

PORSCHE CLUB OF AMERICA
Orange Coast Region

Minutes of the Board of Directors, February 5, 2022

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

OFFICERS:

Monica Asbury, President

Tom Gray, Vice President

Glenn Billings, Secretary

BOARD MEMBERS:

Barry Michaels, Immediate Past President

Karen Lopez, Membership Chair

GUESTS AND NON-BOARD MEMBERS:

Robbie Crawford, Advertising Chair

Paul Shaffer, Tech Advisor

Jesse Lopez

Lori Reich

BOARD MEETING:

- President Monica Asbury called the meeting to order at 10:26 a.m.
- December's Board Meeting Minutes were unanimously approved by the Board

TREASURY:

- In the absence of Treasurer Jim Miller, Monica reported the Club's financial balance:
 - Current balance: \$156,155.57
 - The following checks were turned into the Club's treasury:

\$2,265.00 – Goodie Store

\$ 350.00 – Bart Zandbergen & European Collectives / Holiday Party Prizes

\$ 350.00 – Holiday Party Attendees

\$2,965.00 - TOTAL

ZONE 8 PRESIDENT'S MEETING:

- Monica reviewed the highlights of the President's Meeting
 - Children 13+ are now eligible to ride as navigators in Gimmick Rallies, all proper parental waivers must still be signed and / or notarized
 - Region Focus webinars are open to anyone and are typically scheduled for the third Tuesday of the month at 6:00 p.m. PT
 - Vineyard is a new region within Zone 8 located in the Temecula area with approx. 50 regional members
 - PCA is considering a Junior's subsidy
 - Zone 8 is looking for suggestions for fundraisers

NEW:

- “TECH TALK”
 - “Tech Talk” is an open forum for members to call into on a monthly basis to ask questions on anything Porsche
 - It was suggested a specific topic be highlighted each month and open the call up to ‘anything Porsche’
 - Paul Shaffer and Lee Rice would be key members to participate and help lead the call
 - Sponsors would be invited to attend and participate
 - A Zoom license would be necessary to host “Tech Talk”
 - The Board agreed to pilot “Tech Talk”
 - Monica will report back to the Board once Circle Porsche, Paul and Lee have agreed on the timing of “Tech Talk”
- MOTION: A Motion to purchase a Zoom license not to exceed \$200 was made by Glenn Billings. Motion seconded by Karen Lopez. Motion unanimously approved by the Board.**

“NOT YET 50”

- “Not Yet 50” is an idea to encourage those under the age or 50 to attend a Porsche event
- The intent is to hold a ‘cars and coffee’ type of gathering at a sponsor’s facility that would be attractive to a younger crowd and to start the event later in the morning to accommodate those who get up early to go to work during the week
- Monica will be pursuing this idea and report back to the Board with her findings

TOURS:

- Paul Shaffer expressed interest in leading tours / drives for the Club
- Paul mentioned he could provide a ‘traditional’ tour or a tour where directions were sent out to members to follow on their own
- The Board discussed concern over the liability of sending out directions to members and recommended tours be handled in a ‘traditional’ format
- Paul suggested a tour to the California Poppy Fields in April
- Paul will finalize his plans and report back to the Board for the proper processing of insurance and marketing of a California Poppy Fields drive

ADVERTISING:

- There was a discussion regarding the invoicing of sponsors and how the financials should be reported

ANNUAL BANQUET:

- It’s time to start investigating venues for the 2022 Holiday Party
- Monica will seek Steve Fairbank’s assistance for recommendations
- Tom Gray will also explore venues

- It was suggested the Montage and the Waldorf Astoria be contacted for a potential location

NEXT MEETING: The next Board Meeting is scheduled for Saturday, March 5, 2022 at the Santa Ana Elks Lodge.

ADJOURNMENT: A Motion to close the Meeting was made by Barry Michaels. Motion seconded by Tom Gray. Motion unanimously approved by the Board. The meeting adjourned at 11:51 a.m.

Respectfully submitted,

Monica Asbury,
PCA-OCR President
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