

PORSCHE CLUB OF AMERICA
Orange Coast Region

Minutes of the Board of Directors, October 1, 2022

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

OFFICERS:

Monica Asbury, President

Jim Miller, Treasurer

Glenn Billings, Secretary

BOARD MEMBERS:

Karen Lopez, Membership Chair

Robbie Crawford, Performance Driving Chair

GUESTS:

Jesse Lopez

BOARD MEETING:

- President Monica Asbury called the meeting to order at 10:35 a.m.
- September's Board Meeting Minutes were approved by the Board

TREASURY:

- Treasury report provided by Jim Miller:
 - End of the month bank statement was unavailable; however, as of yesterday the Club has \$162,779 in treasury
- Monies turned in:
 - \$1,210.00 – Goodie Store
 - \$3,315.00 – Holiday Banquet Registrations
 - \$4,525.00 – TOTAL
- Karen requested reimbursement for Picnic supplies in the amount of \$464.01 (The Board previously approved Karen's picnic expenditures up to \$1,200.)

ADVERTISING:

- Three advertisers are in the wings interested in advertising in the Pando
- To assist the Advertising Chair with advertising invoices, it was suggested current advertisers be pro-rated until the end of the year in order for all advertisers to align on a consistent start date of January 1, 2023
- It was suggested to encourage advertisers to start with a January 1, 2023 start date, and if they commit to paying for their ad during 2022, they will be locked in for the next six months at their current rate. After the first six months of 2023, the rates will increase ~20% to cover the escalating magazine costs
- Robbie will calculate the pro-rated fees, alignment on a January 2023 start day and review with the advertisers

- In order to generate income to help offset the Pando costs, Monica will test sell 30 second 'infomercials' to our advertisers. The 'infomercial video' will be included into one of the many emails that is sent to members with an asking price of \$400 per email blast
- The January issue of Pando could contain a 12-month calendar 'centerfold.' Monica will seek advertisers who wish to sponsor the calendar and initially propose a \$1K price tag for the sponsorship

ANNUAL BANQUET:

- As of October 1, 2022, there are 73 members registered via motorsportreg and 43 registered at the Breakfast Club meeting for a total of 116 registrations

NEW MEMBER PICNIC:

- There was significant conversation regarding the Picnic; primarily, assignment of tasks, increased costs of food and general conversation for improvement
- An email blast will go out to members to encourage they wear their badges when they attend the picnic
- Next year's picnic fee per person should increase to anywhere from \$10 to \$15 per person

DRIVES/TOURS/EVENTS/SESSIONS:

- There was discussion regarding the fee charged per car to attend the drives / tours / rallies.
 - A suggestion of increasing the cost next year from \$10 to \$20 seemed agreeable by all Board members
 - It was further suggested having members register via MotorsportReg to cut down on the number of no-shows at club-sponsored events, such as drives and the picnic
- Some members of the Board attended the Crevier Classic Car Collection Open House and determined it wasn't a venue targeted toward our Club's interest

NEXT MEETING: The next Board Meeting is scheduled for Saturday, November 5, 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 12:20 p.m.

Respectfully submitted,

Monica Asbury
PCA-OCR President