

Redwood Region – Porsche Club of America
June 24, 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
	Concours Director	Essy Fariab
x	der Riesenbaum Editor	David Bunch
	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, Lisa Davoren, Jaz Rahul

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

APPROVAL OF MINUTES: A motion to approve the minutes from the May 27, 2025 Board Meeting was introduced by Craig Steele, David Bunch seconded the motion. Motion approved.

President's Report (Sharon Neidel)

- Events were light this month. Worked the West Coast Club Race at Buttonwillow. Attended Porsches on the Plaza and Posse. Porsche on the Plaza was well attended and well organized. Brad and I spoke to a number of potential new members. I appreciate the turn out from the Board Members.
- I obtained the table & table cover as approved for membership. Obtained the wine for the rally awards from Adobe Road. Helped Sandy & Craig with the Porsche Parade cancellation.
- At the PCA National Level - Parade Registration is closed. Werks REunion Monterey is open and filling fast. There are a few spots left for Treffen at Sea.
- Items for discussion:
 - Status of Nominating Committee
 - Parade Laps at Sonoma Raceway. Informal & Limited availability. Be at Sonoma Raceway Sunday 6/29/25 before 11:30 to sign waivers.
- Next Steps: David heard back from John DeAngelo of the National PCA Nominating Committee regarding getting direction on recruiting for board roles. We will keep the Nominating process on the agenda for the foreseeable future. Paige Gaines and Paul Chrisman will be part of the Nominating Committee.

Submitted by Sharon Neidel (6/24/25)

Vice President's Report (Pat Burke)

1. Created several MSR pages for upcoming events as well as ordering insurance for the same.
2. Attended the Martorana Winery event. Great turnout and well done event as always by Ben & Lisa.
3. Attended Porsches on the Plaza

A HUGE thank you to Jeff, Stacy and Eileen for their participation and help at the 2025 Napa Valley Barrel Auction!

- Item for discussion: **New PCA/Redwood Region Challenge Coins**
- Pat has a quote and a design for the upcoming coins for the Anniversary celebration in September. The quote is \$ 4.28/coin, so it will be \$ 1280.00 for this order.

A motion to approve the budget for these anniversary coins was introduced by Craig Steele, seconded by Jeff Hall. Motion passed

Pat gave an update on the Anniversary event in September. Pat is in contact with the contact at the CIA (Culinary Institute of America) and will work with the appropriate GGR people. The event will be on MSR, lunch will be ordered via Event Brite. There will be pre-planning regarding the amount of spots available for registration between both regions. The CIA has room for over 200 cars.

- Submitted by Pat Burke June 24, 2025

Treasurer's Report (Don Magdanz)

FINANCE REPORT

Financial Reports were emailed to the Board on Sunday, 6/22.

The IRS & PCA National Compliance Plan is a document with instructions on how to create the RedPCA IRS PCA National Compliance Report, which the RedPCA Treasurer will create at the end of each Fiscal (Calendar) year. The Report was created for 2024 and has been explained to Jerry Gladstone, Sharon Neidel, and Pat Burke; the Report will be filed in the Reports folder; in the event that the IRS, PCA National, or any agency that requests whether RedPCA is compliant, the Treasurer will explain the report to the agency.

If a Board member would like to examine the Plan and the Report, please request them from the Treasurer.

Submitted by Don Magdanz

Secretary's Report (Eileen Gaines)

- Items for discussion: Nothing for discussion
 - Next Steps: None
- Submitted by Eileen Gaines (June 23, 2025)

Past President's Report (Ben Davoren)

Martorana tour event was well-received. I got a lot of positive feedback during and after the event itself. Thanks to the leads (Tom Strobel and myself), mids (Pat Burke, Jeff Hall, Don Magdanz) and sweeps (Essy Fariab and Rod Williams) for making the new route work, and Kurt Fischer for making parking very easy. Final budget Excel sent to Treasurer.

CASA volunteers were happy to come to our Porsches on the Plaza event (Susie and Joanna) and appreciative of our 17th year of support for them. As noted, CASA hosts their second annual charity golf tournament at the Windsor Golf Course on August 22nd. Registration link for interested parties in the last dR.

- Items for discussion: Would like to plan a Fall "Charity Adventure" day at the Redwood Empire Food Bank the last week of October or first week of November (Weds or Thurs). Don't see any significant conflicts (a New Member Social is listed for Sat Oct 25th). OK to proceed with this plan?
- The date of November 4, 2025 was chosen for the Fall Charity Adventure.
- Next Steps: EC Vote regarding charity tour since expected expenses below \$350 mark requiring Board approval.

