

Redwood Region – Porsche Club of America
July 29, 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 Chair/Communications Director	Stacy O'Connell
	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
	Safety Director	Craig Steele
x	Sponsorship Co- Director	Mike LaFrenais
x	Sponsorship Co- Director	Jeff Hall

Guests: Paige Gaines, Greg Matsumoto, Rick Duste, Joe Burroughs

CALL TO ORDER: on at (7:06 pm)by Sharon Neidel via Zoom Video Communications and at Torches, Petaluma.

APPROVAL OF MINUTES:

A motion was introduced by Eileen Gaines to approve the minutes from the June 25, 2025 Board Meeting. The motion was second by Mike LaFrenais. Motion passed.

President's Report (Sharon Neidel)

- Activity Since June Meeting
 - Happy to have been able to lead the lunch Parade Laps at the June 29th West Coast Club Race. Everyone seemed to have a great time and I hope we can do it again in 2026.
 - Attended the Porsche Parade in Oklahoma City. It is always special to attend as a Region President. The 70th Anniversary Celebration and Historic Display were well done. Hans Peter Porsche his son and grandson were in attendance. They rolled out the 70th Anniversary Club Coupe. We had several Past-Presidents of Redwood Region at Parade. I was able to spend time with Mike Hinton, who is now President of PCA's newest Region, Greater Columbia and Hank Malther. I attended the annual Membership Meeting on behalf of the Region and the President's Reception.
 - I was able to obtain Craig Steele's Grille Badge also bought him a Parade T Shirt
 - 2026 Parade will be in Lake Placid NY
 - 2027 Parade will be in Boise ID
 - Attended GGR's 65th Anniversary Celebration
 - Attended the Semi-Annual PCA National Board Meeting via teleconference on 7/28/25. PCA Financial Report was presented. It is summarized in the June Panorama. The PCA audit committee has reviewed and approved. The Club remains in a strong financial position. There was also a vote to approve the candidates for the 2026 audit committee. Membership growth is strong. Select PCA Club Racing is now on Live Stream. (Our West Coast Event at Laguna Seca August 22-24 will be one of the upcoming events). After multiple technical issues the call needs to be rescheduled for a later date.
 - Zone Representative Report
 - PCA is focused on how to handle AI for now they recommend Regions exercise caution
 - A reminder we are not to use drones or post footage from drones
 - They are streamlining the onboarding process for new members and assure us it will improve both the new member and Region experience
 - More reminders on filing post-event insurance forms. Redwood is doing very well at this.

- Items for discussion:
 - Nominating Committee Status David got information from National about this committee and passed this on to Paige Gaines and Paul Chrisman to find volunteers for the next calendar year.
 - Annual Members Meeting: We will try to find a date for this event. Perhaps include a new member event with this meeting.
- Next Steps:
 - I need to follow through on glassware
 - Advertising Ironstone Concours to Zone Regions

Submitted by Sharon Neidel (7/28/25)

Vice President's Report (Pat Burke)

Assisted in the Poker Rally Event as a dealer at the Marin French Cheese Stop!
 Attended Porter Family event. Attended the Napa Valley rally
 Driving to WERKS on Thursday August 14th. Anyone interested in driving together?

- Items for discussion:
- Temporary Safety Director: Due to Craig's medical situation, Pat would like to recommend Joe Burroughs be the Safety Director in Craig's absence. A motion was introduced by David Bunch to appoint Joe to Safety Director. Eileen Gaines second the motion. Motion passed. Joe will get the club radios that are in Craig's possession.
- On-Going planning for the 70th PCA Anniversary event at the CIA. MSR, Drive Route and menu in planning stages. Concerned about GGR involvement. GGR has been a challenge to nail down to communicate about their participation in the September 13, 2025 event. Registration amount to be determined. There will be an Event Brite link to the MSR registration which will instruct participants to choose their lunch choice and pay the CIA directly. There will be a cash bar available for beverages. Dining will be inside and on the patio. There will be a short drive probably starting at the Vianasa Winery.
- Porsche Marin is making a \$1000 donation to the CIA chef foundation. A presentation will be done at the September 13, 2025 event.
- Coins have arrived
- Glasses: Sharon, plastic reusable color imprinted or glass etched.
- Redwood Region T-Shirts. I have noticed GGR, Diablo both have region t-shirts... Why not give it a try? I think it would be a great idea and a way to promote our brand!
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- Submitted by Pat Burke July 29, 2025

Treasurer's Report (Don Magdanz)

FINANCE REPORT

Financial Statements emailed to the Board on Friday, 7/25.

Copy of backup given to RedPCA VP

Discussion of adding a professional Bookkeeper.

- RedPCA Financials on Bookkeeper's computer
- Explain Income & Expense Accounts (Categories)
- Explain Asset & Liability Accounts (Checking Savings, VISA)
- Annual informal audit & consultant
- Review backup Strategy and Execution
- Incapacitated or New Treasurer
 - Restore latest backup
 - Keep the books until Treasurer returns or new/interim Treasurer is found (hit the ground running)
 - Train new/interim Treasurer

Sharon will reach out to National to see if other regions/zones have a similar/back up position we are looking into.

