

Redwood Region – Porsche Club of America
March 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

x	AX Director 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: Duke Ferris, 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:

Craig Steele introduced a motion to approve the minutes from the February 25, 2025 Board Meeting. David Bunch seconded the motion. Motion passed

- Activity:
 - 3/2 Attended the museum tour after Cars & Coffee
 - 3/9 attended the Zone President's Meeting & Zone Awards Dinner
 - 3/12 Attended the Quarterly HPDE Webinar
 - 3/18 Attended the Webinar on PCA the 1st 70 years
 - 3/21-24 Attended the West Coast Club Race at thunderhill
- Notes from the Zone President's Meeting
 - Need to identify an event we would like to Zone Rep to attend
 - Focus is on Risk Management
 - Safety of Events - Speed on Tours
 - Use discretion in planning / publicizing / Social media of "high risk" events -
 - Be sure to obtain the proper minor waivers - prior to event with parent signatures (suggestion was hyperlink to forms)
 - Complete both the Post Event & Observer Report for each event
 - Monitor Social Media
 - Officers / Event Chair have a copy of the incident report form & those that need to be notified in case of incident
 - Encourage members to take advantage of PCA benefits -
 - Include a family or affiliate member
 - JPP program
 - Juniors Program
 - Subsidies are no longer tied to competition events. There are more opportunities to use for social functions.
 - Raffles in CA require a Permit - see more below
- Big Congratulations to our Zone Winners -
 - Stacy O'Connell for AutoX class & Pax
 - Essy & Rosa Fariab for the Concours Event of the Year
- Items for discussion:
 - Raffles have become a challenge particularly in CA
 - The key is who collects and distributes the money

- In CA if you “sell” raffle tickets you need a permit
 - The permit gives the state permission to audit your books
 - Door prizes - one ticket per entrant - no additional fee is OK
- Sim Event
 - Chip could not work out a date with Kyle for a sim demo
 - Logistics were too much of a challenge
 - Our only obligation is to advertise
- Robotics Club needs Redwood Decals for Bot
- We need to begin working on a Nominating Committee Need a volunteer to chair
- Considering a series of newsletter articles on the PCA history based on the recent webinar.
- 9/13/25 Anniversary Event - New Conflict with GGR as they added another Club Race to the Calendar that weekend. It should not have a lot of impact on the GGR Motoring Group participation. Big conflict for both Region Presidents. Howard and will have to work it out.

Next Steps:

- Establish Nominating Committee for 2026
- A motion to nominate David Bunch to chair the Nominating committee was introduced by Eileen Gaines. The motion was seconded by Jeff Hall. Motion passed.
- Need to provide the Robotics Club with Stickers
The Robotics Club has done a work around for decals, but the region needs to get some printed.

Submitted by Sharon Neidel (3/25/25)

Vice President's Report (Pat Burke)

Attended our Zone 7's President meeting in Sacramento and the Awards Dinner.

Attended PCA webinar focusing on the 70th anniversary

Created MSR page for the Run to the Vault event

Applied for PCA insurance for several upcoming events

Continuing updates for our calendar

New Napa member outreach and introduction to the club.

Attended POSSE

I have once again accepted a temporary contract position with the Napa Valley Vintners to chair the Culinary aspect of the Napa Valley Barrel Auction on June 6th. Anyone interested in volunteering to assist me???

For discussion:

- Exclusive Board access for registration to certain events. The board members have a responsibility to work the room at events so early registration is a benefit to ensure they are in attendance to welcome members and promote the club. The board members must actively promote the club if they want to take advantage of early registration.
- Discussion about Napa members attending the April 6th event in Santa Rosa, driving an hour then driving back to Napa for the Vault event. Planned driving tour of our own!
- Next Steps: Our member Raymond Schmitter has proposed an event at the Porter Family Vineyards Coombsville region of Napa in early to mid July. Pat will follow up with Raymond regarding putting this together.
- Submitted by Pat Burke

Treasurer's Report (Don Magdanz)

FINANCE REPORT

Reports sent to Board members

Financial Statements are sent to the Board members prior to the monthly meeting and posted on the DropBox site.