Submitted by Ben Davoren (6/24/25)

Autocross Director's Report (Stacy O'Connell)

- Next Redwood event is October 18-19, 2025
- I am going to chair 2 ESCA autocrosses this year
- Continue to promote to PCA members
- Items for discussion:
 - None
- Next Steps:
 - Finalize April budget and expenses
 - Remind Sharon to request the subsidy for this AX event in August or so.

Submitted by Stacy O'Connell (6/24/25)

Communications Director's Report (Stacy O'Connell)

- Report
 - Lots of flyers (ironstone, napa rally, poker rally, PoP, POSSE)
 - MSR for a few of these
 - Event emails between dRs

- New member / transfer member additions to database
- Event checklist is now on Dropbox for all event leads to access
- Items for discussion
 - none
- Next Steps:
 - Create website doc and distribute to board
 - Web committee needs to set up our first meeting

Submitted by Stacy O'Connell (6.24.25)

Concours Director's Report (Essy Fariab)

- Items for Discussion: Nothing new to report

Submitted by Rosa Fariab (06.24.25)

der Riesenbaum Editor's Report (David Bunch)

- Apologies for having to send out 2 newsletters last month.
I inserted last year's BBQ flyer and left out the Napa Valley Rally.
- Report
 - A. On 6/10/2025, emailed 1129 Newsletters.
804 were opened.
6 emails bounced.
1123 Successful Deliveries.
 - B. On 6/13/2025, emailed 319 Newsletters to Non-Openers.
120 were opened.
0 emails bounced
 - C. Desktop Open Percentage 95.2%
Mobile Open Percentage 4.8%
 - D. Click-Through Distribution Total Clicks - 75 Clicks
Porsche on the Plaza - 24 Clicks
Napa Valley Rally - 25 Clicks
Poker Rally - 14 Clicks
Charity Adventure - 12 Clicks
Salmon BBQ Tour - 16 Clicks
- Next Steps:
Submitted by David Bunch ()

Event's Coordinator's Report (Kurt Fischer)

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

Porsche on the Plaza was a great event! 48 entries!

Planned for August 30th.. Our 1st visit to Bella Union. One of Far Niente's properties, I will design a route getting us there and perhaps lunch at Gott's? There will be room for 30 cars...so 60 people and at NO charge to us !

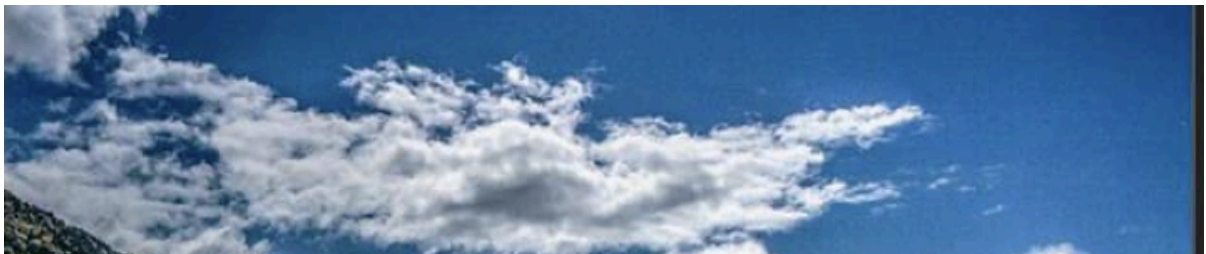
I will NOT be at the meeting tonight nor will I be able to Zoom!

Membership Director's Report (Brad Williams)

This Membership Report is included in the June edition of "der Riesenbaum" but addresses changes that occurred during the month of May. As of June 1 our Redwood Region had a total of 1,149 Members/Co-members (741 Primary Members and 408 Co-Members) and 12 Active Test Drive Participants. We have 42 of our Redwood Region members who celebrated their five year, or more, PCA Membership Anniversaries in May. Topping the list, with a very impressive 56 years in the club, is San Rafael's own James Brown. If you see James driving around Marin County in his '58 356, make him feel good and give him a shout out. Enjoy what remains of June!