Submitted by Don Magdanz (July 29, 2025)

Secretary's Report (Eileen Gaines)

- Items for discussion: Nothing to report
- Next Steps: None

Submitted by Eileen Gaines (July 27, 2025)

Past President's Report (Ben Davoren)

Enjoyed the Poker Picnic Rally, Fort Bragg Salmon BBQ tour, family winery tour and napa picture rally during the last month. We had very different members show up for each of these, suggesting we have had good outreach to our membership. In fact, using new cross-event reports in MSR, I can see that of the 61 different primary registrants (so doesn't include passengers), 49 came to only one of those events. Thus, only 12 were "the usual suspects" coming to 2 (8), 3 (3) or 4 (1) events.

Also participated in the ESCA AX on July 12 with a few Redwood attendees there who all seemed very welcome.

The MSR page for signups for the next Charity Adventure Tour, Food Bank volunteer work, and lunch on Tuesday November 4th will go live next month.

No other charity updates at this time.

- Items for discussion: None
- Next Steps: I'll submit flyer for the Charity Adventure Day to Chip in August for publication to the website

Submitted by Ben Davoren (7/29/25)

Autocross Director's Report (Stacy O'Connell)

Attended the Poker Rally and the Napa Rally. Can you say 4th place? 🎉

I'm chair of the ESCA August autocross and will continue to promote to redwood members.

Nothing yet needed for our AX at TH in October.

- Items for discussion: none
- Next Steps: none

Submitted by Stacy O'Connell (7/29/25)

Communications Director's Report (Stacy O'Connell)

Like what Brad has come up with for a member mailing. Some thoughts on layout I'll share with him offline.

Anyone need help with flyers?

Do we need a mid month event email in August for event participation?

- Items for discussion (none)
- Next Steps: (none)

Submitted by Stacy O'Connell (7/29/25)

Concours Director's Report (Essy Fariab)

- Nothing new to report

Submitted by Rosa Fariab, July 29, 2025

der Riesenbaum Editor's Report (David Bunch)

- Report
 - A. On 7/14/2025, emailed 1127 Newsletters.
772 were opened.
6 emails bounced.
1 Unsubscribed.
1121 Successful Deliveries.
 - B. On 7/17/2025, emailed 368 Newsletters to Non-Openers.
107 were opened.
1 emails bounced
 - C. Desktop Open Percentage 95.9%
Mobile Open Percentage 4.1%
 - D. Click-Through Distribution Total Clicks - 59 Clicks
 - Napa Valley Rally - 29 Clicks
 - Charity Adventure - 19 Clicks
 - SVR Rallye - 6 Clicks
 - Murphy's Tour r - 5 Clicks
- Items for Discussion:
- Next Steps:
Submitted by David Bunch (July 25, 2025)

Event's Coordinator's Report (Kurt Fischer)

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

All Events are up to date with the exception of the Bella Union Tour set for August 30th! I will need a flyer done. We anticipate that we will have lunch at Gott's in St. Helena.

Membership Director's Report (Brad Williams)

MEMBERSHIP REPORT

At the end of June our Redwood Region had a total of 1,149 active Members/Co-members, 9 active Associate members and 14 active Test Drive members. We had 35 of our Redwood Region members celebrate their five year, or more, PCA membership anniversaries in March. Of these 35, Walter Chalton is the longest tenured.

Darnell celebrated his 53rd anniversary as a PCA member! On to 54.

- Membership changes as of July 29:
 - Redwood Region has had:
 - 2 new members have joined PCA RR. They are:
 - Robert Arns of Napa, along with his affiliate member, Anne Arns. Robert and Anne are driving around Napa in a '15 911 Targa 4S
 - Philip Cardan of Belvedere who took delivery of a sparkling new 2025 911 Carrera
 - There is one member who has transferred into our region: Eva Schlosser with her 2015 911 Targa 4S as well as her affiliate, Bob Branstad
 - Two members did transfer out: YC Cheng. Philip Cardan transferred himself and his sparkling new 911 Carrera to GGR
 - One Test Drive member purchased a "new-to-them" Porsche and has now converted to a full PCA membership. Welcome TJ Brightman of Sonoma, along with your '06 911 Carrera S
 - Net gain: 1 member
 - **Items for Discussion**
 - Mid-month information from PCA national

Here are the June Membership Stats

- July 1 at 7AM reported 108,912 primary members.
- 384 over May EOM.
- 2,638 primary increase over last June (2.5% increase)
- New member joins (1,344) largest June on record
- Drops (1,777) 134 less than last June
- Late renewals (817)
- 1,442 successful auto renewals, 479 failed and 378 didn't renew by EOM

