

OLYMPIC PENINSULA REGION-PORSCHE CLUB OF AMERICA
Board Meeting Minutes
May 6, 2023

Jill Diefenderfer called the meeting to order at 1:31 p.m.

Board Members Present: Jill Diefenderfer, President; Don Knievel; Vice-President, David Loser, Treasurer; Robin Hake, Secretary; Chris Eseman, Member At Large; Bill Corrigan, Past President

Chairs Present: David Ferguson, Bill Elwell, Maryann Elwell, Thom Micka

Members Present: Approximately 30 members attended.

Jill introduced the Board and 5 new members in attendance. She thanked Patti for reserving the meeting room.

APPROVAL OF MINUTES

Reviewed the April 11, 2023 Board Meeting Minutes. Jill thanked Chris for preparing the meeting minutes while Robin was gone. Maryann motioned to approve the minutes, Bill Corrigan seconded. Minutes unanimously approved with no corrections.

REPORTS

President's Report: Jill Diefenderfer

Bent Bine charity event recap - Twenty-three cars participated in this fantastic event despite the rain. Not all the cars were from our group. The Humane Society raised over \$1200, \$500 from our club. They sent us a nice thank you note.

President's Meeting - Jill attended the all-day Zone 6 President's Meeting in Vancouver, B.C. Highlights of the meeting include discussion about other clubs experiencing similar issues with event turn out. Discussed ways to make events more enticing, including creating micro-events for "regions within regions" such as: a barbeque in the park, Cars and Coffee, mid-week events, evening drives, 6:00 a.m. "See The Sky Drives" to watch the sunrise, bring your kid(s) event and 4-door event "Macan Maniacs, Cayenne Crazy's & Taycans." If you have an idea for a micro-event please get in touch with Maryann.

Poll results for "favorite event" winner are overnight tours. Our zone will no longer be hosting a Grand Tour due to coordination challenges. Other ideas discussed for 2024 include a 7-day

tour of western Washington/Puget Sound wineries and circling Olympic Peninsula, TSD Rally and a Schweitzer Mountain Idaho event August 9 - 12 2024.

PCA is trying to advance autocross within the regions. They will show us how to set an autocross up for less than \$1,000. There is a Silver Sage member in Idaho who can create a course using CAD and Google maps. We would need safety and autocross chairs. Dave Sanders contacted Jill about starting an autocross committee. If you are interested in working with Dave Sanders please let Jill know; there is a slide show about starting an autocross available. Also if you know of a property or tarmac we can use please let Jill know. Jill would like to see us leading our region on some of these events instead of tagging on to other clubs. The most significant expense is the cones, which can be rented.

We need more people to volunteer for board and chair positions, or to become part of a committee that helps Maryann. We can add/name new chairs with limited roles, for example tours chair, rally chair, autocross chair. Serving does not have to be a lifetime or monthly commitment, it can be one time per year.

Social Media: A reminder for those who use Facebook or Instagram, we don't post about politics or jokes about politics, nothing in poor taste and no dirty laundry. Brian will take down posts that don't comply. Also be cognizant of safeguarding personal information so that it is not made public, for example license plates need to be edited out of photos.

Discussed the importance of creating dealer relationships. Jill met with Porsche Tacoma's General Manager several weeks ago to start a conversation about how we can support each other. More information will be coming about the 75th Anniversary on June 10th at Porsche Tacoma.

The draft of our bylaws needs to go to National again for final review before members can vote on the bylaws.

We need to create an "Observer and Event Report" for every insured event.

Jill stated we should keep an eye on passwords and accounts. She inquired about the "Red Book" which contains passwords and account information. Bill C. has the Red Book and will give it to Jill. We are supposed to have a physical and digital copy of the Red Book.

Jill suggested that board and chair incumbents should look for successors before their term is up. There is no term limit on chair positions. Member at Large is a 1 year term with option to renew. Board members can serve two terms in a row, therefore Don K. and Don L. will not be able to serve again when their terms are up. Jill encouraged chairs not to wait until they are burned out, to let the Board know and start looking for a replacement.

Glove Box - At the President's Meeting, Trevor Bacon from INWR discussed challenges with the Glove Box archiving system, which is not user friendly. There are no folders and no way to organize the information; frustration using this system appears to be an issue across the

organization. Jill clarified that it was not designed to allow all users to view documents, the President is the only person who can see and view documents uploaded by others. National is looking into making the system more user friendly. We are woefully lacking in keeping Glove Box up to date with meeting minutes, insurance waivers, financial records, newsletters, etc. and moving forward Jill asked us to begin uploading documents to Glove Box on a regular basis.

20th Anniversary - Considering October 7, to be determined given combining of events and venue availability. This weekend follows Rennsport and allows Zone 6 representative John Sommerwerck to attend. Budget assumes 75 people, discussion about turnout expectations, perhaps 50 may attend.

