

Redwood Region – Porsche Club of America
August 27, 2024 Meeting
Board Report

ATTENDANCE

Executive Council (EC):

Present

x	President	Sharon Neidel
x	Vice President	Patrick Burke
x	Secretary	Eileen Gaines
x	Treasurer	Don Magdanz
	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
	Rally Director	Jerry Wachtel
	Safety Director	Rex Simmons
x	Sponsorship Coordinator	Jeff Hall

Guests: Brad Williams, Paige Gaines , Craig Steele, Rosa Fariab, Ben Davoren

CALL TO ORDER: on at 7:04 pm by Sharon Neidel via Zoom Video Communications and at Torches, Petaluma.

APPROVAL OF MINUTES: A motion was introduced by David Bunch to approve the minutes of the July 30, 2024 board meeting. Pat Burke seconded the motion. Motion passed.

President's Report (Sharon Neidel)

- Events Attended in August
 - 8/4/24 Martorana Tour which was excellent
 - 8/15 & 16 Werks Reunion - Set Up and Volunteer coordinator - Well attended and successful. If you haven't attended I recommend putting it on your list for 2025.
 - 8/24/24 Redwood 55th Social - I would have to say a huge success. I did not hear even one complaint and I am receiving my thank you notes. I can't thank Rex & Jill enough for allowing us to use their amazing facility at Chenoweth Woods and for coordinating the food with St. Peters Fare.
- Just a note PCA will be pushing regions to plan a 70th Anniversary Celebration for PCA - We can think about it for the 2025 Calendar
- The Trailer Key was found.

- Items for discussion:
 - Note for the records we voted to spend up to \$150 on miscellaneous items for the 55th Social including the bags, place savers, water & ice.
 - The glassware & coins were a success. Do we need to order more?
 - Do we want to order Redwood Decals - all we have a PCA with Redwood Anniversary. Sharon will investigate a source for creating these decals for Redwood Region.
 - Chip is requesting guidance on posting flyers on the website that are not for Redwood Events - particularly when they are in direct conflict with a Redwood Event (ie: Sat 9/14/24 - Devils in the Details for Redwood and an SVR rally being promoted by Jerry). We will not have any posting of non Redwood Region activities on our website that are in conflict with our event.
 - Bylaws Committee Update? (see Don's Report)
 - Nominating Committee Update We are looking for another member to be on the committee.
 - Mendocino Tour - Our Club Race Conflict has been canceled. David is reaching out to SVR & the usual Redwood hotel (North Cliff, Ft Bragg) to see if we can add a Redwood tour on the first weekend of November.
 - Auto-X subsidy - The Zone Rep received a subsidy request from Stacy. I don't recall discussing at a board meeting. Given our positive financial

position do we want to request a subsidy from PCA? If so, I will complete the proper forms and submit to the Zone Rep.

- Next Steps:
 - Proceed with Mendocino Tour Plans

Submitted by Sharon Neidel (8/26/24)

Vice President's Report (Pat Burke)

Attended car week/Werks in Monterey met up with several Redwood members along the way and in Monterrey

Invited and attended the Mecum Auto Auction by PCA

Attended 55th anniversary

Assisted Brian Atkins in finding a manufacturer for new Zone 7 grille medallions

Met with redwood member Chef Adam Busby, GM at the Culinary Institute in St Helena for a tour and lunch to discuss their hosting events at the location. Very Promising

- Item for discussion:

Location for Members Annual on October 19th maybe CIA.

- Next Steps:
- Submitted by Patrick Burke (August 27, 2024)

Treasurer's Report (Don Magdanz)

FINANCE REPORT

Reports attached

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

Chase Bank has allegedly sent me a check for the balance in our Chase Checking Account. The account is frozen and after I deposit the check, it will be closed. I plan to get the Budgets for a couple of Events setup by the September meeting so that you can see reporting that has some meaning other than a list of transactions. Hopefully we can test it in September and October, and prepare for budgets in 2025.

Submitted by Don Magdanz

ByLaw's Report (Don Magdanz)

Ben, Stacy, and I are planning a Zoom meeting soon to discuss any changes.

