

OLYMPIC PENINSULA REGION-PORSCHE CLUB OF AMERICA
Board Meeting Minutes
August 17, 2023

Jill Diefenderfer called the meeting to order at 7:01 p.m.

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

Chairs Present: David Ferguson, Maryann Elwell, Bill Elwell

APPROVAL OF MINUTES

Reviewed the July 11, 2023 Board Meeting Minutes distributed on July 16. Jill motioned to approve the Minutes. Minutes unanimously approved as distributed.

REPORTS

President's Report: Jill Diefenderfer

Open Board Positions: We need to form a nomination committee to fill the Secretary, Member-At-Large (as clarified in 8/21 email) and Vice President positions. The Treasurer term runs for another year. Don commented that he and Brett have been on the committee the last few years and requested that others participate in finding help, especially on the Olympic Peninsula. Jill commented that we all need to be looking for replacements including the board members who are leaving. Don offered to stay on the committee and thinks Brett will participate. Bill C. offered to help (he will not be available the month of September). Nominations are needed by October 22 for vote at November's Annual Meeting.

20th Anniversary Party: Jill created an announcement flyer for the website and newsletter. She received 2 bids from caterers. The first was for approximately \$2,700 and did not include several items. The other bid was for \$1,747 and also did not include some items. We will need to purchase these items ourselves; we have budgeted \$500 for beer and wine, \$100 - \$200 for non-alcoholic drinks and paper products, we are still under our budget by \$934 and this does not include our portion of the entry ticket fee. The caterer will provide cake slices instead of a cake. Jill created gift certificates for 20+ year members, approximately 30 are estimated to attend.

The party will run from 3:00 p.m. – 7:00 p.m.; gaming will start at 4:00 p.m. to provide 2.5 hours of gaming. Jill asked Bill E. and Don to each make a speech about how the club came to be and

the evolution of the club, and they each agreed to do so. She will ask Brett and John Sommerwerck to say a few words as well.

Discussion about the placement of tables and the need for tables, table clothes and volunteers to set up before 3:00 p.m. Jill may budget to rent tables and table clothes if needed. We received two full carloads of donations of about 100 items for the silent auction, including large Porsche shields, 7 framed/numbered prints, 2 clocks, books, manuals and model cars. Chris will evaluate the items for pricing. Jill proposed that in order to obtain the best price, we sell the more valuable items online and/or on the open market and then auction the other items at our event. Discussion ensued about the best approach, including listing some items on the Goodie Store, and storage of the items. Items auctioned at the event go to charity, whereas proceeds from items sold on the open market go to the club.

ACTION: Jill will ask Debbie if her staff will help with set-up before 3:00 p.m. or not.

ACTION: Jill will let Chris know how many tables will be available for the auction items.

ACTION: Maryann will look into feasibility of champagne glasses as party favors, will check with Porsche dealer.

Treasurer's Report: Dave Loser

Beginning balance on 07/01/23: \$10,405.39 Income was \$500.00 for New Member Picnic PCA subsidy. Expenses: \$101.29 for Copier's NW Business Cards. Commitments: \$0. Ending balance on 07/31/23 was \$10,804.10. PayPal = 0. Charity allocation set aside is \$1,585.04. Available cash is \$9,219.06. Unrelated business income for 2023 is \$0.00.

Dave continues to look for another bank. He recommends that unless we hit the minimums at Chase, we stay with Chase until we need to move because the other banks are smaller and offer fewer branches. Discussion about the lack of interest bearing checking accounts for businesses.

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

ACTION: Dave L. will look into PNC bank.

ACTION: Jill will update the bylaws to reflect expense reimbursement requests must be turned in a timely manner (perhaps within 3 or 6 months or for the holiday party, by year end, language to be determined.)

Member At Large: Chris Eseman

Chris is reviewing the silent auction donations. He will be out of town for 2 weeks and is trying to inventory the items before he leaves. We will need to coordinate how to transport the auction items.

ACTION: Maryann will send Chris the form the bidders fill out for the auction items.

Past President: Bill Corrigan

No report. Bill is out of town the month of September. Discussion about the minimum number of board members needed for the next board meeting, given that Chris and Bill C. will be out of town. Don and Robin will attend via Zoom, so a quorum will be present.

Vice President: Don Knievel

Don ordered the insurance for the wine tour. We will probably not receive a response until October. Jill asked him to order insurance for the 20th Anniversary Party too. Maryann said a member is organizing a tour for September and will let Don know when that has been finalized. Discussion about what the insurance covers.

Membership Report: David Ferguson

Reviewed the current membership numbers listed on his monthly report (8/1/23): 4 new members, 1 transfers in, 1 transfer out and 8 lapsed. He called and left messages, 1 will definitely renew. Total of 243 primary members, down 3; 135 affiliate members, down 5 from last month. 378 regional members, down 8 from last month. Test drive participants 1.

Jill stated she talked to Kevin Nouwens, the President of PNWR, about our concerns regarding membership poaching for dual membership situations. He said he would talk to Billy about our concerns, and he sent a follow-up email to Jill.

Jill attended a Porsche event where she learned that many clubs are not aware of the existence of our club.

