

# PCASDR Board Meeting Agenda

Jan 2nd, 2024

**Location:** Veloce Motors, The Vault, 9340 Dowdy Drive #102, San Diego, CA 92126

**Attendees:** Ashley Andreoli, Tom Brown, Emily Dearborn, Valerie Hanke (Zoom), Eric Marc-Aurele, Jason McClure, Ian McIntyre, Fred Yip

**Call to order: 7:01pm**

## President's Message

- Thank you to all volunteers.
- Between-meeting vote for the date of Driver's Awards Party – February 18th – **M/S/P**
- National e-blast mailer limitation. 1 short paragraph for each event for inclusion in the bundled e-mail.
  - Event chair to provide a short paragraph of the event for this purpose

## Secretary Report

- **Vote to approve December meeting minutes – M/S/P**

## Treasurer Report

- Closed 2023 with an adjusted net income of \$17K and \$6k increase in bank balances
- **Vote to approve the Treasurer's Report – M/S/P**

## Old Business

- Meeting location options - see Discussion section below
- Search for Concours and Web team members
- **Vote to promote La Jolla Concours and Porsche on Prospect – M/S/P**

## Votes Needed

### Charity Team

- New volunteer – Katina Rondeau. Thank you Katina!
  - **Vote to approve Katina as the new Charity Chair – M/S/P**

### Social-ish

- John Chambers is interested in organizing a Porsche and VW swap meet. Venue is a local high school. He organized similar swap meets in the past when he owned an auto shop which was used as the venue. The plan is to charge admission (for the vendors) to make the event breakeven. Any profit will be donated to the school as charity.
  - Date is Saturday, April 6<sup>th</sup>
  - **Vote to approve the swap meet date of April 6th – M/S/P**

## Reconciliations and Reports

### TT/DE

- Report from Mark Curran
- Buttonwillow report
  - budget reconciliation
  - Weather was great, cold in the morning, but sunny and warm during the day
  - 54 drivers at the event. Everything ran smoothly with no issue
  - Drivers dinner at the track restaurant - steak dinner, wine, dessert
  - Thank you, Black Forest, for donating wine for the party
  - Thank you, Steve Eisler, for the dinner idea
- Next event is on January 6-7, DE/TT at Chuckwalla
  - Good sign-ups so far including many students
- Drivers Award Party
  - Date is February 18 at 4-7pm. Location is Point Loma Seafoods.
  - Booked a room upstairs, with 100+ capacity and a view of the bay
  - Dave Aberizk of Integrated Consultants Inc., Chris Keefer of Independent Motorcars, and John Rickard of Black Forest Automotive, each donated \$1000 to the event. Thank you Dave, Chris, and John for your generosity!
  - The donations allow the club to give out \$50 gift certificates to the first 75 attendees of the party. The gift certificate can be used at Brigantine Seafood and Oyster Bar
- 2024 Season Pass
  - 56 signed up
  - Season pass holders get priority registration and up to \$40 discount for each event attended

## **SDR Awards, New Member \$30, and Find the Gull**

- Report and reconciliation on 2023
- Update from Steve Eisler
- Last year about 20 members claimed the New Member's Award (worth \$30) at the goodie store. This is a low % considering there were 360 new members for the year
- 5 out of 277 members claimed the Anniversary Award (worth \$75) last year. The award may be applied towards any PCASDR event. This is also a low %
- Explore ideas to encourage more members to use the awards
  - Test the email to make sure members are receiving the award notice
- Advertisers have shared good feedback for the "Find the Gull" contest, which aims to encourage members to read the advertisements on Windblown Witness. For each quarterly issue, there are usually 2-3 gulls hidden in 11-13 advertisements. The winners are announced in the next issue of the Witness and they are given SDR awards
- Despite the contest getting regular submissions from the readers, the winners have not redeemed the SDR awards in 2023.

