

Redwood Region – Porsche Club of America
February 25, 2025 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
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
x	der Riesenbaum Editor	David Bunch
x	Events & Social media Director	Kurt Fischer
x	Membership Director	Brad Williams
x	Rally Director	Jerry Wachtel
x	Safety Director	Craig Steele
x	Sponsorship Co- Director	Mike LaFrenais
x	Sponsorship Co- Director	Jeff Hall

Guests: Paige Gaines, Rick Duste

CALL TO ORDER: on at 7:00 pm by Sharon Neidel via Zoom Video Communications and at Torches, Petaluma.

APPROVAL OF MINUTES: A motion by Mike LaFrenais was introduced to approve the minutes from the January 2025 meeting. Pat Burke seconded the motion. Motion passed.

President's Report (Sharon Neidel)

- I attended the Region Focus seminars on President 101 (2/4/25) and Treasury (2/18/25) Appreciate Pat & Don attending their respective sessions.
- Attended Posse and learned there was a PCA LA Region function going on at Hi-Tec - David & I went down along with Eileen & Paige to meet some of our Southern CA PCA members. Talked to Greg at Hi-Tec about his tech session ideas. I think they are more interested in moving forward. He was going to reach out to Mike & Pat about the weekend of the cancelled Paso trip.
- Attended the PCA National Board meeting via teleconference on 2/24/25. PCA has approved a Surplus Region Rebate of \$2.60 per primary member which will be paid shortly. They have chartered the 149th Region - Greater Columbia Region which is a split from Inland NW Region. The only item on the agenda was approval of the Summer meeting minutes.
- Porsche Parade Registration Phase I is open
- I reached out to Chip to update the Website with the current officer information

- Items for discussion:
- Ben Davoren has agreed to accept the position of Past President to fulfill Vern Rogers term
- Jeff Hall has accepted our officer to be a Co-sponsorship director with Mike LaFrenais
- Need to update the calendar with current events and updates to the Zone 7 calendar.

- Next Steps: A motion was introduced by Craig Steele, seconded by David Bunch to approve these Board updates for Ben Davoren and Jeff Hall.

Submitted by Sharon Neidel (2/24/25)

Vice President's Report (Pat Burke)

Attended the Crab feed: 100 registrations, 58 cars Thanks to Jeff Hall Craig Steele for a fabulous tour and well organized planning.

Attended Posse.

Continued planning of PCA's 70th Anniversary Joint event with GGR at the CIA in St. Helena.

Completed MSR for upcoming March 2nd event.

Attended PCA National webinar on "Presidents 101" Very informative

- Item for discussion: **PCA “Red Book”** A listing of all login and passwords for Website & Social Media accounts Where is it? Who has it?
- Next Steps: Pat Burke, Ben Davoren and Chip Witt will have a conversation about how our region can update the Red Book.
- Submitted by Patrick Burke(2/25/25)

Treasurer’s Report (Don Magdanz)

FINANCE REPORT

I sent the Financial Reports via email to the Board Members on Friday, 2/21.

I joined the PCA Finance Webinar on Tuesday, 2/18 on Zoom; when I get the notes from that Webinar, I’ll review them and work with EC members to determine what Redwood Region needs to monitor so that we are in compliance with the IRS and PCA National.

- Items for discussion:
- Next Steps:

Submitted by Don Magdanz ()

Secretary’s Report (Eileen Gaines)

- Items for discussion: Nothing to report
- Next Steps:
Submitted by Eileen Gaines (2/24/25)

Past President’s Report (Ben Davoren)

- Charity Adventure IV (Food Bank Tour, work shift, and lunch supported by the club) is now set for April 9, a Wednesday. Plan for 20 members to support this charity. MSR registration page is up and accepting volunteers. Two registrants so far.
- Items for discussion: Don M noted that CASA had not cashed their December donation check as of mid-February. I have reached out to their Executive Director who confirmed receipt of the check but would reach out to their Treasurer for further information about the status.
- Next Steps: Don’s plan is to cancel the check as of March 1 if it is not cashed by then. The Board should be aware of this, but I have no objections and will continue to work with CASA if that’s the case to reassess our relationship.