- Items for discussion:
- Next Steps:

Submitted by Don Magdanz (March 25, 2025)

Secretary's Report (Eileen Gaines)

- Items for discussion: Listened to the PCA Region focus The first 70 years.
 - Attended the ESCA AutoCross event 3/22/25 at Sonoma Fairgrounds.
 - Next Steps: Nothing to report
- Submitted by Eileen Gaines (March 22, 2025)

Past President's Report (Ben Davoren)

- Created initial list of club resources for which usernames and passwords need to be retained and potentially shared by future Board / EC members, and have shared with VP Burke so we can create the "Red Book" per February 2025's discussion
- Confirmed route and signups for the April 9th "Charity Adventure" at the Redwood Empire Food Bank. 16 members volunteered so far, signups close April 2nd on MSR
- Confirmed CASA mistakenly shredded our \$3000 check to them without depositing it first, as they thought it was a placeholder for a direct deposit. I have contacted Treasurer Magdanz to re-issue
- Items for discussion:
 - Requesting formal approval of the budget (NTE \$400 which is \$20 per volunteer) to include a lunch entree, tax, and tip for the Barley & Bine Beer Café on April 9.
- Next Steps: Pat Burke introduced a motion to approve a budget of \$ 400.00 for the lunch for the workers. Eileen Gaines seconded the motion. Motion passed.

Submitted by Ben Davoren (3/24/25)

Autocross Director's Report (Stacy O'Connell)

- 34 drivers confirmed for Thunderhill AX on April 6
- A number of Redwood members attended ESCA's AX this past Saturday, will continue to promote their season to our members if ESCA is ok with a bunch of Porsche's at their event! :-)
- Next steps:
 - Nothing to report

Submitted by Stacy O'Connell (3.24.25)

Communications Director's Report (Stacy O'Connell)

- Database updates
- Flyer for ASD in process
- Confirming dates with McEvoy for a PCA drive to their location
- Next Steps:

- Nothing to report

Submitted by Stacy O'Connell (3.24.25)

Concours Director's Report (Essy Fariab)

- We are so proud to report that our wonderful region won Zone 7's Best Concours Event of 2024. What an honor! Thank you to everyone that came in the early morning and afternoon heat to help us.

Submitted by Rosa Fariab, March 23, 2025

der Riesenbaum Editor's Report (David Bunch)

- On 3/10/2025, emailed 1118 Newsletters.
816 were opened. 6 emails bounced.
- On 3/13/2025, emailed 302 Newsletters to Non-Openers.
81 were opened. 0 email bounced.
- **Click-Through Distribution**
Total Clicks - 46 Clicks
Charity Adventure - 20 Clicks
2025 Calendar - 8 Clicks
GGR DE weekend - 4 Clicks
SVR Rallye School - 4 Clicks
AutoSport Detailing - 4 Clicks
Autobahn Auto - 3 Clicks
- Next Steps:
Submitted by David Bunch (March 25, 2025)

Event's Coordinator's Report (Kurt Fischer)

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

Plans for Run to the Vault as a special event in place with 50 people on April 6th!
This is a test for future events at the Vault. We will start at Autobahn Automotive!

Membership Director's Report (Brad Williams)

MEMBERSHIP REPORT

Items for discussion: At the end of February our Redwood Region had a total of 1,143 active Members/Co-members, 9 active Associate members and 9 active Test Drive members. We had 39 of our Redwood Region members celebrate their five year, or more, PCA membership anniversaries in February. Of these 39, Darnell Walton is the longest tenured. Darnell celebrated his 57th anniversary as a PCA member!

- Membership changes as of March 22:
- Redwood Region has had: 3 new members join PCA RR. They are:
- Gabriel Pack of Napa - 2018 718 Cayman GTS
- Farhad Kashani of Santa Rosa - 2020 911 Carrera S
- Chris Evrist Rice of Napa with Devyn Evrist Rice - 2012 Cayenne S Hybrid
- No membership transfers in
- No membership transfer out
- Net gain of 3 members
- 26 New/Transferred member badges ordered

• Items for discussion:

- PCARR presence at Marin's Strawberry Village Motor Social, Saturday, March 8, 8:00 - 10:00 AM

This went very well. Kyle Festog of Porsche Marin set aside one of the Porsche Marin dedicated spots for us at the entrance to the Social. I had Panorama magazines and PCA applications to distribute to interested parties of which there were several

Next Motor Social Saturday, April 12, 8:00 - 10:00 AM. I will be out of town

Contacted SRO/Natasha Masterson regarding FANATEC GT World Challenge races presence at Sonoma Raceway, March 28 - 30. \$800 for 10'x10' vendors space. Includes 4 vendor wristbands for Thurs PM thru Sunday. After a discussion with Sharon N. It was decided not to pay the price for the canopy space. I will be at the event either Saturday or Sunday as a spectator and will have Panorama magazines and PCA applications with me in a backpack. Just in case!

