

Shenandoah Region PCA October 2017 Board Meeting

Flow Porsche
1313 Richmond Road
Charlottesville, VA 22911
October 2, 2017 5:00-7:00 PM

Members present at the 10/2 Board Meeting: Bruce Russell, Mark Doherty, Marquita Doherty, Hank Weil, Jim Condon, Randy Bell, Clint Shuler, Roger Borsink, Jolly Weil, Carey Lockhart, Sherry Westfall, Jason Wavell & John Odden

Minutes recorded by Jolly Weil

I. Call to Order

Meeting was called to order at 6:03 PM 10/2/17

II. Welcome Current and New Members and Guests

Hank welcomed the EC, Board and all members present

III. Old Business (10 minutes)

A. Approve May Meeting Minutes

Motion was called by Mark Doherty to accept the May 2017 meeting minutes, seconded by Randy Bell and the motion was approved

B. Previous Events

a. Saturday Club Breakfasts

b. Region New Member Gatherings-Euroclassics & Flow

c. Summer Picnic @Keswick Winery

d. Luray Cavern Drive & Tour

e. Five Region Autocross Events

f. Porsches & Pastrami

Sherry asked a question regarding the status of this event; Mark responded and said that Gary had a schedule conflict and could not do the 9/30/17 event & would need to withhold future events at this time due to the medical condition of his partner; Mark further stated that no one has stepped forward this year to lead a drive either before or after the P&P event and that the event might not continue; to be discussed at the annual planning meeting.

g. Enhanced Dealer Relations

V. New Business (75 minutes)

A. RPM Review & Presentation (30 minutes)

Sherry provide an overview of the 2017 RPM event; Target Marketing split the cost of the cell phone slips with SRPCA (\$430.76) because of its connection with the Street Survival program and the event's guest speaker, Bill Wade; The cell phone slip has technology to keep the phone from ringing while driving; Autocross participation at RPM was up over 2016 and the lunch cost was higher due to selecting a better vendor for the lunches; there was one comped for Bill Wade the guest speaker; there are clothing items and a few duffle bags remaining in Goodie Store inventory; outstanding Goodie Store inventory is being reviewed and Sherry will have it completed and the inventory turned over by Friday, October 6 and will be dropped off to Mark Doherty, since Hank will be out of town; a question was asked if there is any other Goodie Store inventory-Hank has 12-15 polo shirts that will be giveaways at the Holiday Party and there are some long sleeve shirts (please confirm accuracy?); RPM sponsorship was up \$1500 from 2016 and equivalent to the highest amount received in 2014; Sherry suggested to keep RPM as a family friendly event without "cut throat" competitive events; her advice was to start planning early enough (Q4) to get volunteers signed up before too many other distractions keep them from volunteering; suggestion was to lock down the location in Q4 also; any additional questions regarding RPM can be directed to Sherry for her response

B. Financial review: Carey Lockhart, Treasurer

Club is in great shape with \$25K in the bank even with the final RPM expenses; Autocross always shows a profit; the Goodie Store can be skewed due to the number of items that "run" through RPM; a question was asked about how the Club keeps track of name tags-the number of name tag blanks is managed by Kim Butcher, the Goodie Store manager, and she will order more as necessary; Tours shows a profit at the end of September due to Fall Fling receipts and no reported expenses yet; cash balance for the Club is not an issue and will not affect the current 501(c)(4); under this tax exempt code, there is no threshold for charitable giving; in a separate meeting on 10/2 with Bill Sanders, Marquita, Mark & Hank, Bill is very comfortable that the 501 (c)(4) is the correct tax status

C. Turkeys in the Frunk Update

Randy confirmed that the Club is good to go with the event on 11/18 at Euroclassics from 11 AM to 1 PM; The Richmond Food Bank will provide a refrigerated truck at Euroclassics to collect the contributions given the distance from Euroclassics to the food bank; Randy will work with FSR on the arrangements so that FSR Richmond members can join the Shenandoah group for Turkeys in the Frunk; Mark indicated that the Club is good to go at Flow at 10 AM and the event will follow the same process as 2016-meet at Flow for coffee and donuts, drive in column to the Blue Ridge Food