Submitted by Don Magdanz

Secretary's Report (Eileen Gaines)

- Items for discussion: None
- Next Steps: None

Submitted by Eileen Gaines (August 23, 2024)

Past President's Report (Vern Rogers)

- Congratulations and THANKS to all who helped put together the 55th Anniversary Party. Great attendance, the glasses and challenge coin are both fabulous, the food was incredible, and I know everyone had a fabulous time!
- Items for discussion: None
- Next Steps: None

Submitted by Vern Rogers(8/25/24)

Autocross Director's Report (Stacy O'Connell)

- Registration for TH September event is open. We got a Zone 7 subsidy for a group dinner on Saturday. 15 registrants as of 8/27. Will continue to promote.
- Planned on attending ESCA's August AX event, but it was cancelled at the last minute. Planning on going to the next one.
- Picked up 28 green cones from the AX trailer - split between me, Essy & Ben, we're ready to loan them for their next event
- Items for discussion: none
- Next Steps:

- Continue to promote TH event
- Submitted by Stacy O'Connell (8/27)

Communications Director's Report (Stacy O'Connell)

- Cookies arrived! Plaques made, 2 delivered, 2 more this week
- Made a few flyers: Nickel & Nickel, 55th
- Sent event email; welcome new member email
- Items for discussion: sending an event specific email this week before dR
- Next Steps: what events need flyer support?

Submitted by Stacy O'Connell (8/27)

Concours Director's Report (Essy Fariab)

- Items for Discussion: Oct 6th Concours Projected Income & Expenses for Board Approval

2024 Projected Income (Based on 2023 Concours Income):

Judged Cars - 34 @ \$45 fee	\$ 1,530
<u>Display Cars - 13 @ \$25 fee</u>	<u>325</u>
Projected Income - 2024 Concours	\$ 1,855

2024 Porsche Marin Concours Contribution (Per Jeff Hall's conversation with Kyle @ Porsche Marin - thank you Jeff!!)	\$ 1,000
Total Projected Income - 2024 Concours	\$ 2,855

Approximate Expenses:

(22) Trophies PLUS (15) 2024 plates to Place over 2023 Trophies	\$ (1,235)
<u>Lunches for Sponsors, etc</u>	<u>(375)</u>
Total Approximate Expenses	\$ (1,610)

Projected Net Profit - 2024 Concours	\$ 1,245
---------------------------------------------	-----------------

**Please note - this does not include any costs for city permits or insurance.
When trophies are ordered, Don will be sent a link to submit payment.**

- Other items for discussion

Check in with Kurt for City of Sonoma event permits and reserving tables and chairs on the day of the event

- **Next Steps:** Essy & Jeff will work on Sponsor participation, raffles, etc
Rosa will post Oct 6th Concours flyer on MSR this week
A motion was introduced by Pat Burke to approve the budget for the concours. David Bunch seconded it, motion approved.

Submitted by Rosa Fariab (August 25, 2024)

der Riesenbaum Editor's Report (David Bunch)

- August Newsletter Results
 - a. On 8/11/2024, 1,109 sent with 836 opened. 12 emails bounced.
 - b. On 8/13/2024, 292 sent to the non-openers with 79 opened. 0 email bounced!!
 - c. 300 CLICKs Reported!!!!
 1. 55th Anniv. - 84 Clicks
 2. Nickel & Nickel Event - 50 Clicks
 3. Murphy's Tour - 23 Clicks
 4. Autosport Detailing- 20 Clicks
 5. Martorana Tour - 16 Clicks
 6. Mecum event - 15 Clicks
 7. Werks Reunion - 15 Clicks
 8. PCA.org - 14 Clicks

:

Submitted by David Bunch

- Items for Discussion:
- Next Steps:
Submitted by David Bunch ()

Event's Coordinator's Report (Kurt Fischer)

- Items for discussion:
- Next Steps: Pat reached out to Gott's Roadhouse in Napa to have some parking spots reserved for 12:30 approx 20 cars for lunch.
Submitted by Kurt Fischer ()

All events are up to date

Membership Director's Report (Jeff Hall)
MEMBERSHIP REPORT

General Membership Information, Jun '24 - Aug '24			
	August	July	June
Total Members	1161	1169	1165
Primary Members	763	768	766
Co-Members	398	401	399
New Primary Members	6	10	9
Transferred In	0	2	4
Transferred Out	1	1	0
Test Drive Members	9	9	10
Expiring End of Month	13	0	7

- Growth slowed slightly in August
- Continue to see new member participation at events
- Badge & welcome emails up to date Aug 31

- Items for discussion:
 - Events
 - Need email boost for Devil in the Details
 - Murphys at 32 attendees
 - Looking at a gimmick Rally in Nov

 - Redwood Region Coins can be distributed to members at events like the upcoming Nickel and Nickel, Posse, Cars and Coffee.

