

Shenandoah Region PCA

Annual Planning Meeting

**PhotoWorksGroup
700 West Rio Road
Charlottesville, VA 22901**

January 3, 2015 10:00 a.m.

**(Lunch provided by Shenandoah member Raif Antar
& Basil Mediterranean Bistro, Charlottesville, VA)**

- I. Call to Order 10:12 am

- II. Welcome Current and New Members and Guests—Introduced new member Mike Early.
In attendance:
Phillip Noel
Carey Lockhart
Lynne Taylor
Sherry Westfall
Mike Kilmer
Andy Turner
Erik Boody
Hank Weil
Mike Early
Randy Bell
Greg Glassner
Bill Sanders
Jim Condon
Chauncey Hutter
Deane Parker
Vani Parker
Clint Shuler

- III. Introductions
 - A. Officers
 - 1. President: Clint Shuler
 - 2. Vice President: Phillip Noel
 - 3. Secretary: Lynne Taylor

4. Treasurer: Carey Lockhart
5. Past President: Sherry Westfall

B. Past Presidents Present

1. Sherry Westfall
2. Bill Sanders

C. Committee Chairs & Other Positions

1. Auto X Co-Chairs: Erik Boody and Rick Ebinger
2. Driving Events Chair: Rick Ebinger
3. Web Master: Jim Condon
4. Goodie Store Coordinators: Phillip and Sue Noel
5. Safety/Insurance Chair: Erik Boody
6. Membership Chair: Hank Weil
7. Richmond Porsche Meet (RPM) Coordinator: Alex Smith
8. Porsches and Pastrami Coordinator: Gary Hagar
9. Dealer Liaison Chair: Clint Shuler/Alex Smith
10. Tech Session Chair: Jonathan Newhall
11. Social Events Chair: Open
12. Historian Chair: Open Harry Kennison cannot continue in this position
13. Social Media Chair: Open (possibly Jerry and Jen McClanahan, who are active on Facebook and YouTube.
14. Charity/Public Service Chair: Open. Sherry knows of some possibilities. Hank offered to help out as needed.
15. Public Relations and Publicity Chair: Open Involves getting event announcements out, letting people know what we do, promoting good PR, doing damage control, if needed.

IV. Old Business

A. Brief Review of 2014

1. Our events **by group, DE, AutoX, etc.**
 - a. DE has gone extremely well; many SRPCA members have attended. DE provides a good learning opportunity; it's not just about speed.
 - b. AX was also fantastic; great participation.
 - c. RPM had largest attendance ever; from 20 plus attendees first year to >120 in 2014. Ingrams brought show cars, and Cam Ingram spoke at awards banquet. We had plenty of volunteers and even a waiting list for concours judging.

- d. Several driving tours were held (e.g., Porsches and Pastrami (P&P), Shenandoah Valley, Fall Foliage Tour, Hob Knob Farm) and were all well attended. We also held an Anniversary party at Pharsalia, a Holiday party at Michie Tavern (>70 people attended), where we awarded new AX trophies, thanks to Erik and Rick.

2. Our awards: Jim won second place in Division III (200 – 400 primary members) of PCA National’s annual web site competition. Jim does an outstanding job. We need to encourage people to use the website more, as it will become our main form of communication. Links in emails are helpful. Members are using e-communication more and more.

3. Publicity: Article in Panorama: 18th RPM; article in Northern Va. Daily: Shenandoah Valley Tour (front page!). Helps people realize we’re here and doing good things.

B. Thank yous. So much goes on in SRPCA. We are attracting people from other regions because we’re warm and inviting and do fun things. Thanks to Sherry for doing an outstanding job building this!