Region Budget for 2023 - The budget includes funds for the 20th anniversary celebration, holiday party and recurring events. The 20th anniversary celebration will be free or low cost to members and is a big expense, leaving only \$3,119 which makes us nervous. We may not be able to host such an elaborate event unless the membership is willing to pay more. Looked at combining events such as the holiday and anniversary party; there was a strong show of hands among the membership to combine the two; for budgeting purposes we will do so. However we are having trouble finding a venue on October 7. Maryann recently found a place in Hoodsport and will look into this.

Also discussed combining the new member picnic and anniversary celebration and/or holiday party. Maryann and Robin advised against combining all three events because of a greater chance of scheduling conflicts; we may be able to involve more members if we keep the new member picnic separate.

Jill asked Dave L. to comment on the region budget and he stated that the only outlier was the 20th anniversary expenses and the impact on reserves. Cutting into reserves is okay but \$3,000 is a pretty deep cut and low balance. Jill stated that if we don't have a holiday party, in which we normally raise money for charity, perhaps include a "casino day/night" event as part of the anniversary party, where chips are used for fundraising – a fun, interactive way to raise money for charity.

A member mentioned they have space for 30 cars/60 people to host an event.

Discussion about the amount allocated for charity, \$1,500 is all we have available this year. Jill made a motion to approve the budget as amended to combine the holiday budget with the 20th anniversary party budget. Dave F. seconded it. Motion passed.

ACTION: Maryann will highlight autocross opportunity in an email blast.

ACTION: Bill C. will give the Red Book to Jill.

ACTION: Robin will begin to add minutes to Glove Box each month.

Treasurer's Report: Dave Loser

Beginning balance on 04/01/23: \$12,788.26. Income for April was \$806.00 for first quarter dues rebate. Expenses: \$1,406.95 for Human Society of Mason County, Zone 6 President's meeting and Bent Bine charity event. Commitments: \$105.13 for name badges. Ending balance on 04/30/23 was \$12,187.31. Charity allocation set aside is \$1,585.04. Available cash is \$10,497.14. Unrelated business income for 2023 is \$0.00.

Dave L. explained that \$750 for unrelated advertising business income is in the budget. If we exceed \$1,000 we must file and pay taxes on this business income.

Chase Bank does not recognize dual signers. Bill E. explained this is typically required to prevent scams and fraud. Jill suggested using an internal control system instead like dual control /review/approval by one other board member, perhaps authorizing by a quick phone call, or asking the President to initial any check over \$1,000. There are very few checks over \$1,000, for example catering or charity expenses. Jill noted large expenses approved by the board via the approved Region Budget are covered in terms of dual control.

Chase Bank notified Dave L. they are changing our account. We need to buy new checks. Checks are not free, we pay a "per check fee" if check writing exceeds 20 checks. Discussion about challenges of finding a new bank that offers business accounts and has branches that are accessible to board members.

We need to develop and publish an Expense Reimbursement Policy, including an amount board members and chairs can spend without board approval for things that are not budgeted. Bill C. suggested a maximum of \$100.00. Bill Elwell seconded \$100.00. Dave L. suggested we try \$100.00 and then assess. Question about how to monitor adherence to policy and frequency allowed for one-off unbudgeted expenses. Discussion about the need for the person submitting the expense to tell the Treasurer that the expense is outside of the pre-approved line-item budget parameters. For example spending \$75 on flowers for the spouse of a member who has passed away. This led to additional discussion about the need to track actual spending against the approved budget. Jill stated that the board member or chair should contact the board before the money is spent so we can have a quick vote on it.

ACTION: Add to the bylaws dual signers on any check over a certain amount.

ACTION: Dave L. will research new bank options.

ACTION: Dave L. will submit the 6-month treasury report next month for inclusion in the newsletter.

Vice President: Don Knievel

Don reminded the group that we need to allow enough time to get insurance for driving events. Summer is busier and we need more lead time for processing. No events for May, the next event is June 3.

Membership Report: David Ferguson

Reviewed the current membership numbers listed on his monthly report (5/1/23): Dave F. stated it was a very slow month, with 0 new members, 0 transfers in, 0 transfers out and 6 lapsed. Total of 247 primary members, 141 affiliate members, 388 regional members. 1 test drive participant. Down 6 from last month. He made 3 calls, 1 number was disconnected, 2 indicated they would renew.

ACTION: Dave F. will compile a list of club members who have been PCA members for 20 or more years.

ACTION: Dave F. to include list of membership anniversaries for each Newsletter.

Goodie Store: Don Knievel

Don explained that name tags cost \$5.00 to mail, so he no longer mails them and instead distributes the name tags at events. Please attend an event to pick up your name tag. There are numerous new member name tags that members have not yet been picked up. If you are going to have a name tag made, please plan on attending more than one event. Name tags are at the cost of the club and also use our emblems, which are purchased separately. The supply of emblems is dwindling and we will need to have more emblems made.

Don presented two woman's sequin/glitter shirt options, which are available in short sleeve. Each order can be customized through direct contact with Candy, the vendor. Her contact information and pictures of the sequin/glitter shirts will be on the website, in the newsletter and via email blast. Hats on order are still not available. Jill stated we are planning to make silk-screen wine tour commemorative t-shirts available to purchase. Jill reminded the group that per the RPM there must be a quarterly inventory report submitted. This will give the treasurer a starting inventory value to work with.