## **Porsches, Pours, and Pups**

- Message from the event organizer, Bree Partington-Wilnewic - "I want to thank everyone who came out to the first Porsche, Pours, and Pups! It means a lot to me that you came and supported such a great cause! We raised over \$3,500 for Del Mar Dog Rescue and helped 12 dogs find their forever homes! I hope everyone had a great time and I welcome any feedback, so if we do this again next year, I can make it even better!"
- Overall the event was well attended and well received. It was nice to see a successful club event based on a different common interest – dogs.

## **Autocross & PDS**

- Report from Bill Behun
- The December event went well. 42 drivers attended. They got as many as 36 laps!
- The next event is on January 21st. Registration is open but low in sign-ups. Jason will send a reminder email to encourage more sign-ups
- **PDS** - questions about water trucks: Do we have clearance from the venue to use water trucks? Is there a nearby water source (hydrant) for refilling the truck?

- Water truck is being arranged on Saturday of the PDS weekend. Waiting for approval

### **Tours**

- Report from Michael Zurich
- The first mini tour was sold out, with attendance capped at 25 cars
- The route has been decided. Date is January 28
- The route for the February 4 tour is being worked out

### **Cars & Conversations**

- Report from Richard
- The last event on New Year's Eve turned out better than expected with 41 cars
- It was a great event. Coffee truck was available
- The January event is in Mission Bay on January 28, along with the mini driving tour. Expect a big turnout
- Cars and Sunset will be on April 6. Deposit has been placed. The plan is to charge \$10 per person, with a maximum sign-up of 50 people
- The June event is planned to be at the San Diego Automotive Museum. Richard is working to get a discount for the C&C attendees to visit to the museum
- A special venue is planned for the April 28 event - Montgomery Airfield
  - The airfield has over 100 cars capacity
  - This would be the first time C&C is done in an airfield. The plan is to advertise to the club to get a large attendance
  - Food and coffee trucks are allowed
  - There is a \$250 fee charged to use the venue. The charge is covered by a sponsor, Blossom Valley Detailing. Thank you for sponsoring the event!
  - Need volunteers to guide traffic and enforce perimeter
  - A professional photographer may be available to take pictures and videos
    - Consent needed from participants to allow their pictures and videos to be used for promotional purposes. This will be added to the registration process.
    - No drones allowed per PCA policy. Avoid taking pictures of license plates

### **Last Tuesday Social**

- Report from Janie
- The December event was at Tommy V's in Carlsbad

- 29 members attended
- Great Italian dishes and seafood. Great service
- The February event is being planned

### **Membership**

- Report from Emily
- 23 new members in December, 3132 total membership at the end of 2023

### **Discussion items (If time permits)**

#### **New Members Calls**

- Do we want to continue calls?
  - the consensus is Yes
- Need new volunteers
  - Bruce Wing, Val Hanke, Emily Dearborn, Michael Zurich, Ann Archibald volunteered to be the monthly callers. Thank you!

#### **Scripps Ranch 4th of July Parade**

- Member Roberto McFarlane proposed the club to participate at the parade or exhibit members' cars at the nearby shopping plaza
- The event is hosted by the Scripps Ranch Civic Association every year
- As this is a community event, the board suggested to promote the event. PCA members who are interested in joining the parade may sign up with the event organizer
- **Vote to approve to promote the Scripps Ranch 4th of July Parade – M/S/P**

#### **Installation Dinner**

- Need more sign-ups. Encourage club chairs and volunteers to participate
- Also need volunteers to help with event check-in
  - Ashley and Emily stepped up to help. Thank you!

#### **Policy for Non-PCASDR event promotion**

- Inclusion only in bundled e-mailer? Limit the number of non-PCASDR events advertised per month? Leave as is, voting individually then treating it as a PCASDR event for advertisement frequency?
- To be discussed in the next meeting

**Adjourns at 8:33pm**

**Next Meeting – Feb 6<sup>th</sup> at The Vault**

**Thank you to The Vault for hosting us!**