V. New Business

A. Financial review: Carey Lockhart, Treasurer: Provided handouts. Cash Overview—we’re in very good shape (approx. \$16K). 2013 had expenses that carried over, so that year looks better than it was. The club subsidized a number of events in 2014. We’re still bringing in more than we’re spending. The main change since October is that we collected approximately \$4K in sponsorships that were outstanding, so RPM now shows approx. \$3K profit (We were late collecting \$1,000 for RPM and \$1,500 for the NC Trip from Euroclassics (EC) and \$1,000 for RPM from Flow.) So RPM was financially successful. Both dealerships had issues (Flow: management, product mix; EC: management changes, staff changes, dealership renovation. They are both smaller dealerships and staff wear multiple hats, have a lot going on.)

- Admin: Includes miscellaneous office supplies, etc. We paid taxes, but 2014 will show a loss (will get most back when filing tax return). We are not a 501C3; we are a taxable corporation and social group, not a non-profit/charity. We pay 15% tax on income but shouldn’t have much income. Will buy equipment or subsidize more events.

- AX: Includes new equipment.
- Goodie Store: Should grow this year.
- NC: \$5K is what carried over from NC Trip/Ingram tour. Main source of loss was cost of guest speaker Vic Elford.
- Parties: \$5K loss had to do with 2013 party cost. Shows subsidizing. Money was collected in 2013, but most costs were paid in 2014 for the 2013 party because it had to be rescheduled in January 2014 due to weather issues.
- PCA: \$6800K quarterly Region Rebates and Region Subsidies from PCA National Co-op.
- RPM: Made \$3K profit.
- Tours: Have broken even.
- Loss of \$2K for 2014 includes about \$7K from prior year.
- We are in excellent condition. No 2014 expenses will carry over into 2015. We have a large balance and no debt. Huge improvement over 3–4 years ago. (Should have \$5–10K ready for reserve, e.g., RPM). 2014 is our 20th anniversary year; will be nice to have money for a special commemoration.

B. Membership: Hank Weil, Membership Chair

C. Handout: As of Dec 31, we had a total of 416 members (251 primary, 165 affiliate). We have 3 new members, 2 transfers from other regions. (Had hit 450 earlier this year, but new PCA website affected membership communications. Was difficult to keep up with drops, new members, etc. They have reinstated the monthly reports and are fixing the bugs; we should see our numbers come back up). Having a full-time membership chair should help. This person needs computer skills (e.g., Excel spreadsheets). Thanks to Hank for taking this position!

1. Numbers on January 3, 2015

Primary	251
Affiliate	<u>162</u>
TOTAL	<u>413</u>

2. Type and frequency of membership meetings desired.

Hank opened the floor for suggestions. Is willing to host New Member meetings. At last year's planning meeting, we discussed separate membership meetings vs. tagging them on to other events. The group voted for tagging on to other events. We've held business meetings

an hour before events. Hank's prior region (Chicago—huge) would have cocktail type parties, plus annual membership meeting (lunch), which is pretty much this annual planning meeting. We tried one near Short Pump (Rumble Seat Grill), got 5-6 non Board members. Also, 1 P&P was marketed that way (got PCA subsidy).

3. Dual Memberships: Also came up at last year's planning meeting. How should we handle requests for dual membership? First Settlers (FSR) has a dual membership program (\$24 gets you on their email list and into FSR member events, but is not a full region membership recognized by PCA National). PCA National has no special plan: requires 2 full memberships if one wants to belong to 2 regions. Last year, SRPCA Board voted against taking on that extra responsibility of dual membership. Instead, we try to just welcome everybody. Sherry has a list of some other region members to send notices to. PCA National is unwilling/unable to deal with this issue at this time. Clubs with dual memberships have a form and membership chair sends emails to them. Sherry has had approx. 20-25 people request dual memberships. Sends info to about 10 on a regular basis. Might be more if we had a dual membership program. Another question arises about discounts. In past, only SRPCA members get a discount. Hank suggested exploring this issue further and deciding if the Board wants to go forward.