Discussion about our logo, which is 20 years old. Don stated he spoke to someone who specialized in corporate identify and that they told him our logo is outdated, has too many colors, does not stand out, is difficult to duplicate and does not lend itself well to transfer. Jill would like to introduce a new logo at the 20th anniversary celebration. Don talked to Mike Friend about the new logo, however he does not have the software to redesign our logo. He will continue to develop ideas but does not have anything to offer us at this time. Bill E. provided history on how the logo was created and suggested that perhaps a logo contest among the membership was not the best approach. He suggested we use a professional instead.

ACTION: Brett will look into creating a graphic for a commemorative T-shirt for the Chelan Wine Tour.

ACTION: Jill will initiate design of new OPR logo; logo contest or have artist present options.

ACTION: Don will submit quarterly inventory report noting money spent on inventory items.

ACTION: Maryann will send email blast regarding woman's sequin/glitter shirt options.

Newsletter Editor: Thom Micka

Thom stated he is always receptive to content for the newsletter. Jill thanked Thom for the last newsletter, which turned out great. She noted that the newsletter is now being forwarded to the Executive Council.

ACTION: Add "Porschestore.org" link to the newsletter.

ACTION: Bill C. will submit a short piece on Portugal.

ACTION: Thom will include our board meeting notes in the Newsletter.

Website: Bill & Maryann Elwell

The parade advertisement is now on the front page. We're experiencing problems with forwarding email requests to contact chairs, Bill E. is working with Rob Grasby to resolve this. Once this is resolved he will get the newsletters up to date. Maryann updated the calendar. On the home page, the "older news" is very outdated and Jill asked that this section be deleted. Jill asked Bill E. if he has students who can help with the website; we need a website chair, an unpaid volunteer. Let us know if you have grandkids or kids in school taking IT or graphic design classes who may be able to volunteer.

ACTION: Add "Porschestore.org" to the website.

ACTION: Delete "older news" section on home page of website.

ACTION: Add Parade to Facebook and Newsletter

ACTION: We need to find a permanent Webmaster.

ACTION: Bill will send info to Tacoma Community College to look for website chair.

ACTION: Jill will put an ad out to the membership for website chair.

Social and Technical Chair: Maryann Elwell

No events for May other than Cars and Coffee. Maryann highlighted Porsche Monterey which opens on the 24th. The weekend of July 4 SOVERN Pacific Raceways near Auburn is limited to 20 attendees, order tickets by 26th, mail the checks to Dave L. at the PO Box with a note about what tickets you want. Most people in our club attend on Saturday.

June 3 – Caffeine and Gasoline & Porsche Day at Griot's. RSVP to Kip.

June 8 - Dinner and Board Meeting at McCormick Woods.

June 10 - Porsche of Tacoma is hosting an Open House party celebrating the 75th anniversary, details to follow.

June 17 – Cars and Coffee meet up in Gig Harbor, Cutters Point

June 18 – 24 - Parade

June 24 - Kip is hosting a guided tour to Wild Felid Center starting at Kitsap Mall. Pay \$30 at the center. No cameras or pets.

June 30- July 2 – SOVERN Historic Races

July 22 – View collections of John James and Merrisue Steinman in Grapeview from 11:30 a.m. – 4:30 p.m. Spaghetti, fried chicken, beverages. Bring a lawn chair, more info to follow.

October 27 – 29 - Wine Tour/Lake Chelan

Brett explained that the wine tour will depart from Gig Harbor at 9:00 a.m.; lunch in Leavenworth. Friday wine tasting at the Siren Song. Saturday there will be 2 buses, a banquet dinner, tech quiz and poker rally. Members may attend Friday and Saturday or just Saturday. Base fee includes the banquet dinner. A la carte pricing and more information to follow.

ACTION: Need a volunteer to post all of our events on the National Calendar. Could be our "Webmaster."

OLD BUSINESS and Review of Action Items

- a. Jill asked that "Porschestore.org" be added to the website under the Goodie Store and newsletter.
- b. Maryann reported that the minimum order for business cards is 170, Jill asked her to please order the cards.
- c. Jill presented Bill Corrigan with a certification of appreciation for serving as president.

ACTION: Spreadsheet of members and email addresses needs to be updated.
Need to add Affiliate Members to the spreadsheet and in our Newsletter.

ACTION: Need to start setting up a vote on the bylaws.

ACTION: Maryann will order the business cards.

OPEN ITEM: Need to establish a process to easily file digital documents moving forward, including insurance paperwork and waiver forms; need to be able to store 96 months of data.

NEW BUSINESS

a. No new business.

Next Board Meeting: June 8 5:30 p.m. Dinner Meeting, Clubhouse Restaurant at McCormick Woods

Jill made a motion to adjourn, Maryann seconded. Meeting adjourned by Jill at 3:10 pm.