As of July 15, PNWR has gained 67 new “actual” members during the membership drive competition period. Arizona is leading with 93 new members. Gulf Stream is leading the factored growth membership competition. Dave F. stated he has been tracking the transfers since 2019. We have had 28 members transfer out of our club since that time, 14 transferred to PNWR. Discussion about Dave F.’s communication with new members about dual membership.

Goodie Store: Don Knievel

Maroon colored wine tour shirts have been selected. He suggested the logo read “OPR Wine Tour” and that we don’t include a date. This way we can reuse the design in the future. He is working with the vendor to see how the logo colors stand out against the maroon background; leaning toward black, silver or gray. Jill suggested using gold color. Target price is \$12 - \$14 and the shirt cost is under \$10 right now. Need to know quantity and sizes for men and women. Participants will need to rsvp with size. Discussion about 2-3 week lead time for production. Don is planning on 36 shirts; 27 people have registered for the bus and 4 are driving their own car. Discussion about free versus paid Motorsports account and how to accept payments

online for shirts/events, associated fees, etc. Online payments require “premium” or “white label plans.” Discussion about searching for a club member that is a graphics designer so that we could do shirts for all events.

Regarding the OPR logo, Don and Maryann explained that Mike is not interested in modifying the design, we need a graphics designer due to the software that was used.

ACTION: Regarding our Motorsports account, Maryann will call Sarah Brown about accepting payments online and will confirm plan and fees.

ACTION: Don will submit quarterly inventory report noting money spent on inventory items; he is holding this item for now given so little inventory.

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

Newsletter Editor: Thom Micka

Thom was not present, however Jill implored us to send information to Thom by the deadline so that he has the full 2 weeks to work on the newsletter. Jill submitted her President’s letter and asked Don if he plans to submit an article.

ACTION: Maryann will let Bill E. know we need a link in the newsletter to the board minutes file.

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

ACTION: Bill E. will send some photos to Thom for the newsletter.

Website: Bill & Maryann Elwell

Bill E. stated he has nothing new to report. Maryann has some items to add to the website. Jill asked Bill E. if he has talked to any students yet, he has not. Don has a grandson who is starting college and studying computer science and wondered if this might be an opportunity for his grandson. Discussion about the need for him to learn WordPress in order to maintain the website.

ACTION: Don will ask his grandson if he is interested in helping out with the website.

ACTION: Maryann will ask Bill E. about the student who will help with the website.

ACTION: Change “older news” section on home page of website to retain only last 3 historical items.

ACTION: We need to find a permanent Webmaster.

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

Social and Technical Chair: Maryann Elwell

August 19 - Cars and Coffee in Gig Harbor

August 26 – New Member Picnic; At least 32 attendees signed up so far. Jill asked board and chair members to attend and to circulate among the attendees. Jill stated the objective is to welcome new members and explain opportunities within the club and answer their questions. Jill will bring the banners, Don will bring merchandise, Dave F. will bring rosters. Discussion about giveaways and logistics. Discussion about New Member Show & Shine and prizes for winners. Discussion about holding low value donations to use as prize awards.

September 14 – Board Meeting at McCormick Woods

September 30 – Port Ludlow car show

October 1 – Silent auction deadline

October 7 – 20th Anniversary Party

October 22 - Charity and Board vacancy nominations due

October 27 – 29 - Wine Tour/Lake Chelan – \$20 per person tasting fee at each winery; fee may be waived at some wineries if the attendee purchases 2 bottles of wine from that winery. This is not included in the cost of the event and needs to be paid separately by attendees. Discussion about tasting fee options, snack trays on the bus and selection of banquet meal (BBQ, Beecher’s macaroni and cheese, potato salad, no-host bar) and activities.

Jill showed “events at a glance” format that she would like Maryann and Bill to use and requested that the bigger one-time events be highlighted, including highlighting the events hosted by other clubs. Discussion about write-up to advertise board positions, business cards and name tags.

ACTION: Maryann will ask Brian to develop the Tech Quiz for the Wine Tour.

ACTION: Maryann will send out blast about Show & Shine and directions to the New Member Picnic this weekend.

ACTION: Jill will let Ben Daniels know about the Show & Shine.

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

Safety Chair: Bill Corrigan

Bill has nothing to report.

OLD BUSINESS and Review of Action Items

- a.) The correct link that needs to be near the Goodie Store section on the website and in the newsletter is: pcawebstore.org
- b.) Still working on the OPR logo.
- c.) Bill E. has two different electronic versions of the Red Book, one is a subset of the other on a CD with just financial data that Dave L. put together. There is also a handwritten copy.

ACTION: Bill E. will consolidate the Red Book versions.

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.

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.) Jill mentioned Silver Sage's Adopt a Highway program to reach their community service goals. Discussion ensued about the feasibility of replicating this program.

Next Board Meeting: Thursday, September 14, 2023 at McCormick Woods, dinner is at 5:30 p.m. Zoom meeting will start at 6:00 p.m.

Jill made a motion to adjourn, motion carried unanimously. Meeting adjourned by Jill at 9:00 p.m.