

Redwood Region – Porsche Club of America
April 29, 2025 Meeting
Board Report

ATTENDANCE

Executive Council (EC):

Present

x	President	Sharon Neidel
	Vice President	Patrick Burke
x	Secretary	Eileen Gaines
x	Treasurer	Don Magdanz
	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: Joe Burroughs, Don Nohai

CALL TO ORDER: on at (7:16 pm)by Sharon Neidel via Zoom Video Communications and at Torches, Petaluma.

Welcome the Robotics Club for a thank you for our support and Demo of the bot we sponsored.

APPROVAL OF MINUTES: A motion was introduced to approve the March 25, 2025 minutes by Eileen Gaines and seconded by David Bunch. Motion passed.

President's Report (Sharon Neidel)

- Light month for me on events due to work. Attended a Regionfocus on PCA Juniors Program. Also worked the West Coast Club Race.
- I will be attending the Porsche Parade and attend the National Board meeting and other functions.
- Items for discussion:
 - Did everyone receive their RPM book?
 - Post Event Insurance Form. We have not been completing as required (nor has anyone else - Zone Rep has received one for the entire year.) This is different from the observer report. It should be completed by the event chair within 24 hours of the event. We need to start completing.
 - Do we know how many PCA Juniors we have? Any interest in including them at an event - ie: Jr judging at the Zone concours?
- Next Steps: The Post Event Insurance form has been completed by the event organizers so Sharon will follow up with Brian Atkins re: the mis communication.

Submitted by Sharon Neidel (4/28/25)

Vice President's Report (Patrick Burke)

Absent from this meeting due to a trip to Germany, Switzerland, France and Amsterdam.
Created several MSR pages for upcoming events
Attended 2nd Saturday Social at Strawberry Village
Continuing to update the club calendar

- Item for discussion: None

- Next Steps: The Run for the Ribs scheduled for June has been put on hold and Pat will follow up the logistics upon his return.
- Submitted by Patrick Burke(April 20, 2025)

Treasurer's Report (Don Magdanz)

FINANCE REPORT

Reports attached

**Financial Statements were sent via EM to the Directors on 4/26/25 and
Will be posted as an exhibit at end of meeting minutes**

Red PCA Treasurer Plan

Board of Director Meeting Documents:

- Balance Sheet
- Profit & Loss
- YTD Transaction Detail
- Financial Report

Quicken Classic Program:

- Backup and Restore
- Obtain and load Quicken Classic program for Mac or PC
- Multiple Users

Backup & Restore Quicken Classic Data:

- Convert data from Mac to PC and vice versa
- Data on Mac/PC not in Dropbox
- Ending program backs up data; can be on Dropbox

QuickBooks

- Cancel
- Save archive data?
- 1 Year free access?

IRS & PCA National Compliance Plan

Gross Receipts from Non-Members < 15%:

- Export Report to .xls for Category: 'Event Income:' for year
- Manually add a column: Type 'N'-Non Member 'U'-UBTI
- For all transactions with Payee not= 'MotorsportReg.com', manually load 'N' in Type column unless Payee is a Member.
- Total Amount for all Transactions with a Type = 'N' divided by Total Income must be < 15%.

Red PCA Treasurer Plan

UBTI Receipts < 35%:

- Export Report to .xls for Categories: 'Other Income' for year.
- For all transactions that are UBTI, manually load 'U' in Type column.
- Total Amount for all Transactions with a Type = 'U'; divided by 'Total Income' must be < 15%.

UBTI Profit:

- Export Report to .xls for Categories: 'Other Income' and 'Other Expenses' for year.
- For all transactions that are UBTI, manually load 'U' in Type column.
- If Total Amount for all Transactions with a Type = 'U' less 'Charity Donations' less \$1,000 standard deduction is greater than 0, pay UBTI tax.

At End of Year and before taxes are due, produce a Compliance document that includes and summarizes the above calculations; file in Dropbox. If PCA National or the IRS inquires, present them with the document.

/Users/donmagdanz/Dropbox/PCA Redwood Region/1-TREASURY/RedPCAFinancials/Documents/RED PCA Treasurer Plan.doc

Don will discuss the possibility of having a back up for the treasurer role with Pat in the future. Don would also like to have a report for the region established to show the National Finance and the IRS how our region is compliant with the appropriate rules and regulations.

Don is interested in if there is anyone on the board or outside the board to assist with this report creation.