June membership changes as of the 23rd are:

- Our Redwood Region had:
 - 6 new members join. They are:
 - Dana Simonds of Santa Rosa - 1988 911 Carrera
 - Jaz Rahul of San Rafael - 1975 911 S
 - Karen and Dave Arute of Sonoma - 2025 718 Boxster GTS 4.0
 - Evan Frazier of Napa - 2012 911 Carrera
 - Douglas Frantz of Santa Rosa - 2013 Boxster S
 - Christian O'Connor of Sausalito - 2019 911 Targa 4S
 - 1 New membership transfer in:
 - Christian and Daniella Pelzl of Napa - 2011 911 Turbo S Cabriolet
 - "We Are" having 1 New Test Drive member join:
 - TJ Brightman of Sonoma
 - No membership transfers out (so far!)
- **Items for discussion:**
 - PCA suggests sending physical post cards to members that list upcoming events as they can't automatically be sent to spam/trash! They would also be available for distribution at events. It is also a good way to promote our sponsors. The following is a sample from the Acadia Region. Is there any interest?



2025 EVENTS

March 22	New Member Event Pit Lane Sim, Racing	Aug. 24	South Shore Tour
April 26-May 3	Monaco 2025 Trip	Sept. 4	Treffen & Show & Shine
May 10	Introduction to Driver Education at POH	Sept. 6	Driver Education @ AMP
May 17	The Tides Soccer at Wanderers	Sept. 13	PCA 70th Anniversary
May 21	Cars & Coffee @ A & W Gary Martin	Sept. 17	Porsches @ The Chickenburger
May 24	Kick Off @ Spinnakers AYC	Sept. 21	Carson Exports
May 26	Driver Education @ AMP	Sept. 27-29	Digby Pines Tour
May 31	NDR Auto Solutions Tech Session	Oct. 6	Driver Education @ AMP
June 8	Peggy's Cove - Chester Tour	Oct. 8	Cars & Coffee @ Tim Hortons
June 15	Carson Exports Wheel Alignment	Oct. 11	Rally in the Valley
June 18	Life Branch Car Show	Nov. 2	Frostbite Tour
June 24	Driver Education @ AMP	Nov. 19	Events Planning Meeting
June 25	Porsches @ The Chickenburger	Dec. 6	Holiday Dinner
July 5	Interior Detailing @ Porsche of Halifax		
July 6	Bad Chad And Jolene Tour		
July 16	Jack's Burger Shack & Car Wash		
Aug. 16-17	PEI Tour		
Aug. 20	Porsches @ The Chickenburger		

Newfoundland/Labrador

TBA	Cars & Coffee
Aug. 23	Euro Union '25
Oct. 4	Oktoberfest '25





Thanks to our Sponsors!

Porsche of Halifax



Monthly meetings are held
the second week of each month







To join, visit www.pca.org




Cover Photo: Cabot Trail Tour

- PCARR presence at Marin's Strawberry Village Motor Social, Saturday, June 14
 - I was in Southern California but other members were in attendance. Comments?
 - Next Motor Social; Saturday, July 12, 8:00 - 10:00 AM.
 - PCA Membership Contest standings
 - Does our Board want this information included in the monthly report?
- Posse at Novato Vintage Oaks
 - Latest edition of the POSSE was May 25. June 29 is the next POSSE event
- Porsches on the Plaza - June 21
 - This was a great event with great weather and turnout of interested passersby
 - Considerable interest from non-members in what PCARR has to offer
 - We had four new sign-ups reported by National in the two days following. It is not yet known whether those were in attendance on Saturday. I am reaching out to see if some of the sign ups were a direct result
- There was a discussion at the meeting about how to send a notification/postcard to members who we don't hear from so we can reach more members. Brad will create a mock up of notification for next month's meeting.

Submitted by Brad Williams (6/23/25)

Rally Director's Report (Jerry Wachtel)

- Items for discussion
 - Picnic and Poker gimmick rally to run this Saturday, June 28th.
 - 17 cars (34 people) registered so far
 - Sent out email blast (to approximately 400 people) to promote the June 28th and July 26th rallies.
 - Complications arose with some recipients of the blast not receiving one or both of the attachments, or receiving unopenable documents.
 - I am trying to track down the gremlins that caused this problem - no answers yet.
 - Seek Board approval (tonight) of budget for Napa Valley Rally (7/26/25). This has been circulated to the Board for review on my behalf by Sharon. Thank you to her for doing this.
 - I raised a question about the Region's guidelines or policies for submitting and reviewing event budgets. This needs further discussion.
- Next Steps
 - Volunteer at Picnic and Poker rally.
 - Test run the route for the Napa Valley Rally when it becomes available.
 - Send out email blast for NVR - hopefully with gremlins fixed.
 - Volunteer at NVR on 7/26.
 - A motion to approve the budget for the July 26, Napa Valley Rally was introduced by Pat Burke, seconded by Jeff Hall. Motion passed.