- Next Steps:

Submitted by Jeff Hall (8/27/24)

Rally Director's Report (Jerry Wachtel)

- Items for discussion None
- Next Steps: None

Submitted by Jerry Wachtel (August 27, 2024)

Safety Director's Report (Rex Simmons)

- Item for discussion: Craig Steele has put 4 sweeper bags together for future tours. The expense was \$ 370.00.
- Next Steps: None

Submitted by Rex Simmons: August 27, 2024

Social Media Report (Kurt Fischer):

- Items for discussion:

- Next Steps:

All events have been posted to Facebook

Submitted by Kurt Fischer August 27, 2024

Sponsorship Coordinator's Report (Jeff Hall)

SPONSORSHIP Update

- Thank you / recognition for Treffen - delivery began 8/27/24
- Porsche Marin attended 55th Anniversary Social
- Porsche Marin & Auto Sport Detailing sponsoring Concours
- Holiday Party invitations will formally go out 1st week of Sept
- Toys for Tots "present to sponsors" mid-Sept

- Items for Discussion

- Next Steps:

Submitted by Jeff Hall (8/27/24)

Charity Liaison Update: (Ben Davoren)

- Planning for a fall Food Bank “Charity Adventure” as we had planned for these to be twice a year. Most dates already full, so may end up being in 2025. Request same budgetary support as prior events for our volunteers (club pays for lunch item at Barley & Bine Beer Café, attendees pay for own beverages)
- Have worked with Don M and Stacy O on initial review of ByLaws, should be able to have review completed before September meeting
- Note that ridewithgps is now promoting a new “Join Now” button for clubs to use, so they are not worried about too many random people signing up. If we want to, we can use that, meaning that we can publish links to our club RWGPS page in the dR, flyers, etc. and not worry about multiple steps to have new members sign up
- Items for discussion: Confirm budget plan for Food Bank Volunteer event
- Decide on opening up RWGPS page to all (<https://ridewithgps.com/clubs/7251-redwood-region-pca>). A motion was introduced by Pat Burke to allow having a RWGPS button/link on our club site to allow people to join with ease and see our routes. David seconded this motion, motion passed.
- Next Steps:

Submitted by Ben Davoren(August 27, 2024)

Webmaster’s Report (Interim: Chip Witt)

Submitted by Chip Witt ()

NEW BUSINESS:

- RR logo decals (Jeff)
- Brad Williams mentioned the Porsche Sprint Challenge will be at Sonoma Raceway the last weekend of September. Brad will inquire about having the club have a presence at this event. It does conflict with the Murphy’s tour but there could be interest from other members.

A motion was introduced by Pat Burke to adjourn the meeting, David seconded it, motion approved.

Meeting adjourned at (8:15 pm) pm by President Sharon Neidel

RedPCA Balance Sheet

1/1/2024 - 8/25/2024
All Accounts

	12/31/23	8/25/24
Assets		
Checking		
Chase Checking 2481	\$0.00	\$2,967.60
First Republic Bank	\$23,390.00	\$0.00
RCUredPCACheck 837425-S10	\$0.00	\$8,542.40
Total Checking	\$23,390.00	\$11,510.00
Savings		
ChaseCD	\$44,877.79	\$45,782.32
RCUredPCASavings	\$0.00	\$75.00
Total Savings	\$44,877.79	\$45,857.32
Property		
AccountsReceivable	\$0.00	\$0.00
GoodieStoreInventory	\$90.00	\$90.00
Total Property	\$90.00	\$90.00
Total Assets	\$68,357.79	\$57,457.32
Liabilities		
Credit Card		
Chase VISA 5739	\$0.00	-\$3,863.74
WestAmericaVISA 8938,9957,1488	-\$8,183.84	\$0.00
Total Credit Card	-\$8,183.84	-\$3,863.74
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	-\$62,507.03
Net Worth	\$1,530.66	-\$5,049.71