Secretary's Report (Eileen Gaines)

- Items for discussion: Website Management Any progress with other regions, 3rd party sites?
 - Next Steps: Sharon will reach out to Chip about his level of commitment as webmaster for the club to see what options are available for the future.
- Submitted by Eileen Gaines (April 25, 2025)

Past President's Report (Ben Davoren)

We had 17 volunteers for our "Charity Adventure IV" day working at the Food Bank on April 9th, and we sorted and boxed up 11,000 pounds of apples as a team, so another very successful outing. Everyone worked very hard and will be identified in the upcoming dR article.

I attended the Second Saturday Cars event in Strawberry hosted by Porsche Marin and was impressed with the turnout

The Martorana Family Winery Tour, Tasting and Lunch event on Sunday June 1st has 10 registrants so far on MSR. I am designing a new tour route since access to Westside Road from the Russian River area is now blocked in two places for at least 3 months. Still starting from the end of Novato Cars & Coffee.

- Items for discussion: None (I will be mid-flight during this April meeting)
- Next Steps: Continue to work with Jeff Hall on planned 6/28 Poker Rally

Submitted by Ben Davoren (4/27/25)

Autocross Director's Report (Stacy O'Connell)

- Report:
 - April autocross (Zone event) was one of our largest events in the last few years.
 - Budget will be finalized by end of week
 - Next event is October
 - I am going to chair 2 ESCA autocrosses this year
 - Continue to promote to PCA members and see good turnout
- Items for discussion:
 - None
- Next Steps:
 - Finalize April budget and expenses

Submitted by Stacy O'Connell (4/29/25)

Communications Director's Report (Stacy O'Connell)

- Report
 - Lots of flyers (Salmon run, Detailing, Hi-Tec, Craig road trip)
 - MSR for a few of these
 - Event emails between dRs
 - New member / transfer member additions to database
- Items for discussion
 - We have an event checklist for event leads, let's get that back in circulation
- Next Steps: Stacy will send out the most recent document for the checklist for board review and bring this forward for the May 2025 meeting.

Submitted by Stacy O'Connell (4/29/25)

Concours Director's Report (Essy Fariab)

- Nothing to report

Submitted by (Essy Fariab, April 29, 2025)

der Riesenbaum Editor's Report (David Bunch)

- Report:
- On 4/10/2025, emailed 1125 Newsletters.
786 were opened. 4 emails bounced.
- On 4/13/2025, emailed 363 Newsletters to Non-Openers.
125 were opened. 1 email bounced.
- **Click-Through Distribution**
 - Total Clicks - 96 Clicks**
 - Hi-Tec Event - 22 Clicks**
 - Auto Sport Event - 14 Clicks**
 - Redwood Calendar - 14 Clicks**
 - Princess Cruise - 5 Clicks**
 - Charity Adventure - 5 Clicks**
 - Murphy's Weekend - 4 Clicks**
- Next Steps:
Submitted by David Bunch (April 29, 2025)

Event's Coordinator's Report (Kurt Fischer)

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

I'm working with Margie England on a possible tour to Russian River Vineyard for tasting and lunch....set for June 28th! More details to follow this week!

This event conflicted with a rally on the same day, so a new date for this event will be determined.

All the setup and fees have been done with the City of Sonoma for Porsches on the Plaza... June 21st and the Zone 7 Concours on October 12th! All we need is the PCA liability coverage making the City of Sonoma as secondary insured!

Membership Director's Report (Brad Williams)

MEMBERSHIP REPORT

- Items for discussion:
 - New members in April
 - Robert Frith - Ukiah (transferred from Arizona Mountain)
 - Joe Kolinger - Novato
 - Stanley Lee - Novato
 - Peter Andreoli - Mill Valley
 - Kevin Blacketer - Mill Valley
 - Marcus Maggi and Amy Cafarella - Rohnert Park
- Membership by County (Thanks to Paige Gaines)

	%	Actual Numbers
○ Marin County	40	432
○ Sonoma County	40	441
○ Napa County	10	120
○ Elsewhere	10	

Lake County	6
Ukiah & North	47

- Next Steps:
 - Report on Porsche Sprint and Endurance races at Sonoma Raceway
 - Purchase of:
 - Folding table
 - Table cloth
 - Plexiglass display items (already purchased)
 - Distribution of PCA membership forms
 - Specific events for the remainder of the year
 - Hi Tec Automotive Buy and Sell Clinic - Saturday, May 17
 - Objections to inviting and buying lunch for Redwood Region Test Drive members?
 - Currently, we have 11 Test Drive Members
 - Coffee, Shine and Drive - Auto Sport Detailing - Saturday, May 24
 - Porsches on the Plaza - Sat, June 21
 - Others?
 - We will try to reach out to the members in the Northern region to see if we can coordinate an event in that region.