Submitted by Jerry Wachtel (6/24/25)

Safety Director's Report (Craig Steele)

- Item for discussion:
 - May 28 to June 6, I spent time at Kaiser Hospital and Apple Valley Post Acute Rehab. I had an incident that left me unconscious for several days after doctors and therapists figured it out. My wife, Sandy, a nurse for 60 plus years, helped me navigate to the conclusion I was OK and many ways better than before May 28th. I want to thank all the well wishers for your love and support. I would not be here without Sandy and her monitoring my recovery.
 - I had to shut down my OKC Porsche Parade plans and regrouped all my Redwood Region and PCA plans.
 - I attended the 'Porsches on the Plaza' event on Saturday, June 21st.
- Next Steps: ***Yet to be determined***

Submitted by Craig Steele (06/21/2025)

Social Media Report (Kurt Fischer):

- Items for discussion:

All event have been posted to [Facebook...we](#) are up to date!

- Next Steps:

Submitted by Kurt Fischer ()

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

- Items for Discussion
- Next Steps: Discussion about having sponsors providing services vs monetary donations, how to get new sponsors involved, Far Niente has stepped up donating wines to events.

Submitted by Mike LaFrenais (June 24, 2025)

Porsche Marin

- Items for discussion:
 - Porsche-sponsored event still a work in progress (Maxville or DRNK wineries)
 - Porsche Marin to donate \$1,000 to CIA scholarship program
 - Encourage Board members to attend 2nd Saturday Social
 - Per Don M. PM will directly pay CIA and lunch venue (tax purposes)

- Next Steps:

Events

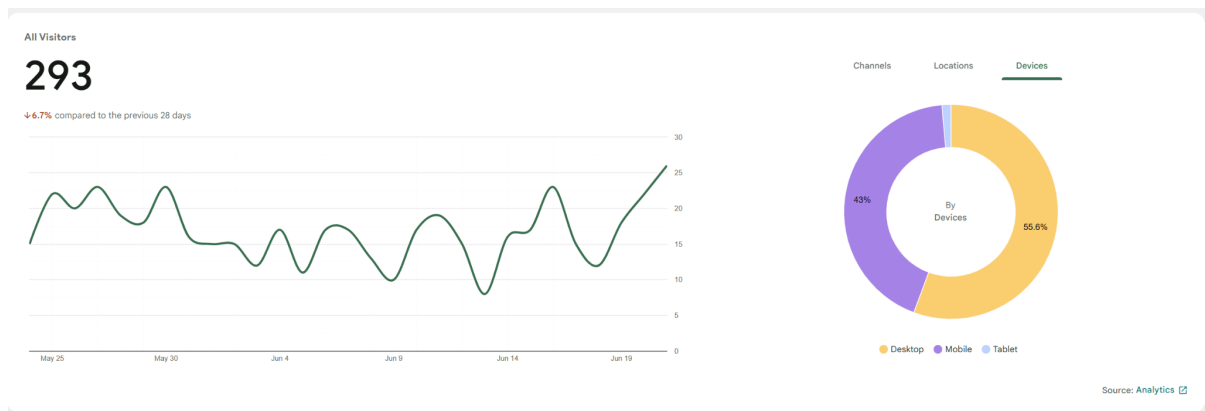
- Items for discussion (Porsche Picnic Poker Rally - 6/28)
 - 19 attendees - 4 attendees from break even
 - Route, volunteers, prizes, venues, picnic spot are all set

- Items for discussion (Murphys 9/25-28)
 - 30 attendees
 - Tours being tested by Paige and Eileen in July
 - BBQ deposit made
 - Registration is “live”
 - Still a few rooms left
 - Intra-Region interest?
- Items for discussion (new events)
 - Met VP at Lewis Cellars / PCA member interested is doing an event
 - Follow up with Stacy and Eileen

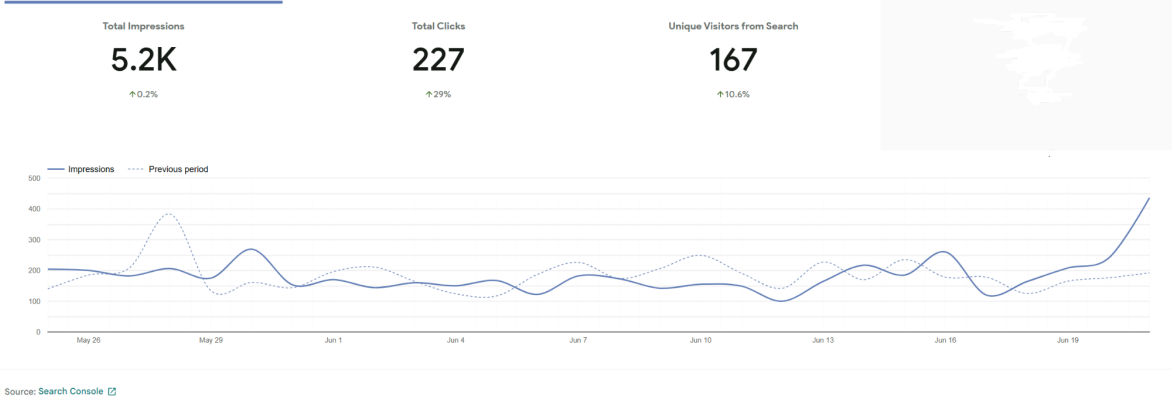
Submitted by Jeff Hall (6/24/25)

