

PORSCHE CLUB OF AMERICA  
Orange Coast Region

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Minutes of the Board of Directors, August 7, 2021

Meeting location: Santa Ana Elks Lodge, 1751 South Lyon St., Santa Ana, CA

**OFFICERS:**

Monica Asbury, President

Tom Gray, Vice President

Jim Miller, Treasurer

**BOARD MEMBERS:**

Barry Michaels, Immediate Past President

Karen Lopez, Membership Chair

**GUESTS AND NON-BOARD MEMBERS:**

Denise Michaels

Robbie Crawford, Advertising Chair

Rob Alen, Pando Editor

**BOARD MEETING:**

- President Monica Asbury called the meeting to order at 10:24 a.m.
- A motion was requested to approve July's Board Meeting Minutes  
**MOTION: Barry Michaels motioned to approve July's Board Meeting Minutes. Jim Miller seconded the Motion. Motion unanimously approved by the Board.**
- Jim was asked to prepare a monthly key line edition of the financials for posting to the Club's website

**TREASURY:**

- Jim Miller provided a treasury update
  - The Club's financial balance is \$153,805.24
  - The reconciled financials will be completed soon

**Monies turned in:**

\$2,366.20 – Goodie Store

**\$2,366.20 – Total turned in**

**PANDO / ADVERTISING:**

- Rob Alen presented concepts and ideas for adding value to the Pando
- It was made clear any additional expenses added to the Pando would require Board approval
- Suggested shuffling some of the contact pages for a more organized, cohesive magazine
- There was also discussion on identifying additional premium pages in the Pando for ad sales and potentially increasing some ad fees

- Rob suggested writing editorials before an event occurs to encourage participation, i.e., an editorial on the Festival of Speed early in October prior to the event scheduled for the end of the month
- Monica to update the Media Kit for more accurate data and include pricing for new premium pages
- Rob has requested the center fold not be sold to advertisers
- Barry Michaels will continue to have the relationship with Walter's in Riverside and Ontario while Monica will maintain relationships with Circle in Long Beach
- Robbie Crawford was encouraged to drop by any and all of our other advertisers when time permitted to thank them for their support and loyalty to the Club

#### **SPONSORSHIP:**

- Monica gave a brief update on sponsorships and will report back to the Board on any progress

#### **TRACK DAY (LA/GPX/OCR)**

- Monica explained pulling out of the LA and GPX Day Away Track Day on October 11<sup>th</sup>.
- Since OCR requested Craig Stanton to hold an HPDE on September 24<sup>th</sup>, the focus should be on marketing that event to encourage OCR membership participation
  - Once the HPDE is completed, OCR will market the Day Away Track Day to members

#### **ANNUAL BANQUET:**

- Paperwork for the December 12<sup>th</sup> early dinner has been signed and sent to DPYC
- A straw poll was taken of the attendees at the Board and determined this year's cost per person will be \$70.
- It is estimated 100+ members will attend with two seats being offered to our sponsor, Circle Porsche
- Due to Covid, the dessert contest will be eliminated, and OCR will purchase dessert
- Mark Wallace will be requested to assist the Club in entering the Banquet into MotorsportReg

#### **OFFICER ELECTIONS:**

- August will be the last month the Board of Election Notice appears in the Pando
- The Ballot will be placed in the October Issue with voting wrapping up the end of October or no later than November 15<sup>th</sup>

#### **MONTHLY MEETING:**

- A suggestion was made for a cashless breakfast
- It was explained the Elks Lodge prefers 'cash' only

**NEXT MEETING:** The next Board Meeting is scheduled for Saturday, September 4, 2021 at the Santa Ana Elks Lodge.

**ADJOURNMENT: A Motion to close the Meeting was made by Jim Miller. Motion seconded by Barry Michaels. Motion unanimously approved by the Board. The meeting adjourned at 11:24 a.m.**

Respectfully submitted,

Monica Asbury,  
PCA-OCR President  
[sheamonica@gmail.com](mailto:sheamonica@gmail.com)