

Shenandoah Region PCA

May 2017 Board Meeting

Flow Porsche
1313 Richmond Road
Charlottesville, VA 22911

May 8, 2017 5:30-7:00 PM

- I. Call to Order at 5:31 PM
- II. Welcome Current and New Members and Guests
Members present: Sherry Westfall, RPM chair
Shannon Kennedy
- 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 (not present)
 - 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: Katrina Stumpf
 - 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 March Meeting Minutes. Approved.
- B. Upper Shirley Winery Drive/Tour: The lesson learned was that we need to be more specific about determining the event price and what is included in the price.
- C. Lake Anna Drive/Tour: Good all around (food, tour, weather).
- D. April Porsche & Pastrami: Sparsely attended but had no driving tour. We will continue P&P and seek members to organize a drive after the event.
- E. LCVA Wordplay Event: Went well; SRPCA team finished in the middle. \$450 charity subsidy from National should be in the Club account on 05/10/17. Literacy volunteers: how can we encourage members to consider volunteering as tutors? Next year we should make that a public announcement for Club volunteers. This year, it will be included in a news article about the event.
- F. RPM Volunteer Event @ Wyndham Virginia Crossings (WVC): Went well. Small turnout but those who attended were enthusiastic. The WVC Event planner was there. Overall, it was a productive day.
- G. 2017 Charity Closure-Food Banks, anything else? Still need to determine whether Euroclassics will participate in Turkeys in Frunk. Randy and Bruce are scheduled to meet with Euroclassics to determine if they will support this event and charity for the Richmond area Club members, as well as those members from First Settlers living in the Richmond area.

V. New Business (130 minutes)

A. Financial review/Close Sweep Account: Carey Lockhart, Treasurer
The ending balance is high (\$25,000) because of RPM sponsorships and entry fees received with few expenses (\$3,000 so far). Carey explained to the Board that the Sweep account was set over five years ago. He spoke with Bill Sanders and they both decided that since there had been no issues with the "sweep" account and no issues with MotorsportReg, that closing the account would not create any risks and simplify the Club bank accounts. The Board agreed to close the sweep account, which had been set up so MotorsportReg doesn't have our operating account number.

B. Membership review: Bruce Russell, Membership Chair: Hank read membership report from Bruce: Primary = 264, affiliate = 155 total = 419. Five new members.

C. Committee Chair Reports. No additional reports from those not present.

D. Committee Budgets (point of discussion). Consider for July Board meeting whether the larger events should have a budget. Financially, RPM is under control.

E. Password/Account Password/Account Access/Club Cards Discussion. SRPCA has only 1 club card, and the Board discussed getting more cards for the Vice Presidents. However, the consensus was to keep just 1 card and have people use their own cards or checks and get reimbursed. The Board also decided to let Carey know, either via email or verbally, if anything is put on the debit card. Carey will coordinate with Hank.

The Zone Region Redbook was brought up at Presidents' meeting. At least 1 region had a problem with a treasurer who became inaccessible and no one could access the account. The Board discussed giving Hank online access to the bank account and getting information from Bill Sanders, Jeffrey Ward, website, Facebook, and filling out the pertinent areas of the "Redbook" handout from the March President's meeting.

F. Anniversary Party-5 & -10 years/Drive. A motion was made and approved to have the Anniversary party only every 5 years and on the other years to have a summer event (e.g., picnic and drive). For this year (Aug 5), we will pick a venue and a caterer Katrina Stump has already researched. The Board voted in favor and suggested having this year's event at Keswick Winery with a caterer. Hank will reach out to Katrina to finalize this 2017 event.

G. Request for volunteers in positions and at events

1. Discuss Chair positions to be filled or modify expectations. No decision was made regarding modification of expectations. This will be a discussion point at the next Board meeting.
 - a. Tour Chair
 - b. Advertising Chair. Absent a chair for this committee, the Board discussed current ads on website, whether to pull them or reach out to advertisers to ask if they're going to do something to remain on the website. Board decided not to pull everything off all at once and leave blanks. It's hard enough to get commitments and logos. The Board decided to wait until all RPM sponsors were set and then post those ads and pull the others.
2. Formation of Committees/Support Teams
 - a. Tire Rack Street Survival School for Teens Committee Chair. We will continue to think about putting on one of these events. The RPM speaker may generate interest. SRPCA is probably not big enough to do it alone. Blue Ridge Region doesn't need our help anymore. A potential partner could be the local BMW club. Need to determine if there is Club interest to pursue the Survival school and who will reach out to the local BMW Club.

H. RPM Update: Sherry Westfall brief:

Judging clinic: Everything is lined up with Roger Borsink. We will do a fun run from Zion Crossroads to his house. To protect Roger's privacy, registration will be made through Sherry, not MotorsportReg. Raif Antar (Basil Mediterranean Bistro) will cater the event at no cost. Tables and chairs have been secured for this event.

