

Shenandoah Region PCA

March 2017 Board Meeting

Flow Porsche
1313 Richmond Road
Charlottesville, VA 22911

March 6, 2017 5:30-7:00 PM
(Minutes taken by Jim Condon for Secretary Lynne Taylor)

- I. Call to Order
- II. Welcome Current and New Members and Guests
- III. Introductions (5 minutes)
 - A. Officers
 - 1. President: Hank Weil
 - 2. Vice President: Mark Doherty
 - 3. Vice President: Randy Bell
 - 4. Secretary: Lynne Taylor
 - 5. Treasurer: Carey Lockhart
 - 6. Past President: Clint Shuler
 - Also present:
Bruce Russell
Sherry Westfall
Jim Condon,
Roger Borsink
Rick Ebinger
Deane Parker
 - B. Committee Chairs
 - 1. AutoX & Driving Co-Chairs: Erik Boody & Rick Ebinger
 - 2. Webmaster: Jim Condon
 - 4. Goodie Store Chair: Kim Butcher
 - 5. Safety/Insurance Chair: Erik Boody
 - 6. Membership Chair: Bruce Russell
 - 7. Advertising: **Open**
 - 8. RPM Chair: Sherry Westfall
 - 9. Tour Chair: **Open** (Mark Doherty maintaining)
 - 10. Dealer Liaison Chair: Mark Doherty/Alex Smith
 - 11. Tech Session Chair: Jonathan Newhall

12. Social Events Chair: Open
13. Historian Chair: Cole Scrogam
14. Social Media & Publicity Chair: Jerry McClanahan
15. Charity/Public Service Chair: Randy Bell
16. Street Survival Chair: TBD**

IV. Old Business (15 minutes)

- A. Approve January Meeting Minutes. The Board approved the minutes.
- B. Planning Meeting Overview
- C. Calendar Discussion: Hank handed out his SRPCA Planning Calendar (Feb 25, 2017 version). The webmaster should post all club-relevant events on the web calendar thru May 2017. This calendar was originally developed to assist with the January Planning Meeting. Plan is to keep it up to date and provide updates to the Webmaster as appropriate by the EC.

V. New Business (130 minutes)

A. Financial review: Carey Lockhart, Treasurer: Carey handed out the treasurer's report: 2017 cash position is up \$575 for the year, to \$17,556. The PCA \$3,947 is the PCA regular payment plus a special distribution of Zone 2 profits.

B. Membership review: Bruce Russell, Membership Chair: Bruce gave the February membership report, which is posted on the web. To increase membership, he will put PCA "Join Us" brochures with his contact information and Panoramas in the Flow and Euroclassics dealerships plus some independents (e.g., Overstreet European Motors, Newhall's, etc.).

C. Committee Chair Reports

1. Kim Butcher: no updates on Goodie Store
2. Cole Scrogam: Working on club history
3. Mark Doherty: Announced March 25 tour from Richmond to Upper Shirley. Announced tour to Lake Anna, catered BBQ on April 15. Webmaster recommends posting announcements at least a month in advance.

D. Charities for 2017: Randy Bell: We have three charity events (Wordplay, Turkeys in the Frunk in Charlottesville, and Turkeys in the Frunk in Richmond). Hank said his personal Amazon 0.5% kickback is going to

Dick Pitman's airmen charity. Randy will check this out and write an announcement for the web.

E. Request for volunteers in positions and at events

1. Discuss Chair positions to be filled
 - a. Tour Chair: Still searching for a chair
 - b. Advertising: We have no Advertising committee chair and haven't been paid for web ads in at least four years. Maybe the old web ads should be purged and new ads created to benefit RPM sponsorship. Consequently, the RPM chair will create these new ads with EC approval. Consideration will be given not to fill this chair.
 - c. Social Events: Mark Doherty if we still can't get a Social chair, should we cancel events if no Social chair steps up? Hank will send out an email blast/web announcement to recruit a Social chair. There are a couple potential chairs to speak with during March.
2. Formation of Committees/Support Teams
 - a. Anniversary Party-Social Events Chair
 - b. Tire Rack Street Survival School for Teens Committee Chair**
Tire Rack Street Survival takes about 50 volunteers at the event, which we probably cannot provide. Instead, we could more actively seek out collaborations with other clubs. Hank Weil will add a request for a Street Survival coordinator to his blast.

F. Upcoming Events (Chronological Order)

1. Membership events & recruitment
2. Zone 2 DE-Region Support
3. March 25 Drive-Upper Shirley
4. April 15 Drive-Lake Anna
5. LVCA Wordplay, Paramount Theater-April 27
6. Club Breakfasts & Club Meetings: Randy Bell will send the webmaster announcements for club breakfasts that have been arranged in the Richmond area. Hank Weil will confirm with Tip Top for Saturday breakfasts in the C'ville area.
7. Porsche's & Pastrami-on the calendar, no tours planned.

8. 2017 RPM Update, RPM Volunteer and Concour Training Events- S. Westfall: Sherry is meeting with Wyndham Virginia Crossings. The RIR autocross venue has been reserved. The volunteer workshop and concours clinic have been scheduled and posted on the web. Sherry and Ben Briggs are working on the RPM brochure, which can't be finished until sponsors have been signed up. Sherry handed out copies of the 2017 RPM sponsorship agreement, which the Board approved. Mike Kilmer is preparing signage. Sherry is still recruiting volunteers. Mark Doherty and Randy Bell will contact the Porsche dealers about RPM sponsorship.
9. RPM Special Porsche Discussion**: Sherry will work with Hank to find "special" cars locally and offer small benefits (e.g., a free lunch). Larger investments for hotel, etc., should be made only with sponsorship (e.g., Euroclassics sponsored the Ingrams). Shenandoah is not a Chesapeake or Potomac Region and cannot support the transportation of or hotel rooms for owners of these special Porsche's without a specific sponsor.

10. Other New Items

VI. Adjournment: 7:03 PM

**Requires Board Action

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Summary

Treasurer's report: 2017 cash position is up \$575 for the year, to \$17,556.

Membership report: Posted on the SRPCA website. Bruce Russell will provide PCA brochures and old Panoramas to dealerships and independent repair shops.

Charities: SRPCA's three charities are Wordplay, Turkeys in the Frunk in Charlottesville, and Turkeys in the Frunk in Richmond. Contributing to charities through Amazon.com is another option.

Open Chair positions: Tour and Social Chair positions remain open. Because advertising is so closely associated with RPM, the RPM chair will become the de facto Ad chair.

Street Survival: Because this event requires so many volunteers, SPRCA will try and team up with other region(s). We will need a Street Survival Coordinator.

RPM: Planning is well under way. Contracts have been signed with Wyndham Virginia Crossing and RIR.