PCA assigns region by ZIP code. Mike Early learned about our events by our website and MotorsportsReg.com. He noted that in Richmond, it's easier to drive west (to SRPCA). When signing up for national membership, you can fill out your region of choice, but it's not much help for brand new members who aren't familiar with the regions. If you choose a region outside your ZIP code, PCA National questions it. EC used to give free 1-year membership with new car purchase and designated SRPCA as the region of choice. PCA National went through a period of transferring these people, who were supposed to be assigned to SRPCA, to FSR based on their zip codes. The suggestion was made to put membership applications (with the SRPCA website) at EC. We have PCA membership applications at EC and Flow and sometimes put out flyers at both dealerships. There is a Quest membership, which enables you to join for a 6-month period while looking for a car. Perhaps Mike and Hank can list problems and propose solutions.

D. Shenandoah website: Jim Condon, Web Master: Gave a website presentation. Should we become more involved with Facebook (FB)? This idea was rejected at last year's planning meeting, so Jim has not done much with FB (although we do have a FB site.) He updated our Members and Cars section,

alphabetically. Jim proposes continuing with this section of our website and not worrying about FB. Phillip said that we have 2 volunteers to handle FB. Jim agreed if done in addition to Members and Cars section and with permission from members. Hank expressed concern over license plate numbers being visible on website. Sherry suggested that that might affect insurance (high risk) if plate number is seen on the track. Open question. Jim is OK with FB and is administrator and will cede control to someone else if they want to take it over. Right now FB is cross-linked to the SRPCA website.

E. Website archives: Most important part of website is the Post-It (yellow sticky note) at the top, which describes what's coming up next and contains links to relevant articles. The archive has a pull-down menu. Most useful is Google search (search box at bottom of page); it will find anything that's ever been on our website. For example, Jim will do another trip to Green Bank. He can Google for "Green Bank Tour" and get our archived (2010) info. SRPCA Archives includes documents (e.g., waivers that people can print and sign and have ready at event, 2015 Region Procedures Manual.) Board meeting minutes used to be posted here; we're just behind on posting minutes. News: Club history, old Heat Exchangers, news articles, photo galleries, AX results. Reviews of Porsche books.

D. Request for volunteers in positions and at events

1. Chair positions to be filled

a. Social Chair. Vani volunteered to help. Sherry offered to provide guidance; is working on a procedures manual.

2. Formation of Committees/Support Teams

a. 20th Anniversary Party: We need a committee. Clint asked for volunteer chairpersons.

b. Richmond Porsche Meet (RPM)

i. Alex Smith (Chair), Kevin Leonard (dinner). We have a series of sign-up sheets for RPM (on table at this meeting).

c. Social Events

i. **Open** (Chair) Any thoughts of how to re-organize these duties if position can't be filled?

d. Tire Rack Street Survival School (TRSS) for Teens Committee

i. Chair? Blue Ridge region (BRR) is willing to support us. They did one 2 years ago in May. BMW club can also help (they have a procedures manual). TRSS is a 1-day defensive driving course for teens, consisting of classroom, exercises (e.g., avoidance, skid pad, hard braking), and hands-on skills (e.g., learning to check tire pressures). The course teaches them proactive driving skills. Clint asked for volunteers. Mike Kilmer offered to be involved, but not chair. We'll need a large team: publicity, insurance, etc. BRR involved several local car clubs, local PD, FD, did TV, newspaper pieces, plus on-site volunteers (e.g., food). Tire Rack provides classroom instructors. Erik offered to help and offered to secure the (Augusta gov't center) site. Best to hold the event during the school year to attract students. Bill mentioned that the former Flow sales manager is a school board member. Sherry will draft an outline so we can decide when to schedule it. Will check with BRR. Possibly May? Sherry will chair; Andy, Mike, and Erik will help.

e. Ingram Collection Tour: Ingrams have invited the club for another tour. They have some new cars. Not 100% sure it will happen. Possible overnight trip (3.5 hours from C'ville); tour Road Scholars, restoration shop co-owned by Cam Ingram (should offer something in addition to Ingram collection, like fall of 2013). Also, could simplify it this year, down and back. Ingrams will also attend RPM 2015. Would people want to go again so soon? About 60 attended various parts of the event in 2013, with 30 plus going to the Ingram Collection. Should we make it a Zone 2 event? Hank suggested a Weathertech factory tour (11-hour drive) and asked if there are any other collections within 3 hours. Advantage of holding a Zone 2 event would be sponsorship; disadvantage would be adding another level of administration. A region-only event can be tailored to suit members.