Hotel: Club has paid 2 deposits to WVC for a total of \$1500 and will make 1 more deposit on May 19. All major details are set. All that remains is finalizing food, drink, etc. SRPCA has reserved a block of 30 nights at the WVC. Currently, 22 reservations have been made. Rooms in the block will be released by May 18.

Registration: Current numbers: lunch=21, Saturday dinner=12. With registration, Club will offer a discounted T-shirt price to persons who sign up early. Registration is free for children younger than 17.

Concours: Sponsors have been stating where they want to be positioned in the courtyard. The Concours will be held in the center courtyard, sponsors around the courtyard, and the Porsche Corral will fill in the gaps. Parking should not be a problem; there will plenty of room, rain or shine. We have only 2 registered for Concours at this point. Hank is working to get special cars to display. The Board agreed that judging of special cars in the Concours should be allowed.

Goodie Store: Sherry is working with Kim Butcher on the Goodie Store. Kim will have a few items on site. Budget was not established.

Volunteers: Sherry has a sign-up sheet she will send so that volunteers can choose the time slots they want. She has ordered T-shirts for volunteers.

Lunch: The lunch venue can handle 200+ people and offers lots of options and comfortable seating.

Rally: Katrina Stump did the initial route and is working with Randy and Sherry to fine tune it.

Autocross: Richmond International Raceway has been reserved, and the \$1500 deposit (nonrefundable) has been paid.

Sponsorship: Club has collected \$6500 as of 5/8/17 and have 2 promised sponsorships pending. Working on goods and services. We already have some good prizes. Cheryl Taylor agreed to donate another Zone 2 DE. Other potential sponsors are being approached.

Brochure: As in the past, Ben Briggs has done the brochure at no cost, except mailing. The Board decided to give Ben a dinner gift certificate for two as a token of the Club's appreciation. His PrintSource logo will be on the T-shirt. He will also be doing Concours and AX awards at no cost.

- I. Past President's Meeting-Quarterly. Ask if Clint would be willing to chair. Hank will reach out to Clint, since he did not attend this Board meeting.
- J. Upcoming Events (Chronological Order)
 1. Membership events & recruitment. Bruce is doing a great job.
 2. Club Breakfasts & Club Meetings. The first breakfast was held last Saturday, May 6, and drew a good group of attendees. June 17 will be first Pickle Barrel breakfast. Hank will write an article about the first breakfast for the website. New member meetings: one will be at Euroclassics and another at Flow.
 3. Porsches & Pastrami-step up for driving tours. Need someone who wants to set up the drives.
 4. RPM Concours Training Events (covered above)
 5. RPM (covered above)
 6. Crozet Car Show (not a PCA event), May 20, at Claudius Crozet Park. Six Club members so far have agreed to participate.
 7. Summer Drive: Clint Shuler
 - a. Smoke Hole, WV, cancelled. Lodging and meals were too expensive.
 - b. Luray Caverns-drive & tour being considered. There's an automobile museum on grounds.
 8. Summer Drive to RT 151 Cidery: Andy Turner (?). An SRPCA member does a drive from Harrisonburg to the cidery on Rt. 151. Consider merging with event below.
 9. Harrisonburg Fall Drive & Event (Oct 13-15): Cole Scrogam & Alex Smith are planning. Car display planned to be around the historic area with lunch in the area, then drive to JMU, where we can visit the JMU automotive operation. Then possibly a drive to an SRPCA member's microbrewery in Harrisonburg. This event will be the Fall Foliage tour. Determination will need to be made for rooms, if necessary.
 10. Other New Items. No other new items were raised for discussion.

VI. Adjournment 6:54 PM

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Summary

Old Business

Past events were discussed and deemed successful. For the LCVA Wordplay event, SRPCA finished in the middle; SRPCA has received a subsidy for supporting this charity event.

New Business

Treasurer's report: The ending balance (about \$25,000) is high because it includes RPM sponsorships and some registration fees but few RPM expenses. The Board agreed to ensure that more than 1 person has access to accounts, passwords, etc.

Membership report: With 5 new members, SRPCA now has 264 primary, 155 affiliate, and 419 total members.

Anniversary party: The Board agreed to hold the anniversary party only every 5 years, rather than each year. The region's big events will remain RPM and the holiday party. On the interim years, we can hold a summer event (e.g., picnic and drive).

Street Survival for Teens. Despite interest in SRPCA holding this event, it takes a lot of volunteers and the Board is concerned about not having enough.

Committee chairs: We still need chairpersons for tour and advertising.

Upcoming events: Breakfasts, Porsches and Pastramis, and RPM are among the current events. A few other events are in the planning stages.

RPM: Everything is on track for a great weekend!