

PORSCHE CLUB OF AMERICA
Orange Coast Region

Minutes of the Board of Directors, July 2, 2022

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

OFFICERS:

Monica Asbury, President
Tom Gray, Vice President
Jim Miller, Treasurer
Glenn Billings, Secretary

BOARD MEMBERS:

Barry Michaels, Immediate Past President
Karen Lopez, Membership Chair
Gary Ambrose, Social Media Chair
Robbie Crawford, Performance Driving Chair

GUESTS AND NON-BOARD MEMBERS:

Denise Michaels
Denny Asbury
Jesse Lopez
Lori DeCristo

BOARD MEETING:

- President Monica Asbury called the meeting to order at 10:36 a.m.
- June's Board Meeting Minutes were unanimously approved by the Board

TREASURY:

- Jim Miller provided the Board with an overview of the treasury report:
 - Current balance is \$155,555.73. The numbers do not reflect May's Goodie Store sales. The Club has been able to maintain a strong monthly balance since the beginning of the year.
 - A request was made to switch sponsorship fees from the advertising subledger to the Concours and simplify the performance driving subledger description to "Performance Driving"
- Checks turned in:
 - \$6,055.00 – Goodie Store
 - \$ 750.00 – Concours sponsorship
 - \$ 255.00 – Lunches sold at Concours
 - \$ 925.00 – Concours entry fees
 - \$7,985.00 - TOTAL

ADVERTISING:

- Robbie updated the Board on five delinquent advertisers

- Robbie will continue to follow up on their payments or their ad will be pulled from the August issue of Pando
 - Monica will assist as necessary
- There are three potential new advertisers interested in advertising who will be sent a media kit
- Mission Wheelchair has dropped as an advertiser

SOCIAL MEDIA:

- Gary apprised the Board of the following:
 - 950 people viewing OCR's website
 - #1 view is the homepage
 - #2 view is the calendar
 - #3 Concours
 - There are 1249 followers on Instagram and small activity on Twitter
 - Facebook is a two-factor authentication and Gary continues to work through the challenges of identifying the password and is optimistic of accomplishing access. Worse case scenario, OCR starts a new Facebook page for the Club

CONCOURS:

- Monica provided an overview of the Concours
 - 257 Porsches on the field
 - Attendance was strong all day
 - The Goodie Store had record-breaking sales
 - Some 2nd place and all the 3rd place trophies had to be ordered after the Concours which were sent to the recipients; there are some division and 1st place trophies leftover in storage
 - It was suggested water be available for sale at next year's Concours

ANNUAL BANQUET:

- The 2022 PCA-OCR Holiday Banquet has been confirmed
 - Mark Wallace agreed to manage MotorsportReg once the Holiday banquet is open for registration
 - Checks / cash will also be allowed to be accepted for the Holiday banquet
 - Parking could be a challenge; however, Tom will provide instructions on parking as we get closer to the event
 - Monica will confirm the capacity and circle back with the Board on her findings and discuss a per person cost

MEMBERSHIP:

- There was lengthy dialogue regarding the New Member Picnic venue, location and member cost, as well as alternatives to holding a picnic vs. a different type of New Member event
- There is sensitivity to hygiene and sanitation at a BBQ
- Food trucks, box lunches, etc. were discussed as options

- Robbie offered to assist to ensure health standards would be met at a BBQ
- It was also suggested volunteers be assigned who handled food to wear masks and gloves
- There was a recommendation to hold the event after Labor Day, preferably the 3rd Saturday of the month
- Karen will advise the Board of her suggested event and venue

HPDE:

- POC has approached OCR to seek interest in joining together to hold an HPDE on a Saturday / Sunday in January
 - PCA cannot be a 'tag along' group to POC, but rather must be the primary organizer to have access to PCA insurance coverage
 - Per 501©(3) nonprofit organization limitations, OCR cannot generate more than 15% of event revenue from non-PCA members, requiring we limit participation by POC participants who are not also members of PCA
 - Robbie and Monica will work together to secure more details and report back to the Board
- The insurance check for the HPDE held in May should be received within the next week

NEXT MEETING: The next Board Meeting is scheduled for Saturday, August 6, 2022 at the Santa Ana Elks Lodge.

ADJOURNMENT: A Motion to close the Meeting was made by Jim Miller. Motion seconded by Glenn Billings. Motion unanimously approved by the Board. The meeting adjourned at 11:59a.m.