- Bank, make the food donations and drive to the Tip Top for lunch and socializing
- D. Euroclassics Customer Appreciation Day at VIR Update
Randy will be the Shenandoah EC member at the event and he will hand out tickets to those participants at the Tavern along with Alex Smith for the first (one drink) drink, Randy will pay the bill & present the Tavern bill to the Treasurer for reimbursement
 - E. RPM Planning Meeting-EC-need to schedule date
Hank will send out an email using Doodle Poll to the EC to determine an October/November availability and select a date and a place for the meeting
 - F. 2018 Planning Meeting-tentatively scheduled Saturday 1/6/18 at Northside Library, confirmation to follow;
discussion included getting information out to all members with particular attention to new member participation; Jason indicated that we should include an overnight drive to a "spectacular" location
 - G. Membership Survey
Discussed doing membership survey that will ask what should we keep doing, what should we stop doing, what should we start doing and what do we need to do better
 - H. Club Tax Conformance
Bill Sanders on 10/2 discussed with Marquita, Mark, & Hank the differences between 501 (c)(4) and 501 (c)(7)-see notes above B. Financial
 - I. Holiday Party Discussion & Plan-hand out Overview (30 minutes)
Hank met with Sam Morris 9/20/17 and following are the points discussed:
 1. Agreed to maintain 2016 bar prices
 - a. Wine \$4.50/glass
 - b. Beer \$4.00/ glass
 - c. Bud & Bud Light \$3.00/glass
 2. Agreed to waive PA System Rental
 - a. Savings \$40.00
 3. Determined that open house of oldest building not necessary
 - a. Savings \$85.00
 4. Sam agreed to review margins from the 2016 party to see if he could reduce the price to \$28.50 per person, from \$28.95 per person
 5. He would be willing to do the discount if we were to get to 85 headcounts
 - a. Best to be 90 or less, since the room gets too crowded
 6. Need estimated headcount by November 15
 7. Finalize headcount 72 hours prior to the December 3, the day of the party
 8. Michie Tavern can accommodate special food requests, but must advise them ASAP
 9. Open bar has been done by the Club for a few years
 10. Michie Tavern can do a Vegan request, but options are very limited-black eyed peas, green beans and salad

It was agreed to scratch the open house of the oldest building and accept waiving the PA system fee; agreed on fried chicken & barbeque; open bar; develop an event program; Jolly & Marquita to be the co-chairs with authority to proceed with the approval of the EC; price to members for the dinner will be \$25 per person; the total cost for the meal, drinks and "prizes" was determined to be just below \$60 per person by Marquita during the discussion; if someone does not pre-register and shows up the evening of the event, the meal cost will be \$35 per person; it was agreed that the additional cost for non-registrants will be indicated in the event program; discussion was held around the idea of a limited number of "nice" raffle prizes which will include a driving day at Dominion Raceway, a 50% discount on a Zone 2 March DE; a request has been made to VIR for either a gift certificate or a 2018 event pass; other possible raffle gifts could include a couple's dinner at a nice restaurant, massage (Massage Envy?), 2018 pass for the Shenandoah autocross events, 2018 pass for the 2018 RPM event and a Porsche Driving School certificate; It was also discussed to make Toys for Tots the Holiday Party charity and recommend that participants bring a toy to the Holiday Party to be given to Toys for Tots; Region will reach out to Toys for Tots and see if there can be Marine participation at the event.

J. Other New Business
None

- VI. Upcoming Events (Chronological Order)
1. Club Breakfasts @Pickle Barrel-10/7
 2. Fall Fling-Harrisonburg-10/14-15
 3. Blue Toad Tour-10/22
 4. Turkeys in the Frunk-11/18
 5. Holiday Party-12/3

VI. Adjournment
Meeting was adjourned at 6:59 PM