

PORSCHE CLUB OF AMERICA  
Orange Coast Region

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Minutes of the Board of Directors, April 10, 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  
Glenn Billings, Secretary

**BOARD MEMBERS:**

Barry Michaels, Immediate Past President

**GUESTS AND NON-BOARD MEMBERS:**

Denise Michaels  
Rob Greene  
C.L. Jarusek, Safety Chair  
Marcia Salans, Pando Editor  
Paul Shaffer, Tech Advisor  
Paul Laurence, Concours Chair  
Denny Asbury

It was announced at the general meeting that today's meeting would serve as OCR's 2020 Annual Meeting, during which OCR 2020 finances were summarized and presented to members. No member actions were required at the meeting.

**BOARD MEETING:**

- President Monica Asbury called the meeting to order at 10:10 a.m. November's Board Meeting Minutes were unanimously approved and will be posted to OCR's website.

**TREASURY:**

- Jim Miller, Treasurer, reported the treasury of the Club is in good financial standing. Jim provided a key line summary of the annual financial statements during the Annual Meeting.

**Monies turned in:**

\$ 200.00 – Christmas Lights Tour

\$1,556.00 - (\$1,514 checks + \$42 cash) Goodie Store, November 2020

\$ 975.00 – Goodie Store, December 2020

**\$2,731.00 – Total**

- There was discussion regarding the charity cash balance identified in our bank account, with the conclusion that balance should be applied to 2021 charity expenses when incurred, versus continuing to carry a cash balance
- Due to COVID there will likely not be a Hearts and Garages Tour in 2021 unless a volunteer chair can be identified quickly

- Jim will reorganize the budget sheets to more accurately reflect the charges in their respective categories
- It was suggested an article be placed in the Pando to emphasize the Goodie Store serves as a member benefit, “owned” by OCR, operated with low profit margins for the benefit of members

#### **CONCOURS:**

- Concours Chair Paul Laurence expressed concern over Zone 8 Concours Chairs cancelling the Zone 8 Concours Series for 2021
  - Cancelling the series has a negative impact on the number of Concours vehicles that would potentially be judged
  - Advertisers and sponsors are likely still in recovery mode due to COVID
  - For reasons stated above, Paul recommended the 50<sup>th</sup> Anniversary of the Concours be rescheduled to June 2022
- The Board agreed with Paul’s assessment and requested he proceed to secure a June 2022 date at Sea Terrace Park in Dana Point preferably June 11th
- There was an additional conversation regarding the local Porsche dealerships’ lack of PCA sponsorship or paid advertising within our newsletter, as dictated by parent company practice.

#### **TECH ADVISOR:**

- Paul Shaffer introduced himself to the Board and provided his background
- There were several suggestions on topics and venues for tech sessions as well as the broad definition of a tech session

#### **PANDO:**

- Marcia addressed the Board on a number of items related to the Pando
  - Due to the continued concern of the cost and expense to produce the Pando, there has been a reduction in the page count for the last several months
  - Pando-related revenue and expenses were reviewed with the intent to discuss possible scenarios targeted to reduce the revenue versus expenses gap
    - It was noted a majority of members and advertisers prefer a printed copy of the Pando
    - 1/3 of the membership opt out of email and the Pando is the only form of marketing / advertising every member receives
    - PCA National and guidelines require a newsletter be produced by each region
    - It was suggested a supplemental fee be included in membership dues to help offset the Club’s expenses
      - Monica will circle back with the Board on how other regions collect their supplemental fees to help offset Club expenses
      - The Pando discussion will continue
  - A continuous call out to members for Articles continues to be a struggle with few Articles being turned in

- It was suggested the “Pando” name change to better reflect the brand of the Club and content of the magazine
  - Marcia will request suggested names in her Editor’s letter and in her monthly email when requesting Articles
  - Marcia will share her feedback with the Board

**ANNUAL BANQUET:**

- We have email confirmation to transfer our 2020 deposit (event was cancelled due to COVID-19) to the anticipated 2021 event, and retain our 2019 cost structure at the Dana Point Yacht Club. While we have scheduled the event for December 11, 2021, a contract has not yet been issued by DPYC.
  - Monica will contact the DPYC for the contract and capacity of our dining room
  - A 60<sup>th</sup> pin was proposed to be given to all attendees at the Annual Banquet; however, more information on the potential number of attendees is required
    - Monica will re-address the Board next month on the pin giveaway

**GRAND PRIX REGION:**

- The question was asked if the Board would allow the Goodie Store to be taken to the Grand Prix Region’s monthly breakfast meeting
  - The Grand Prix Region does not have anyone to Chair their Goodie Store
  - OCR’s Goodie Store Chair would help sell GPX Region’s merchandise and bring non-OCR specific merchandise to sell
  - OCR’s merchandise proceeds would come back to OCR
  - The Board agreed to allow OCR’s Goodie Store Chair to sell OCR’s merchandise at GPX as long as the activity can be staffed and is mutually beneficial to both regions
- GPX approached OCR requesting a joint driving event on October 11<sup>th</sup>
- OCR’s Board suggested a two-day event to take advantage of National’s subsidy for two-day events (multi-region event subsidy)
  - Monica will circle back with GPX and collect more details for the Board
    - A possible OCR Tech Session the day before is a possible idea

**MISC:**

- To encourage more members to volunteer, an article be placed in the Pando on ‘how to’ volunteer, as well as specific opportunities such as:
  - Membership and Advertising Chairs, etc.

**NEXT MEETING:** The next Board Meeting is scheduled for Saturday, May 1, 2021 at the Santa Ana Elks Lodge.

**ADJOURNMENT: A Motion to close the Meeting was made by Monica Asbury. Motion seconded by Glenn Billings. Motion unanimously approved by the Board. The meeting adjourned at 12:28 p.m.**

Respectfully submitted,

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