

PORSCHE CLUB OF AMERICA  
Orange Coast Region

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Minutes of the Board of Directors, September 3, 2022

Meeting location: Santa Ana Elks Lodge, 1751 South Elk 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

Gary Ambrose, Social Media Chair

Robbie Crawford, Performance Driving Chair

**BOARD MEETING:**

- President Monica Asbury called the meeting to order at 10:28 a.m.
- August's Board Meeting Minutes were approved by the Board

**TREASURY:**

- No treasury report due to the absence of treasurer, Jim Miller
- Checks turned in:
  - \$1,614.00 – Goodie Store
  - \$1,614.00 – TOTAL

**CONCOURS:**

- In order to secure next year's venue for the 2023 Concours on June 10<sup>th</sup> at Sea Terrace Park in Dana Point, \$390 in rental and \$50 in permit fees are due

**A Motion by Barry Michaels was made to issue checks in the amount of \$390 and \$50 for rental and permit fees to secure the June 10, 2023 Concours venue of Sea Terrace Park in Dana Point. Tom Gray seconded the Motion. Motion unanimously approved by the Board.**

**ADVERTISING:**

- Robbie Crawford announced advertisers will now be able to pay via credit card for their advertising payments in the Pando via 'Square'
- In order to satisfy the legal requirements, a cash price and a credit card price will be shown to advertisers
- Advertisers who choose to use a credit card will be charged a 3.5% convenience fee and a ten cent transaction fee will be charged to the Club

- Robbie mentioned he has been talking with two potential new advertisers and Monica will be following up with two other potential advertisers

#### **PANDO:**

- There was discussion on advertiser rates and aligning their payments with the first of the year
  - Monica and Robbie will discuss options and circle back with the Board on their recommendation
- To create a revenue stream to help offset Pando's cost, a fee could be charged to advertisers if they were interested in having a short video / clip or email blast to be distributed to the membership to promote their business
  - Monica will investigate if there are any legal issues with earning revenue if a video of an advertiser's company was shared with the membership

#### **ANNUAL BANQUET:**

- As of September 3, 2022, there are 46 members registered for the Holiday Banquet on MotorsportReg and 35 who paid in person at the Breakfast Club for a total of 81 registrations
  - We are on track to meet our target attendee audience of 120
- No refunds after November 15<sup>th</sup>
- Tom Gray will develop instructions for parking
- Tom will monitor those in need of handicapped parking
- Monica requested approval to extend two complimentary seats to each of our sponsors, Circle Porsche and PFS

**A Motion by Tom Gray was made to extend two seats for the upcoming Holiday Banquet scheduled for December 11, 2022 to each of our sponsors, Circle Porsche and PFS. Barry Michaels seconded the Motion. Motion unanimously approved by the Board.**

#### **NEW MEMBER PICNIC:**

- There are currently approximately 100 members signed up for the New Member Picnic scheduled for October 8<sup>th</sup> at Laguna Niguel Regional Park
- Marketing will continue up to the event
- There was a discussion regarding the process for purchasing and reimbursement of costs

**A Motion by Robbie Crawford was made to allow Karen Lopez, membership chair, to purchase up to \$1,200 in picnic expenses for the October 8, 2022 New Member Picnic. Glenn Billings seconded the Motion. Motion unanimously approved by the Board**

#### **DRIVES/TOURS/EVENTS/SESSIONS:**

- The Club is tentatively scheduled for the Marconi Museum on November 12<sup>th</sup>
  - Fee is \$10 per person, which includes coffee and donuts
- November 19<sup>th</sup> PFS will hold a tech session from 9:00 a.m. – 11:00 a.m.
  - Email announcements will soon be sent to members to register

- OCR's Annual Toy Drive will look for a venue with grass for K9 Demo and secure a date
- Crevier Classic Car Museum invited the Board to an Open House on September 10<sup>th</sup> to determine if the Club would like to have a 'road trip' to the Museum at a later date

#### **STORAGE FACILITY:**

- It was suggested a clean up and an inventory be taken of the Club's Storage Unit and inquire into the up charge for a larger unit
  - Monica will report back to the Board on cost

#### **HEARTS & GARAGES TOUR:**

- A member expressed interest in leading the Club's Hearts & Garages Tour
- A review of prior year's processes and expenses will be assessed to determine the best way to proceed in 2023 and report back to the Board

#### **SOCIAL MEDIA:**

- Gary reported:
  - 106 followers on Facebook
  - 256 followers on Twitter
  - 1,200 followers on Instagram
- The password for the Club's Facebook account is unknown and the Club will need to start a new Facebook page and likely have a URL of OCRPCA
  - Gary asked that we enlist National's assistance to turn off the Club's original Facebook page to avoid member confusion

#### **MISC.**

- A question arose if there was any inquiry into an audit by National to maintain OCR's non-profit status
- Monica will contact the Club's Zone 8 representative and inquire if an audit is something National will be requesting

**NEXT MEETING:** The next Board Meeting is scheduled for Saturday, October 1, 2022 at the Santa Ana Elks Lodge.

**ADJOURNMENT: A Motion to close the Meeting was made by Robbie Crawford. Motion seconded by Glenn Billings. Motion unanimously approved by the Board. The meeting adjourned at 12:06 p.m.**

Respectfully submitted,

Monica Asbury  
PCA-OCR President