Submitted by Ben Davoren (2/25/25)

Autocross Director's Report (Stacy O'Connell)

- Registration for the April event opens on March 3

Submitted by Stacy O'Connell (2/25/25)

Communications Director's Report (Stacy O'Connell)

- Updates to database (new members, transfers in, email to expiring)
- Submitted photo to Pano for From the Regions
- Reached out to McEvoy for potential mid-week drive

Submitted by Stacy O'Connell (2/25/25)

Concours Director's Report (Essy Fariab)

- Nothing to report

Submitted by Rosa Fariab (02.25.25)

der Riesenbaum Editor's Report (David Bunch)

- **Monthly Report**

On 2/11/2025, emailed 1112 Newsletters.

795 were opened. 2 emails bounced.

On 2/14/2025, emailed 339 Newsletters to Non-Openers.

110 were opened. 1 email bounced.

- **Click-Through Distribution**

Total Clicks - 44 Clicks

Run for the Crab - 11 Clicks

SVR'S AX School - 8 Clicks

2025 Calendar - 6 Clicks

Sunday Double Header - 6 Clicks

Redwood Flicker Page - 4 Clicks

ESCA AX's - 4 Clicks :

Submitted by David Bunch 2/25/2025

Event's Coordinator's Report (Kurt Fischer)

- Items for discussion:

- Next Steps:

Submitted by Kurt Fischer (2/25/2025)

Booked both June 21st -Porsches on the Plaza and October 12th for Zone 7

Concours with City of Sonoma. Made payment via RR Credit card for Porsches on the Plaza - \$1228.00!

Membership Director's Report (Brad Williams)

MEMBERSHIP REPORT

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- Membership changes so far in February
- Redwood Region has had:
- Five new members join PCA RR
- One membership transfer from the California Central Coast Region
- Two members transfer out
- Net gain of four members
- Items for discussion:
- PCARR presence at Marin's Strawberry Village Motor Social, Saturday, February 8, 8:00 - 10:00 AM
- Next Steps:
- Motor Social discussion with Jason Sibley, Wednesday, Feb 26
- Contact USAC regarding FANATEC GT races presence at Sonoma Raceway, March 28 - 30

- Items for discussion: A new entity Marin Moto Ranch is open for cars motorcycles storage and repair. Perhaps reach out to them for a club event.
- Next Steps: Brad will have club membership information available for the Marin Social on the second Saturday of each month with Porsche Marin in Mill Valley.

Submitted by Brad Williams (2/25/25)

Rally Director's Report (Jerry Wachtel)

- Items for discussion - None
- Next Steps: Putting together two promised rallies.

Submitted by Jerry Wachtel (2/24/25)

Safety Director's Report (Craig Steele)

- This month I helped as Safety Director, Co-radio Tech and/or TourMeister.
- I helped with the 'Run for the Crab' event by drafting the RWGPS tour group route and making sure the three tour groups had working radios for their LEADS, MIDS and SWEEPS.
 - I think the tour group were much more talkative on the radio based on how long it took to recharge the batteries.
 - When we have three or more tour groups we need to make sure Don and I are available to bring our radios to the event.
- I loved the handout by Jeff Hall, 'Using club ridewithgps route on your phone' - example.

- I saw Ben at the start of the tour helping drivers use the app. He shared with me that there was a missing step in the process. RWGPS users had to register on the Redwood website to get access to the library. I will work with Ben to develop such graphics to go with Jeff Hall handouts.
 - I attended the SVR Zoom meeting on Leads and Sweeps. It was very well done and I would like to do it for the Redwood Region. Rick sent me his slides, so I can start creating our presentation.
 - Next Steps: Pretty quiet for tour events in March.
- Submitted by Craig Steele (2/23/25)

Social Media Report (Kurt Fischer):

- Items for discussion:

All events are up to date on Facebook! Made Katherine Zimmer-Burke an additional poster on the RR FB page for her pics!