Submitted by Brad Williams (April 29, 2025)

Rally Director's Report (Jerry Wachtel)

- Items for discussion
 - Kurt just reported that he wants to establish a tour on June 28th. We have a rally planned, and in the calendar for that date. I thought we had agreed that we would not schedule tours on the same date or weekend as rallies, and I humbly request that Kurt change the date for his tour. We also have a rally scheduled for November 8th, and our rallymaster is concerned about rain. I have checked the calendars for Redwood, Golden Gate, and Sacramento Valley regions, and there are no conflicts on October 4th. Is there any objection to me moving that rally from Nov. 8 to Oct. 4?
 - All of our 3 planned rallies are progressing and will be ready for test runs soon.
- Next Steps:
- This date has been changed and there is no conflict now on June 28, 2025

- Change the date of the November rally if approved by the Board, and notify other nearby regions. A motion was introduced by Jerry Wachtel to move this November date to October 4, 2025. Jeff Hall seconded this motion. Motion passed.
- Monitor rally progress and perform test runs as they become available.

Submitted by Jerry Wachtel (April 28)

Safety Director's Report (Craig Steele)

- Item for discussion:
 - Designed and activated Tour Run for Auto Sports Detailing event on May 24.
- My Safety roles must include test driving all tour runs before the event.
 - I missed doing the Napa Vault Run and Food Bank Tour.
 - Need to review are the Martorana Winery Tour, June 1st and Run for the Ribs, June 18th.
- Working with Stacy to produce a flyer for the Pre Porsche Parade Tour to Oklahoma City (OKC) on July 1st to 5th, Starting in Victorville CA and ending in OKC, 1250 miles later.
 - All interested parties need to be registered for the event, which starts July 6th to 12th.
 - I will return to Santa Rosa via a route to Santa Fe, Las Vegas and South Lake Tahoe returning July 21st back home.
 - Besides planning and leading the five day Pre-Porsche Parade Tour. I will share my entire Porsche Parade plans and assist anyone to get their Parade plan done too.
 - Phase 2 registration for Porsche Parade opens May 7th at 9:00am PST
- Next Steps:
 - Continue my role of radio coordinator for tour in Sonoma Co.

Submitted by Craig Steele (4/25/2025)

Social Media Report (Kurt Fischer):

- Items for discussion:
- Next Steps: Facebook is current with all events!

Submitted by Kurt Fischer ()

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

SPONSORSHIP Update

- Hi-Tec Automotive Buy/Sell Clinic
 - 14 registered for the event scheduled for 5/17
 - I will be on vacation for this event so Jeff will cover
- AutoSport Detailing - Coffee Shine and drive
 - 26 registered for the event scheduled for 5/24
 - Criag working on the tour run
 - Will need to pick the winner for the raffle on 5/10
- Santa Rosa Auto body
 - Need to determine what event could be scheduled to bring more light on their business
 - Looking for ideas
- Next Steps:

Submitted by Mike LaFrenais (04/28/25)

- **Porsche Marin**
 - Sponsorship Event (Tour / lunch at Maxville Winery)
 - PM will sponsor lunch wine by the glass is no host
 - Marin Motor Social continues to grow
 - RRPCA always has membership presence!
- **Events**
 - Auto Sport Detailing (5/24) update**
 - 25 attendees
 - 14 cars
 - Email blast about to go out
 - Deadline for cars is 11 days out
 - Board member participation?
 - Subsidy request for \$55.00
 - Ironstone Room Update**
 - Two rooms left 'til tomorrow 4/30
 - Subsidy request to come - BBQ dinner

Porter Family Vineyard update

- June 20
 - Short drive to winery
 - Cave tour
 - \$120 / car fee
 - Take home \$90 bottle of wine
 - Inquiry as to “single driver”
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- Items for discussion:
 - Next Steps: A motion to approve the event on June 20 introduced by Jeff Hall and seconded by Jerry Wachtel. Motion approved.

Submitted by Jeff Hall (4/29/25)

Webmaster's Report (Interim: Chip Witt)

Submitted by Chip Witt ()

NEW BUSINESS:

- **Event Approval - Salmon Run / Joe Burroughs**

Joe has blocked some rooms for this event for July 5, 2025 at the Harbor Lights Inn. There is no cost to the region. Participants will be paying their own way. A motion to approve this event was introduced by Eileen Gaines seconded by David Bunch. Motion passed

A motion to adjourn the meeting by Don Magdanz was introduced , it was seconded by David Bunch. Motion passed.

Meeting adjourned at (9:17) pm by President Sharon Neidel

