

Redwood Region – Porsche Club of America
October 28, 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
	Events & Social media Director	Kurt Fischer
x	Membership Director	Brad Williams
x	Rally Director	Jerry Wachtel
x	Safety Director	Joe Burroughs
	Sponsorship Co- Director	Mike LaFrenais
x	Sponsorship Co- Director	Jeff Hall

Guests: Paige Gaines, Lisa Davoren, Rose Fariab

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

APPROVAL OF MINUTES: A motion was introduced to approve the minutes from the September meeting by Eileen Gaines. David Bunch seconded the motion. Motion passed.

President's Report (Sharon Neidel)

- A daily light month for me. I attended the Concours in Sonoma. Another great job by Essy and Rosa for organizing a fantastic event. I attended the Members social on the 25th. Thank you Pat, Jeff and Brad for your efforts. I think it was very successful and suggest we continue the new member socials .
- Items for discussion:
 - Status of the Election
 - Financial Review Committee for Bylaw Compliance
 - Ben Davoren and Sue Holzer have volunteered
 - 2026 Treffen at Sea. Will be a West Coast Wine Cruise with a stop in SF. There may be a request for local regions to host activities on shore. Diablo and GGR are interested. I have passed along to Pat and Jeff for 2026.

Next Steps: The candidates for the Executive Council 2025 election will send their statements to Stacy for review. These statements will then be sent to David for the November der Riesenbaum and the creation of the ballot by Stacy that will be sent to the voting members in November. Brad will order the new name tags for Pat Burke and Jeff Hall's new roles.

Submitted by Sharon Neidel (10/27/25)

Vice President's Report (Patrick Burke)

Attended 2025 Annual Members Social
Set up MSR Pages for 2026 Holiday Party & OneOneFunRun

- **Budget for Holiday Party:**
 - Asking for \$7200.00
 - Keeping the price at \$75 per person

Club to pay corkage

Porsche Marin sponsoring \$4000.00

Club giving Porsche Marin a table/spots at the Party

- Next Steps: Motion to Approve, Flyer for DR asap, Finalize Menu, confirm capacity of the Yacht club for attendance. A motion for a budget of \$ 7200.00, price per person will be \$ 75.00, club will pay the corkage, give Porsche Marin a table/8 spots, any monies that are left over after the event will be donated to a charity. A motion was introduced by Eileen Gaines, seconded by Jeff Hall. Motion approved.
- **OneOneFunRun**
No Cost to enter
No Host Lunch
- **Next Steps:** Motion to Approve, Flyer for DR asap, order Insurance, Plan Route
A motion to approve the One One Fun run was introduced by Eileen Gaines, seconded by David Bunch. Motion is passed
- Submitted by Patrick Burke(October 27, 2025)

Treasurer's Report (Don Magdanz)

FINANCE REPORT

Reports were emailed to Board Members on Sunday, 10/26.

For those of you who have Events, Expenses, etc. in your area, please review the Financial Report and the YTD Transaction Report to ensure that I have applied the Income and Expenses properly.

Submitted by Don Magdanz (October 27, 2025)

Secretary's Report (Eileen Gaines)

- Items for discussion: Nothing to discuss
- Next Steps: Nothing at this time
Submitted by Eileen Gaines (October 27, 2025)

Past President's Report (Ben Davoren)

- Items for discussion: Charitable contributions proposal for CY 2025.
I would like our club to continue to support our existing charitable beneficiaries consistent with our prior years' support. For context, these are our contributions over the past 6 years:

	2019	2020	2021	2022	2023	2024
CASA	\$2500	\$1000	\$2500	\$3000	\$3000	\$3000
REFB	\$2500	\$2500	\$1000	\$1250	\$1500	\$1500
P4PH	\$1000	\$1000	\$1000	\$1250	\$1250	-
Toys4T				\$500	\$500	\$500
HmwBM						\$1500
FireRelief		\$1500				
RPRobot						\$1000
Totals	\$6000	\$6000	\$4500	\$6000	\$6250	\$7500

CASA = Court Appointed Special Advocates of Sonoma County

REFB = Redwood Empire Food Bank

P4PH = Paws for Purple Hearts

Toys4T = Toys for Tots

HmwBM = Homeward Bound of Marin (replaced P4PH in 2024)

