

Shenandoah Region PCA

Annual Planning Meeting

Jefferson-Madison Regional Library
705 West Rio Road
Charlottesville, VA 22901
January 6, 2018 12:00 PM - 4:00 PM

Motions and Decisions

New Social Events Chair:
Dan Kuchenberg.

Purchase two off-brand Go-Pro cameras:
Motion passed, \$69.99 each on Amazon, Recommended by Erik Boody.

Social Media:
Michael Evans and Jason Wavell will manage our exposure for now.

Media Dropbox:
Jason Wavell will set up a drop box so all can easily upload photos and videos.

Old Business

2017 Did not see many tech sessions. We are scheduling more for 2018.

Holiday party costs a lot at Michie Tavern, but in previous years a committee was tasked with finding an alternative. The conclusion was that Michie Tavern was the best for now. This may be reopened in future.

Turkeys in the Trunk was successful, the charitable contribution selection process will be reviewed in 2018 with recommendations made to the EC.

We may be cutting the Richmond area breakfasts and integrating with the First Settlers Region breakfasts. Planning to experiment, initially.

New Business

Treasury: Marty Doherty

Total Income:	\$35,719
Total Expense:	\$32,661
Begin Balance:	\$16,976
End Balance:	\$20,033

Net Income:	\$3,057
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Most of this income was generated by Autocross and distributions from PCA National. The Holiday Party and RPM were the largest expenses. Our goal is to break even for all events at the end of the year.

Membership: John Oden

This year we kept essentially the same total membership level. New members and transfers in made up for those leaving the Region. We are developing a card flyer to place on cars and invite them to the Region.

Membership survey was beneficial.
70% good rating overall.
~50 active members out of 261 primary members.
71% of membership resides between Charlottesville and Richmond.

We need to personally encourage people to come out. Mark Doherty wants to do some targeted mailings in Richmond area members to determine interest in events closer to Richmond.

Richmond Porsche Meet:

Scheduled June 1-3, 2018.

Virginia Crossings is in discussion with us to finalize agreement.

Autocross location TBD. \$900 for the Virginia Motorsports park, 20 minutes south, 15 acres asphalt. Same cost as South Side. Randy will explore Dominion Raceway as another option.

We do need to guarantee 27 rooms at Virginia Crossings. If autocross is further away, people may not stay on Saturday. If you do not go to the Saturday dinner, RPM Concours is over after lunch on Saturday. We need people to stay in the hotel rooms Saturday evening to meet the room minimum.

Goodie Store:

Name Badges:

We want to look at options and see how they are currently distributed.
The current way may not be the most economical or most expeditious.

Maybe Name Badges should be handled by the Membership Chair.
When new members join they should get Name Badges when they first
show up to an event.

Chair position is open. We need to decide if a separate chair is needed
for this.

Social Media Chair:

The Previous Chair has stepped down. Michael Evans and Jason Wavell will
take a look at social media exposure for the Shenandoah Region.

Club approved purchase of 2 off brand Go-Pro action cameras for \$69.99
recommended by Erik Boody. Who is purchasing, and who will have custody
is yet to be decided.

Jason Wavell will set up a Dropbox where everyone in the club can upload
pictures and videos to. We can take from this pool and add it to the
website and other pages more easily.

Breakout Sessions

Group 1

Tours:

Location ideas:

Homestead, Greenbrier, Tail of the dragon.

Pop up Events:

Where we decide to go last minute pending good weather. Tour and Social

Chair

may take the lead on this.

Time, Distance, Speed Rallye:

2 a year. Bruce has experience with these...and is organizing.

Membership:

Cultivate relationships:

We need to do this 1 on 1.

Our challenge is to get more than 20% active members.

Single Members:

Parties / Rallye.

Families:

Get more entire families. Advertisements can change turn out.

New Members:

More new members have the SUV's.

Dealerships:

Give our info to all that buy Porsche's. Randy and Mark to explore with the dealers.

Surveys:

Have consistent surveys.

Possibly create a survey targeted to those that have not participated.

Events:

How often do we want to have events? This requires an answer, perhaps based on volunteers stepping forward to organize and execute activities.

Monthly meetings with social intentions & program? This requires an answer after discussion and decision by the Board.

Monthly tech sessions.

Car appraisal events.

Leadership Cultivation:

Personally reach out to new members. Each member of the EC and Board should have this as an expectation.

Find replacements + cultivate leader from within.

Autocross:

Biggest revenue generator so we should advertise as open to all persons. Eric and Rick take the lead on this, coordinating with the Webmaster, and, Social Media.

Social Media and Publicity:

Increase presence. Mike and Jason taking the lead,

Breakfasts:

Rotate location.

Tech Sessions:

Increase Tech and Social settings.

Richmond Porsche Meet:

Expense:

Get rid of friday night reception.

Limit multi page event listing and folder with other materials.

Have informal mixer in the tavern.

Get rid of the car wash.

Encourage folks more to wear name badge.

T Shirts:

Spending too much on T Shirts.

Different colors annually for RPM.

Get safety events for volunteers.

Gimmick Rallye:

License plates too expensive. Substitute with something else.

Conour judges and SRPCA volunteers need to be identifiable by some manner, if not T-shirts.

Survey:

For items wanted or needed.

Meetings:

Can we start a monthly meeting? Decision pending.

Group 2

Three elements of Porsche: Track, Social, Concours. Programming should reflect this.

RPM:

Integrate First Settlers Region leadership into RPM.

Driver Education:

We should not take on DEs, there are other regions, such as First Settlers, that already have good ones. We can just advertise events and go together.

Calendar:

We should put Cars and Coffee on the website calendar, or have some separate calendar where there are events that other members may be attending.

Social:

We can have a social event that goes to watch the autocross.

Tech Sessions:

January and February focus can be tech sessions.

March:

Clear Detail, Inc may be able to do a March session on coatings and film.

November:

Session on how to winterize a Porsche.

Holiday Party:

We need to do another competitive analysis of sites.