- On the following weekend (April 4-6) the Porsche Sprint and Endurance Challenges (North America and USA West) will be at Sonoma Raceway. I have been in contact with Jack Hoaglin of USAC and they can provide us with space on the "lawn" near turn 11 to set up our canopy and/or table.

• Good Morning Bradley,

Thank you for reaching out. Yes, you are more than welcome to come out for the weekend and set up a pop up activation.

We will have plenty of space in the Turn 11 suite turf area that you can set up right next to the drivers lounge and a great view of the track. Would this work for you?

This event is currently a “private event” with no tickets being sold so it is not certain what type of attendance there will be although most will surely have a strong interest in Porsche.

Next Steps: Contact USAC Jack Hoaglin and offer an acceptance if approved by the Board

to have a PCARR presence at the Porsche Sprint and Endurance races

If approved, Sharon N will apply for the \$500 PCA membership stipend

What level of presence is appropriate for Novato Cars + Coffee? POSSE?

Strawberry Village Motor Social? Others?

PCA Advanced Membership Zoom meeting 3.20.25

Expiration notifications: National sends out 10th and 20th of month after lapse

Average age of PCA members is 58

- Google “My Maps” can be used for assessing member locations using data provided monthly by National

Map can be done by zip code if desired

Events specifically for four door Porsches?

More frequent “new member” events?

Submitted by Brad Williams (March 23, 2025)

Rally Director's Report (Jerry Wachtel)

- Items for discussion
 - We have 3 rallies confirmed for this season as stated in the Region's calendar; and we have rallymasters for each.
 - I have reached out to Rik Larson about a possible Zone 7 Rally series, but I have not heard back. Is he the right person to talk to?
- Question about the Facebook page
- Next Steps:
 - Develop the rallies
 - Announce to other clubs
 - Post on website and announce in der Reisenbaum

Submitted by Jerry Wachtel (3/25/24)

Safety Director's Report (Craig Steele)

- Item for discussion: Nothing to Report
- Next Steps: Craig and Stacy will work to see about organizing more information about taking a Route 66 drive to Parade 2025 to promote interest to our region and/or other region members planning on attending Parade in Oklahoma City.

Submitted by Craig Steele (03/17/2025)

Social Media Report (Kurt Fischer):

- Items for discussion:

Facebook is up to date for all events!

- Next Steps:

Submitted by Kurt Fischer ()

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

- Auto Sport Detailing
 - Plans are underway to conduct the raffle and have the winners car detailed for showcasing at the event scheduled at ASD on May 24.
 - Jeff finalizing the details with the restaurant and completing the updates to MS Reg
- Hi Tec Automotive
 - Porsche buy / sell clinic scheduled for May 17th. Working to finalize a lunch at Cafe Arrivederci after the clinic. We are not planning to have a tour, just lunch for the attendees.
- Next Steps:
 - Finalize restaurant menu and cost for both events
 - Complete MSREG updates - Jeff helping me with this as I do not have access
 - Determine PCA budget requirements

Submitted by Mike LaFrenais (March 24, 2025)

- Porsche Marin
 - Still working with PM team regarding sponsored event
 - Highly recommend members attending Marin Motor Social
- Poker / Picnic Rally
 - Working with Ben & Jerry and Jim Robison to put together
 - Trying to pin down a winery to host picnic lunch
- Ironstone Concours d'Elegance
 - Holding three rooms
 - Tours already 'roughed out'
 - Advance group going up early to test routes
- Items for discussion:
 - Inviting Yosemite Region to join us in Murphys for the Concours
 - Patio is available to them (they plan and have own account, deposit, etc.)
 - Corral is available to the larger group (do we combine or keep tailgates separate?)
 - Accommodations - they are on their own
 - Tours? TBD
 - Logistics for \$2,000 service giveaway at ASD event
 - Sponsor would like two weeks from "Drawing to Event to prepare winner's car, chronicle it (before, during, after)
 - Finished car would be "viewable" at the event
 - Need caveat for registration
- Next Steps:

Submitted by Jeff Hall (March 25, 2025)

Webmaster's Report (Interim: Chip Witt)

Submitted by Chip Witt ()

NEW BUSINESS:

A motion was introduced by Eileen Gaines to adjourn the meeting. This was seconded by David Bunch. Motion passed.

Meeting adjourned at (8: 51 pm) pm by President Sharon Neidel