
 - Ordered the insurance for the 4/13/24 Treffen Pre-runs; 4/14/24 Auto-X and Treffen Wine Country. Obtained a copy of the certificate for the 3/14/24 Tour.
- **Zone President's Meeting**

- National has decided all Zone's need to un-incorporate. They cannot host events or have a treasury. This must all be done on their behalf at the Region level. Brian is actively handling the necessary paperwork on behalf of Zone 7. The Zone AX & Concours series will continue as the Regions host the events. GGR will set up an account for the Auto-X trophy fund and LPR will set up an account for the Concours trophy fund. One Region will need to handle the awards banquet.
- Web hosting is a universal challenge for the regions. Brian will talk to the Zone Webmaster about assisting Regions as well as the zone.
- Shasta Region frequently has drives that incorporate the Redwood Northern Territory (Humbolt County) they are willing to work with us to invite our Northern Members to their events and even coordinate a joint event.
- **PCA**
 - PCA has requested approval for a Dues Increase which has not been done in over 10 years. Current Dues \$46 (1Yr)/ \$90 (2Yr)/ \$132 (3 Yr) - Rebate to Region \$15.50 – Proposed increase to \$56 (1Yr) / \$110 (2 Yr) / \$162 (3 Yr) - Rebate to Region \$18.87.
 - I polled the Board and the minutes should reflect 6 responses all in favor. No objections. (For the record responses were from Kurt, Pat, Don, Eileen, Essy, Vern & Jeff.)
 - I attended the Board meeting via Zoom and voted in favor on behalf of Redwood Region.
 - New Dues are in effect now for new members and June 1 for renewals. Region Rebates will be a mix of the \$15.50 & \$18.87 depending on what the member paid.
 - PCA has determined there is a surplus for the 2023 year and each region will receive a rebate of \$4 per member.
- **Zone Banquet**
 - Redwood Members Thorsten & Simone Kopinsky received the award for the highest score in the concours series. David and I were recognized as Zone 7 Enthusiasts of the year.
 - Other special awards: Wall of Fame added Colin Fat (SVR) & John Reed (LPR) Two Lifetime Achievement Awards to Ken Isles (LPR) and Larry Sharp (LPR)

Items for discussion:

- **New Board Location**
 - Booked Torches for March & April. Remainder of Year TBD. Will keep Mary's on hold pending success of Torches.
 - Suggest arrival at 6:30 to order food - 7PM meeting
 - Trying new room set-up in hopes it will improve zoom experience. If sound is still not adequate we can research additional microphones.

- The menu is improved but at a price. Be mindful of the Region Budget. A limited or pre-fix menu is an option for the future.
- Redwood Region 55th Anniversary
 - Received banners, decals, certificate & notebook with region history from PCA. Bringing the notebook for all to see.
 - Status of a celebration?
 - Need a date to start inviting key members (Past Presidents...)
- Decals
 - We had a request for a region decal and realized we no longer have any - is there any interest to re-order?
- Fanatec Corral Status
 - How many days? What is the plan for the tent in the paddock. Who is manning the corral? Membership? Paddock “hospitality”
 - This event is April 5-7, 2024 at Sonoma Raceway. We will have a corral in the same area as last year in Turn 3. There will be better transportation to shuttle people down to the paddock area. There will be a 10' x 10' tent in the paddock area. We will be able to have Panorama magazines and information about our region there to entice people to join PCA. We are also encouraged to have water to serve and banners/flyers to display in both the corral and paddock areas. Kurt Fischer, Karen Sherman and Craig Steele are available for volunteering at this event. David will do a Facebook blast to locals regions announcing the event. Will the club have a membership table in both the corral and paddock locations? It was suggested that we do a membership table in the paddock. Does Redwood want to apply for the Corral or Membership subsidy? A motion by Vern was proposed to apply for this subsidy, David seconded this motion. The motion passed.
- Humboldt County Members - any interest in partnering with Shasta Region to do a joint event or notify members of their events? Jeff will sort the membership by zip code to get a listing of the members in this area to work with the Shasta Region to see about getting an event for this geographical area.
- New Auto-X Site.
 - David learned Esca is using the Fairgrounds in Santa Rosa. We went to the event on Sunday to survey the opportunity and it appears to be a very viable site for a small local event. Stacy will reach out to Esca to see about our region getting a local autocross site.