Here are the Membership Contest standings as of July1, 2025

Growth - Actual			Growth - Factored		
Region	↓↑	Total	Region	↓↑	Total
Everglades		129	Everglades		3.22
Golden Gate		121	Gulfstream		2.49
Peachstate		114	Rio Grande Valley		2.08
Northeast		98	Palm Springs		1.71
Carolinas		92	Golden Gate		1.24
Gulfstream		80	Musik Stadt		1.17
Maverick		78	Peachstate		1.11
Gold Coast		75	Vineyard		1.06
Lone Star		71	War Bonnet		0.97
Diablo		57	Puerto Rico		0.97

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- Transfers to GGR
- **Follow up Items:**
 - Members without emails registered:
 - Members, 11: Joli Ling-Tsai, Benjamin Merchant, Rein Plakk, Ken Adams, Michael Cole, George Altamura, Marvin Goss, Lawrence Harrison, Harley Miller, John Fitzgerald, James Brown,
 - Co-members: 208
 - New Members Social - Bella Union Winery Tour
 - In the month of June, 16 memberships lapsed. This is a 2% lapse for the month
 - Rough Draft Membership Card



Submitted by Brad Williams (July 25, 2025)

Rally Director's Report (Jerry Wachtel)

- Items for discussion
 - Assisted with Poker rally by pre-running the route twice; also served as a card dealer on rally day
 - Assisted with Napa Valley Rally by pre-running the route twice; discussing the viability of using Old Lawley Road with Rallymaster Jim Robison; taking photos for der Riesenbaum during the event.
 - The rally was excellent, and received considerable praise from entrants (including Board members), and the host for the starting location.
 - After a few cancellations and one no-show, 23 cars started the rally. 7 ran the Monte Carlo instructions, 15 ran the Picture Hunt instructions, and one solo driver ran as a tour.
 - 4 Redwood Board members ran as competitors - Stacy, Jeff, Ben, and Pat.
 - 5 rallyists entered from Golden Gate Region, 1 from Diablo, and 17 from Redwood. There 21 of the cars that entered were Porsches. There was 1 Audi and 1 BMW.

- Final accounting is not complete, but it looks like the net revenue from MSReg will be \$619.20. Total expenses were \$717.30, including an unexpected \$98.10, of which \$76.10 was from the unexpected cost of the large signs to direct rallyists to the Old Lawley Toll Road, and \$22.01 was due to the Rallymasters error in calculating the cost of the trophies.
- One rally car was observed by other competitors (both Board members). One time it was seen passing several other cars across a double yellow line; the second was observed racing down a two-lane road at high speeds to pass a pickup truck that didn't want to be passed. These incidents will be noted in the Post-Event report to be completed imminently.
- Next Steps:
 - Complete reports for the Napa Valley Rally.
 - Continue working on Devil's Gulch Rally

Submitted by Jerry Wachtel (7/29/25)

Safety Director's Report (Craig Steele)

- Item for discussion:
- Next Steps:

Submitted by Craig Steele ()

Social Media Report (Kurt Fischer):

- Items for discussion:
- Next Steps:

All Facebook posts are up to date!

Submitted by Kurt Fischer ()

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

SPONSORSHIP Update

Auto Sport Detailing

- Items for discussion:

- Auto Sport detailing has agreed to be a sponsor at the Concours d'Elegance in October and will be prepared to set up a booth at the event
- Next Steps:

Submitted by Mike LaFrenais (07/29/25)

Porsche Marin:

- Items for Discussion
 - Porsche Marin will sponsor Holiday Party at the \$4,000 level
 - Marin Motor Social continues to grow: good Redwood Region participation
 - Would like to invite four PM staff to party
- Next Steps:
 - Work w/ Pat to coordinate PM sponsorship at Holiday Party

Events:

- Murphys update
 - 25 attendees
 - Subsidy request to offset dinner price increase. A motion was introduced by Jeff for the club to have a subsidy up to \$ 700.00 for this dinner. Pat seconded the motion. Motion passed.
- Mid-week event
 - DRNK Winery Sebastopol
 - Tour / wine tasting / catered lunch
 - \$60 price point
 - Thursday date (lots of openings)

Submitted by Jeff Hall (7/29/25)

Webmaster's Report (Interim: Chip Witt)

Submitted by Chip Witt ()

NEW BUSINESS: Greg Matsumoto floated an idea about a possibility of putting an event together by renting a movie theater and showing the F1 movie. Greg will look further into putting this together. Rick Duste did something similar for SVR. He shared the knowledge with the Board. This was a successful event for SVR as the largest theater was sold out.

Rick Duste shared that SVR will be doing a three day event April 17-19 that will include a crab feed, concours, rally and autocross and other fun events.

SVR recently had a shared event with the Shasta region. Each region had a tour from their region and then met up together and drove around the Shasta Buttes. They then went to lunch together. Rick is thinking SVR and Redwood could possibly plan an event jointly, maybe plan having an event at Adobe winery when it opens early next year.

Eileen introduced a motion to adjourn the meeting. David seconded this motion. Motion passed.

Meeting adjourned at (8:52 pm) by President Sharon Neidel