FireRelief = 2020 fund after Sonoma county fires

RPRobot = Rohnert Park Tech Hi Robotics Team

- Next Steps: I move that 2025 cash charitable contributions to CASA, REFB, HmwBM, and Toys for Tots be made for the dollar amounts contributed in 2024 with an increase of \$ 500.00 to the REFB. CASA \$ 3000.00, REFB \$ 2000.00, Toys4Tots \$ 500.00 and Homeward Bound \$ 1500.00. A motion was introduced by Pat Burke for these amounts, seconded by Eileen Gaines. Motion passed.
- Historically, we have also invited CASA to send two representatives to our Holiday Party for the check presentation. We should re-discuss this for 2025.
- David Bunch will send an email out to the Board that CASA will have an open house on November 20, 2025, 4:30 to 7:00 pm.

Submitted by Ben Davoren (10/27/25)

Autocross Director's Report (Stacy O'Connell)

- Items for discussion:

- Last autocross of the season was held on October 19 at Thunderhill. Finance report will be posted on Dropbox later this week.
 - We held a quiz for the national subsidy and it was a big hit. I need to send one of the winners a gift card, should i use the club credit card?
 - We ran the course in 1 direction in the morning and in reverse in the afternoon, different but fun.
 - Talking with ESCA folks about possible dates with them next year at the Sonoma Fairgrounds.
 - Next Steps:
- Submitted by Stacy O'Connell (10.28.25)

Communications Director's Report (Stacy O'Connell)

- Items for discussion
- Brad and I discovered we have some members who are in our database but not on our dR list, so I'm working to rectify this.
- The holiday party flyer needs to be created. Please send me info so that can get started and included in the November dR.
- Next Steps:

Submitted by Stacy O'Connell (10.28.25)

Concours Director's Report (Essy Fariab)

- Items for Discussion: A GREAT BIG THANK YOU for all your help in making our Redwood Region Concours, in our "humble" opinion, the best one yet. It was a perfect and successful day thanks to you <3. There was a discussion about charging a participant for his participation in the Concours. It was confirmed that charging thru MSR is appropriate as he hasn't responded to repeated requests.

Submitted by Rosa Fariab (10.27.25)

der Riesenbaum Editor's Report (David Bunch)

- Report
 - A. On 10/10/2025 at 10 am. emailed 1157 Newsletters. 749 were opened, 13 emails bounced with 5 having "Mailbox Full", with 1144 Successful Deliveries.
 - B. On 10/13/2025, emailed 406 Newsletters to Non-Openers

C. Open Percentage - Desktop 63.4% and Mobile 36.6%.
D. Click-Through Distribution Total Clicks - 161 Clicks
Redwood & Zone Concours - 42 Clicks.
DRNK Wine Tour - 29 Clicks.
Redwood Member Social - 24 Clicks.
Redwood & Zone 7 Ax - 9 Clicks.
Redwood Flicker Photos - 9 Clicks.
Charity Adventure - 6 Clicks.
Zone 7 Events - 5 Clicks.

- Next Steps:
Submitted by David Bunch (10/27/2025)

Event's Coordinator's Report (Kurt Fischer)

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

All Events are up to date.

Membership Director's Report (Brad Williams)

MEMBERSHIP REPORT

At the end of September our Redwood Region had a total of 1,165 active Members/Co-members and 17 active Test Drive members. We had 43 of our Redwood Region members celebrate their five year, or more, PCA membership anniversaries in September. Of these, James Hurson is the longest tenured. James celebrated his 53rd anniversary as a PCA member having first joined in 1972. James is driving a 1971 911T around his hometown of Santa Rosa.