Next Steps:

- Board meeting: If meeting site is acceptable work with Torches on future dates
- 55th Anniversary proposals for celebration. The Nickel and Nickel winery was suggested but they are not responding to a request for information. It is

suggested that we plan an event at the Chenoweth Woods for August 24, 2024. The capacity is approximately 150 attendees at Chenoweth. There was a discussion on possibly including this with a New Member welcome event. There is a monetary subsidy for new member events available to the club from National. There needs to be an evaluation of what enrollment date would be used to consider who would be a new member. Sharon will begin preparing for this event with Rex after Treffen.

- Provide information to Stacy to pursue the Santa Rosa Fairgrounds for AX site
- Follow up with Shasta President on possible joint event or contact to our region members in Humboldt County
- Order decals? We will check into the possibility of getting the cost & ordering these decals and will get back to the board next meeting.
- A new directive from PCA is that Zones cannot put on events. Everything must be done at the region level.

Submitted by Sharon Neidel (3/24/24)

Vice President's Report (Patrick Burke)

- Item for discussion: Nothing to report
- Next Steps: Nothing to report
- Submitted by Patrick Burke/Eileen Gaines due to Pat's vacation(March 26, 2024)

Treasurer's Report (Don Magdanz)

FINANCE REPORT

Vern, Sharon and I have new Chase VISA cards.

West America VISA will be paid off in early April; disputed charges have been credited. We received \$400 for "points redeemed", which is their rebate. After the statement is received, I will ask Rona Stefani to cancel this card.

We received \$2,884 from PCA National Rebate, which is our share of the membership dues.

The Statement of Information with the CA Secretary of State, the CA Franchise Tax Board Form 199N, and the IRS Form 990-N are all filed for 2023.

The RedPCA Profit and Loss is now a single column and much easier to read.

The Run for the Crab had a profit of \$123.06.

Reports attached

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

Items for discussion:

Next Steps: Don will get back to the board about a deposit for the 2023 crab feed that hadn't been reflected in previous reports.

It was suggested that the board should be approving the treasurer's reports. It was suggested that this be done at the end of the meeting.

Submitted by Don Magdanz (March 26, 2024)

Secretary's Report (Eileen Gaines)

Items for discussion: Nothing to report

Next Steps: None

Submitted by Eileen Gaines (March 22, 2024)

Past President's Report (Vern Rogers)

•

Items for discussion:

- Sharon and I are continuing to move items to Lincoln and spend half time there, and the other half in Santa Rosa.
- Attended Targa California event for my eighth year. Three days of amazing backroads with 110 cars (almost 70% air-cooled Porsches). We started in Pismo Beach, second day in Paso Robles, and then two nights in Monterey. Always a blast!
- Vern has some of the region's property (dishes) which he will get to another member prior to their move.

- Submitted by Vern Rogers(3/25/24)

Autocross Director's Report (Stacy O'Connell)

- Opened registration for April AX at TH
 - 20 registrations as of today
 - Promoted via MSReg, RR "upcoming events" email, SVR and Zone email blasts
 - Planning group dinner for Saturday night - Collin has submitted for stipend from national
 - Don - sending TH rental check to SVR treasurer
- Met with Sonoma Raceway for potential rental of paddock area
 - Price prohibitive for our budget
 - They have no plans to pave any of the lots many previously thought would be happening
- Will follow up with Fairgrounds as new location possibility
- Items for discussion:
- Next Steps:

Submitted by Stacy O'Connell (March 26)

Communications Director's Report (Stacy O'Connell)

- RR "upcoming events" email sent
- New member emails sent
- List maintenance
- Items for discussion
 - Upcoming flyer needs?
 - Met potential webmaster to contact
- Next Steps:

Submitted by Stacy O'Connell (March 26)

Concours Director's Report (Essy Fariab)

- Items for Discussion: Nothing to discuss

Submitted by Essy Fariab (March 26, 2024)

der Riesenbaum Editor's Report (David Bunch)

- March Newsletter
 - a. On 3/10/2024, 1274 sent with 866 opened.
15 emails bounced.
 - b. On 3/13/2024, 406 sent to the non-openers.
2 emails bounced.
 - c. 68 CLICKs Reported.
 - 1. SRO Races - 20 Clicks

- 2. TOUR TO PASO ROBLES - 14 Clicks
- 3. CHARITY CIRCLE EVENT - 9 Clicks
- 4. ZONE 7 JUDGING SCHOOLS - 6 Clicks
- Items for Discussion:
- Next Steps:
- Submitted by David Bunch ()

Event’s Coordinator’s Report (Kurt Fischer)

- Items for discussion:
- Next Steps: Submitted by Kurt Fischer ()

All events have been posted and the Facebook page is up to date!