Webmaster's Report (Chip Witt)

- I am unable to attend the June 24th meeting due to a work conflict.
- Posted June der Riesenbaum link and updated the President's Message
- Removed outdated event flyers
- Added Ironstone/Murphys and Poker Rally event flyers
- Website stats for last 28 days remain consistent with those of the prior month and the YoY average:



Search traffic over the last 28 days



Top search queries for your site

	Clicks	Impressions
1. redwood pca	39	250
2. pca redwood region	23	165
3. redwood region pca	5	53
4. duste	1	14
5. porsche car meets near me	1	1
6. porsche club bay area	1	34
7. porsche club near me	1	87
8. auto cross	0	1
9. auto sport detailing santa rosa	0	6
10. auto sport sponsoring	0	1

Source: Search Console

Top content over the last 28 days

Title	Pageviews	Sessions	Engagement Rate	Session Duration
1. Home - Welcome to the Redwood Region! /	574	509	44.4%	2m 49s
2. Autocross - Welcome to the Redwood Region! /autocross/	35	28	71.43%	47s
3. Tour Archives - Welcome to the Redwood Region! /category/tour/	26	24	87.5%	1m 14s
4. Membership Services - Welcome to the Redwood Region! /membership-services/	26	25	72%	1m 42s
5. Board - Welcome to the Redwood Region! /about/board/	25	27	70.37%	3m 16s
6. Events Journal Archives - Welcome to the Redwood Region! /category/events/	23	19	84.21%	55s
7. May 2025 President's Message - Welcome to the Redwood Region! /2025/05/10/may-2025-presidents-message/	17	16	93.75%	2m 47s
8. Porsches on the Plaza 2024 - Welcome to the Redwood Region! /2024/08/11/porsches-on-the-plaza-2024/	15	15	100%	1m 21s
9. der Marktplatz - Welcome to the Redwood Region! /der-marktplatz/	12	13	84.62%	48s
10. Hot Fun in the Summertime at Martorana Family Winery! - Welcome to the Redwood Region! /2024/08/11/hot-fun-in-the-summertime-at-martorana-family-winery/	10	11	90.91%	1m 11s

Source: Analytics

- Monthly website security summary (trends well down from last month):

Top IPs Blocked			
24 Hours 7 Days 30 Days			
IP	Country		Block Count
54.89.222.23	United States		3
104.28.219.137	Netherlands		2
45.157.54.22	Iraq		2
181.215.65.100	United States		2
181.215.65.97	United States		2
104.28.234.80	United States		1
107.175.195.11	United States		1
104.234.32.82	United States		1
122.173.27.82	India		1
104.234.32.75	United States		1
Show more			

Top Countries by Number of Attacks - Last 7 Days			
Country		Block Count	
United States		6	
China		1	
Poland		1	
Belgium		1	
India		1	

Block Type	Complex	Brute Force		Total
Today	3	0		3
Week	7	3		10
Month	28	13		41

Definitions

Brute Force Attacks: These attacks rely on automated tools that test various combinations of usernames and passwords until they find a valid combination. They often target accounts with weak passwords, making them easier to crack. The web application firewall (WAF) that records these events is only one defense our site leverages to defend against them.

Complex Attacks: These attacks represent various types of malicious activity beyond just login guessing, such as exploits, vulnerabilities, and other web application attacks. The web application firewall (WAF) is leveraged here to protect us against “zero-day” attacks and in the intervening time between when a vulnerability/exploit is known and when a software patch is available.

- 5 WordPress plugins vetted and updated to maintain site security and feature reliability.

Submitted by Chip Witt (June 23, 2025)

NEW BUSINESS:

A motion was introduced to adjourn the meeting by Ben Davoren, seconded by Craig Steele, motion passed.

Meeting adjourned at 8:43 pm by President Sharon Neidel