Submitted by Kurt Fischer (2/25/2025)

Sponsorship Director's Report (Mike LaFrenais and Jeff Hall)

SPONSORSHIP Update

- **Hi Tec Automotive**
 - Received the 2025 annual sponsorship check from Hi Tec
 - Spoke with Greg about hosting a couple of sessions:
 - Buying / selling a Porsche, along with what pre-inspections activities should be performed before you engage in purchasing a vehicle
 - Tech session - having Deven speak about a particular topic that might be of interest to PCA Redwood members
 - Greg said that he would give this some consideration, but also said that he is strapped for time and would let me know what could be done for a session some time in the summer
 - Greg also mentioned that they have not had an PCA Redwood members use Hi Tec services which is disappointing to them
- **Autobahn**
 - Received the 2025 annual sponsorship check from Autobahn
 - Paul also mentioned that he had spoken to Jeff and is planning to attend the Murphy's event
 - I spoke with Paul in regards to hosting an event there on a Saturday and he is open to that - just need to come up with a topic of interest and discuss it with him and set a date.
- **Auto Sport Detailing**

- Spoke with Quinn about the Detailing raffle event as he had not read my email. He said that he would forward to Crissa as she would be the one providing the details for the event. I have not been successful in connecting with Crissa but will continue to follow up. Quinn and Crissa were both out of the office over the last week, more to follow.
- **Santa Rosa Auto Body**
 - Still waiting for the 2025 annual sponsorship check from Santa Rosa Auto Body
 - Patrick and Tina have been out of the office on vacation and are due back on 2/25. I will follow up with them this week
- **Next Steps:**
 - Auto Sport Detailing has confirmed the May 24th date for the Detailing / Raffle event.
 - Once the details are confirmed with Crissa I will need to work with someone to set up the Motorsport Reg details
 - Also need to know how / who will set up the drive / lunch for this event?

Submitted by Mike LaFrenais (02/24/25)

SPONSORSHIP Update, cont'

Porsche Marin:

- Committed to \$6,000 of sponsorship money
 - \$1,500 to Culinary Institute of America Foundation (Sept 13 'Celebration Event')
 - \$1,000 to Zone 7 Concours (lunch) at Sonoma Plaza
 - \$3,500 for an event TBD (tour w/ lunch)
 - Elevate to "Platinum Status"

A motion was introduced to elevate Porsche Marin to a Platinum status by Jeff Hall and seconded by Pat Burke. Motion passed.

- Marin Motor Special
 - Great RR support at the last
 - 2nd Saturday of the month – Strawberry Village

Auto Sport Detailing

- May 24 "Devil in the Details" event
 - Committed to \$2,000 worth of service to be raffled off
 - Member winner car to be evaluated
 - Before/during photo display
 - Car on display at event
 - Usual raffles, discounted product, swag

- Discussion regarding offering 3 detailing/cleaning packages (beginner, intermediate, expert)

Events

- Run for the Crab – The Drive
 - Tried some new practices – some worked / some didn't
 - 56 cars
 - Three run groups
 - Three driver's meetings
 - 12 Volunteers
 - Point Reyes Station – NOT a good biobreak!
 - Working with Rick Duste (SVR) to develop best practices
 - Working with Ben to 'fine tune' easy implementation of Ride With GPS
- Ironstone Weekend at Murphys
 - September 25-27
 - Rooms are available
 - Article in March dR
 - Planning a trip to Murphys to map out new routes
 - BBQ dinner is secured
 - Friday lunch with Kelly Telfer in discussions
- Poker/Picnic Gimmick Rally
 - Date TBD

Submitted by Jeff Hall (2/25/25)

Webmaster's Report (Interim: Chip Witt)

Submitted by Chip Witt ()

NEW BUSINESS: A brief discussion about a PCA Sim driving event upcoming and Porsche Marin is happy to help the region organize this event. More details to follow.

A motion was introduced by Stacy O'Connell to adjourn the meeting, David Bunch second the motion. Motion passed

Meeting adjourned at (8:21) pm by President Sharon Neidel