Here are the October membership changes as of October 28:

- Redwood Region has had:
 - 6 new members have joined PCA RR in October. They are:
 - Rich Pacini of Petaluma (1964 356), Bill Klevins of Sonoma (2015 Boxster), Omar Perch and Kelly Joyce of Forestville (2024 718 Cayman GTS 4.0)), Michael and Sandra Velkoff of Novato (2017 911 Carrera S), Daniel Scherrer of Kentfield (1971 911 T Targa) and Ted Day of Windsor (1998 Boxster). 3 members have transferred into our region, as of the 28th. They are: Connor Newton and Elizabeth Amador of Corte Madera (1999 Boxster) who transferred from Golden Gate, Isabelle Vulise of San Francisco (2011 911 Carrera) who transferred from San Francisco and Carl Anderson of San Francisco who transferred from Golden Gate (2017 911 Turbo S Cabriolet).
 - None of our Test Drive members purchased new or "new to them" Porsches in September
- Follow up Items:
 - Discuss New Members Social
 - Cards for distribution to potential new members
- New Items

- **Advanced Membership Chair Ideas**
 - **PCA National email letters started in August**
 - **First, day after registration**
 - **Second, one week later**
 - **Third email, two weeks after registration**
 - **Name badges**
 - **Website**
 - **Visiting other regions**
 - **Promoting national events**
 - **Logic based surveys**
 - **Family events**
 - **PCA Junior**
 - **Pinewood derby**
 - **RC car racing**
 - **Picnics**
 - **Field days**
 - **Women's events**
 - **Region address mapping**
 - **Region car type analytics**

Submitted by Brad Williams (October 28, 2025)

Rally Director's Report (Jerry Wachtel)

- Items for discussion
 - Nothing to report
- Next Steps:
 - Will be coordinating with SVR on Rally dates for next year. This year, and in past years, there has been no inter-region coordination on event dates, resulting in several occasions where both Redwood and SVR have held rallies on the same date, drawing entrants from each other.

Submitted by Jerry Wachtel (10/28/25)

Safety Director's Report (Joe Burroughs)

- Item for discussion:
- Next Steps:

Submitted by Joe Burroughs (I did the pre-ride with Jeff Hall for the mid-week tour to DRNK Winery. All was good!

I did a pre-run for the 2025 Members Social. I discovered an issue with cow poop on the road with wet weather in the forecast. Adjustments were made to the scheduled route.)

Don suggested that we review the members who are listed for the FCC licenses to add some additional members.

Social Media Report (Kurt Fischer):

- Items for discussion:

- Next Steps:

All events have been posted to date! Last event will be the Holiday Party.

I will NOT be at the meeting tonight nor doing the Zoom.

Submitted by Kurt Fischer ()

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

SPONSORSHIP Update

- Items for Discussion
 - Santa Rosa Auto Body is interested in hosting a social event (coffee and donuts) at their facility in 2026 and would like to include members from the local chamber of commerce. We could use this opportunity as a starting point for one of the tours in 2026.
No
 - Autobahn has suggested that they would like to hold a raffle event at their location in early 2026. They are open to suggestions, such as a free oil change or something of that nature in order to have PCA members become more familiarized with their services. Great opportunity for a "Tech Session".
- Next Steps:
 - Need to review 2026 event calendar to see how we can slot these two events in.
 - Pat suggested that maybe we start the One One Fun Run at the Napa Vault and Pat will connect with Mike about reaching out to Napa Vault for this event.

Submitted by Mike LaFrenais (10/28/25)

- Items for discussion:
 - Porsche Marin / Holiday Party
 - Same participation in 2026
 - PM Lunch Event - getting to know your “Center”

- Events
 - DRNK Review - possible repeat in 2026
 - Member Social Review
 - Weekend-long events for 2026
 - Ferndale
 - Paso Robles
 - Yosemite
 - LA / PECLA / Petersen

- Next Steps: Jeff has a meeting with the Toys for Tots for this year’s donation process. We will look at purchasing some gifts for the Holiday Party for door prizes at Porsche Marin. Our member Bob Frith resides in the Ferndale area and he and Don Krieger are interested in assisting the club having an event in that area.

Submitted by Jeff Hall (10/28/25)

Webmaster’s Report (Interim: Chip Witt)

Submitted by Chip Witt ()

NEW BUSINESS:

A motion was introduced by Ben Davoren to adjourn the meeting, the motion was seconded by Pat Burke. Motion was passed.

Meeting adjourned at 8:15 pm by President Sharon Neidel