Membership Director's Report (Jeff Hall)

MEMBERSHIP REPORT

General Membership Information, Jan '24 - Mar '24			
	March	February	January
Total Members	1133	1137	1132
Primary Members	741	741	738
Co-Members	392	394	394
New Primary Members	6	7	14
Transferred In	1	1	1
Transferred Out	4	3	2
Test Drive Members	10	10	11
Lapsed	6	9	10

Items for discussion:

- Increased member badge cost
 - From \$17.00 to \$19.47
 - Faster but no decal
 - Member BBQ? Location? Sponsor?

- Membership Webinar
 - Membership Chair responsibilities
 - Interpretation of reports
 - Communication to new members
 - How to attract new members

- Events
 - May 4 - Auto Sport Detailing Demo, Tour, Lunch
 - Pricing discussion for the lunch. The restaurant Kin in Windsor has a some private room sites available. There will be room fees for using these rooms, but with this cost and the cost of lunch the price for the event will be \$ 45.00.
 - Sept 26 - Ironstone Concours at Murphys. There will be a tour to Sonora to visit an artist Kelly Telfer's studio. This artist exhibits at the Concours on Saturday.

- Next Steps: Jeff would like to increase the fee of an additional badge to \$ 20.00. The current process of mailing the badges does not include sending the decal with the badge. Jeff is going to check to see if the company can add the decal to the badge package. If not, we will hand out decals when we see members.
- Porsche Marin would like to sponsor 4 events this year. Jeff sat in on a webinar re: membership communication. The webinar validated the actions that our region is doing.

We will raffle off a car wash at the May 4, 2024 Auto Sport Detailing event. You must be present to win this car wash.

A motion was proposed to approve the May 4, 2024 event at \$ 45.00/ per person by Jeff and Kurt seconded it. Motion passed.

Submitted by Jeff Hall (3/26/24)

- Items for discussion:
- Next Steps:

Rally Director's Report (Jerry Wachtel)

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

Submitted by Jerry Wachtel (March 26, 2024)

Safety Director's Report (Rex Simmons)

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

Submitted by Rex Simmons (March 26, 2024)

Social Media Report (Kurt Fischer):

- Items for discussion:

- Next Steps:

All events have been posted and the Facebook page is up to date!

Submitted by Kurt Fischer ()

Sponsorship Coordinator's Report (Jeff Hall)

SPONSORSHIP Update

Porsche Marin

- Successful March 2 event (50+ members)
- April 13 Pre-Treffen Tour *Breakfast Sponsor*
- Looking for next event

Auto Sport Detailing

- May 4 Tour start
- Concours Sponsorship

Autobahn Automotive

- July 20 Pech Merle Tour start

Santa Rosa Auto Body

- September 21 Oktoberfest Tour start

Hi Tec Automotive

- TBD
- Next Steps:

Submitted by Jeff Hall (3/26/24)

Charity Liaison Update: (Ben Davoren)

- Our second Charity Adventure event working at the Redwood Empire Food Bank was a big success, with several new attendees who helped us bag more than 7000 pounds of apples and potatoes in 2 ½ hours. Total cost for food for the group at the lunch that followed was \$160.
- Items for discussion: Jeff Hall and I did use the new radios again with unsatisfactory results between lead and sweep, even with just 9 cars in one group and external antennas. Since FCC licenses are just \$35 for a 10-year license per family and this would let us use 5 watts on lower channels 1-7, it may be that having the club reimburse this cost for leads and sweeps for Treffen, or at least some of them, may be a much better test of our investment. It is believed that the online application for the FCC licenses will result in a fairly immediate license acceptance.
- Next Steps for other charity business: I am still in the process of identifying a replacement veteran-oriented charity for the Paws for Purple Hearts program, but the Marin County Homeward Bound program that is building housing for homeless veterans suggested last month by Paul Simmons is a leading candidate. More to come, no motion for anything at this time.

Submitted by Ben Davoren (3/25/24)

Webmaster's Report (Interim: Chip Witt)

Submitted by Chip Witt ()

NEW BUSINESS:

Craig Steele reported on the radios. Don has been working on the connectivity of the radios. Craig has been working on the reliability of the radios. On Friday March 29, 2024, Craig, Don and Jeff will be going out to Viansa winery to test drive to Maxville winery and check each of the radios (8 pairs 16 radios) during this drive. The radios are capable in the low power 7 different channels. We want to test the radios in the high power that require a license. The goal is to test the frequency range in both the low and high power ranges.

Don has also organized a training for the navigators for the Treffen event to teach them on how to connect the radios, deal with static, cross talk and how to be better prepared for Treffen. This training will be done on April 13 before the pre Treffen drive. Vern will ask the attendees to arrive at Viansa at 8:30 am for this training.