E. Prepare initial 2015 Calendar of Events

i. Auto X schedule. Erik is waiting for confirmation of dates from gov't center. The first event will be a Test 'n Tune (Apr 11), first official AX will be May 16, then RPM, then Jul 19, Aug 16, Sep 13.

ii. P&P Coordinator Gary Hagar has agreed to host 4-5, although they don't all have to be at Dirty Nelly's. Hank mentioned the People's Choice car show at Old Trail as a possible venue as a P&P destination and opportunity for member cars display. Another suggestion was made to do an informal people's choice at P&P. Sherry mentioned another member who attends the Old Trail event and will put that person in touch with Hank. Dates are flexible. Clint has

penciled in a few possible P&P dates. Hank will find out the date of Old Trail show. Might include the New Kent tour. Give any ideas to Clint, Gary, or Mike Kilmer. Greg said he might have another (7th) P&P destination.

iii. New Kent tour (Randy Bell). This tour is modeled after P&Ps; it just doesn't begin in Charlottesville. You assemble at an Italian restaurant in Bottom's Bridge and drive VA 249 (scenic) through New Kent Courthouse and to a vineyard. (Saudé Creek). They would provide a private room. Could be a 6th P&P event. Just need a date. March or April?

iv. Turkeys in the Trunk is an FSR charity event with a fun run and party. FSR has suggested a joint event with SRPCA on Saturday, Nov 21, 2015. For this event, you bring a turkey to EC, then tour to a food bank in Richmond, and then a party after. SRPCA chair would work with Bret Jacobson, FSR social chair. Should be good location for the 2 regions and should be easy because they've done it for so many years. Would need SRPCA member to co-chair with FSR. Greg volunteered.

v. Green Bank Tour (Chair?). Jim will handle the science tour, but "volunteered" Sherry to do help with arranging. Suggested July because it's cooler there in July. Jim will check with Green Bank people on dates; possibilities include Jul 19 through Aug 8-9. (Erik said that our July AX date is flexible). Green Bank would be a 2-day event. In 2010, this event was held the last weekend of the month (July?) and was attended by about 60 people, 22 of whom spent the night.

vi. Ingram collection, Zone 2 tour? (Chair?). See above.

vii. Tire Rack Street Survival School for Teens w/ Blue Ridge Region (Chair?). See above.

viii. Other event ideas?

a. Clint suggested some tech sessions.

b. Randy suggested something at the new track at Fredericksburg (tour, driving event). FSR and Potomac have already reserved time there. However, there's been a delay (paving?).

c. Go back to the Insurance Institute for Highway Safety. Needs to be on a weekday. Crashes are done Tuesdays and Thursdays at 11:00. Clint suggested waiting until June because they're building a new facility. New crash avoidance systems. Group expressed preference for weekdays to see actual crash(es).

- d. Invite Flow and EC to do an event. Flow has done pre-DE inspections. Sherry thinks that free tech inspections might be available on a regular basis.
- e. Deane volunteered to chair the Fall Foliage tour (Lexington)
- f. Deane suggested visiting the national park in Appomattox. Jim reminded us that Phil Audibert is a licensed national park guide.
- g. Went through calendar.

Sherry presented Presidents' trophy to Clint and other awards to people who were not present at holiday party.

VI. Adjournment: 12:55 pm.

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Thank you to Stevens School of Music and the Arts in Troy, VA for letting us borrow the folding chairs for this event.

◆◆◆◆◆ Thanks for Coming!!! ◆◆◆◆◆