Don and Craig will put together a report and get back to the board after the test drive. It is planned we can do a Zoom call shortly after this drive to discuss their findings.

Sharon Castle Rogers said John Dolen will co host the Crab Feed for 2025. Pat Burke will handle the Marin Yacht Club and the food, John will handle the front part of the event. He will try to attend future board meetings to learn more about this event.

- How did Torches work as a Board Meeting Site? Any need for modification?
Technical issues need to be addressed more microphones
Parking
Background Noise is similar to the previous location.
Order food earlier online? We need to check with the owner's regarding options. Attendees order their drinks themselves instead of a waitress bringing the drinks.

A motion was proposed to approve all reports by Vern and seconded by Kurt. Motion passed.

Meeting adjourned at 8:54 pm pm by President Sharon Neidel

RedPCA Profit & Loss

Year to Date: 1/1/2024 - 3/24/2024
All Accounts, 73 Categories, All Tags, All Payees

Category	1/1/24 - 3/24/24
Income	
Event Income	
OneOneFunRun	\$1,987.20
Run for the Crab	\$6,280.40
Total Event Income	\$8,267.60
Other Income	
Miscellaneous	\$411.00
National Rebates	\$2,884.00
Total Other Income	\$3,295.00
Total Income	\$11,562.60
Expenses	
ContractServices	
OutsideContractServices	-\$209.94
EventExpenses	
Autocross	-\$2,881.50
IronstoneConcours@MurphysCA	-\$540.00
OneOneFunRun	-\$1,198.15
PorschesOnThePlaza	-\$1,097.00
Radios	-\$2,215.19
Run for the Crab	-\$6,157.34
Total EventExpenses	-\$14,089.18
MSREventFees	-\$60.00
Operations Expenses	
BusinessCards	-\$244.72
NameBadges	-\$516.35
Total Operations Expenses	-\$761.07
OtherExpenses	
GovernmentFees	-\$36.27
Postage&MailingService	-\$218.11
Supplies	-\$7.58
Travels&MeetingsExpenses	
BoardMeetings	-\$1,033.06
Food	-\$279.87
Total Travels&MeetingsExpenses	-\$1,312.93
Treffen	-\$60.65
Total Expenses	-\$16,755.73
Total	-\$5,193.13

RedPCA Balance Sheet

1/1/2024 - 3/24/2024
All Accounts

	12/31/23	3/24/24
Assets		
Cash		
FirstRepublicCD	\$44,877.79	\$45,228.72
FirstRepublicCheck	\$23,390.00	\$14,778.96
Total Cash	\$68,267.79	\$60,007.68
Property		
AccountsReceivable	\$0.00	\$0.00
GoodieStoreInventory	\$90.00	\$90.00
Total Property	\$90.00	\$90.00
Total Assets	\$68,357.79	\$60,097.68
Liabilities		
Credit Card		
Chase VISA	\$0.00	-\$2,034.89
WestAmericaVISA	-\$8,183.84	-\$57.54
Total Credit Card	-\$8,183.84	-\$2,092.43
Loan		
AccountsPayable	\$0.00	\$0.00
Equity	-\$58,643.29	-\$58,643.29
Total Loan	-\$58,643.29	-\$58,643.29
Total Liabilities	-\$66,827.13	-\$60,735.72
Net Worth	\$1,530.66	-\$638.04

RedPCA Run for the Crab

Year to Date: 1/1/2024 - 3/24/2024
All Accounts, 2 Categories, All Tags, All Payees

	Date	Account	Payee	Amount
Income				
Event Income				
Run for the Crab				
	1/23/24	FirstRepublicCheck	Lewis Blevins	\$80.00
	2/1/24	FirstRepublicCheck	MotorsportReg.com	\$5,397.30
	2/26/24	FirstRepublicCheck	Vern Rogers	\$519.00
	3/1/24	FirstRepublicCheck	MotorsportReg.com	\$284.10
Total Run for the Crab				\$6,280.40
Expenses				
EventExpenses				
Run for the Crab				
	2/24/24	FirstRepublicCheck	Osprey Seafood	-\$2,487.50
	2/24/24	FirstRepublicCheck	Jim Sampietro	-\$3,082.00
	2/24/24	FirstRepublicCheck	Marin Yacht Club	-\$452.29
	2/24/24	FirstRepublicCheck	Sharon Castle	-\$135.55
Total Run for the Crab				-\$6,157.34
Total				\$123.06

Wondershare
PDFelement