



MINUTES
BOARD MEETING
SIERRA NEVADA REGION – PCA
PORSCHE OF RENO
June 7, 2017

The following board members participated in the meeting: Steve Kent (President), Craig Kugler (Past President), Dan Aynesworth (Vice President), Deven Hickingbotham (Activities Chair), Jim Hemig (Newsletter Editor), Karen O’Larey (Membership Chair), and Doug Driver (Secretary and Competition Chair). Rich O’Larey and Bob McLaughlin also attended.

Call to Order: President Steve called the meeting to order at about 5:40 pm.

- Doug recorded the minutes.

President: Steve Kent

- We experienced some great events in late Spring including the Dust-Off Tour, the first Wine Social, the Genoa Tour, the Reno Rennsport Open House, and the Saturday Breakfast. The Sonoma Races, held in conjunction with the Corvette Club, were also a success.
- Upcoming events include...
 - The June 22nd Wine Social at the Hickingbothams.
 - The Concours Committee meeting.
 - The Concours Judging School.
 - The Reno Aces game.
 - Wine Social #3 at the Dells'.
- The directors reviewed possibilities for a tech session.
 - Craig discussed the possibility with Phil at Reno Porsche.
 - EBS has mentioned interest in a tech session combined with Need 2 Speed.
 - Sierra Wheel Repair is a possibility.
 - Dan suggested TKO Motorsports.
 - Craig added that we would prefer to use existing advertisers/sponsors.
- Steve has discussed the potential visit to the Porsche Experience Center with other regions. This will likely be moved to 2018.
- The directors discussed the possibility of advertising the Concours outside of our own club. It takes place during Art Town, so it might be a draw. It should still be restricted to Porsches. Karen suggested advertising in the local neighborhood magazines.
- Work on the bylaws continues.
- Concours planning is on track. The Meet and Greet will be held at Bavarian House.
- Oktoberfest will be at the same place as last year in late September or early October.
- A block of rooms has been reserved for the Fall Wine Tour. Steve will announce it with an E-Blast.

Vice President: Dan Aynesworth

- Ozzie and Millie are in place as Members-at-Large and potential future officers.
- Craig added that we need somebody in the newsletter – social media position(s).
- Jim will include a focused solicitation in the newsletter for volunteers for the newsletter and/or social media positions.

Secretary and Competition Chair: Doug Driver

- Craig moved and Steve seconded to approve the minutes from the May meeting. The motion was unanimously approved.
- Prior minutes have been sent to Sandy Provasi and posted to the website.

Treasurer: Debbie Dell (absent)

- Steve delivered the Treasurer's report.
- We lost about \$409 on the first Wine Social, but the Genoa Tour generated a profit.
- Cash in checking is \$3,554, and cash in savings is \$21,032 for a total cash balance of \$24,586.
- Karen moved and Deven seconded to approve the Treasurer's report. The motion was unanimously approved.

Member at Large: Millie & Ozzie Smith (absent)

- No report.

Membership Chair: Karen O'Larey

- Primary members total 285 and affiliates total 174 for a total of 459.

Activities Chair: Deven Hickingbotham

- No tours are scheduled locally for July or August; the Mammoth Tour is pending for August.
- Another Porsches, Pizza and Portraits might be a good summer event.
- Another good summer event would be a Lake Almanor or Nevada City drive. Tahoe would be good after Labor Day.
- Planned events upcoming include...
 - The Saturday Breakfast on June 3rd.
 - The Reno Aces game on July 6th.
 - The 2nd Wine Social on June 22nd.
 - The Fall Wine Tour on September 26th.
 - Parade July 9th.

Newsletter Editor: Jim Hemig

- Jim distributed and reviewed the Communication Plan and the formation of the Communication Committee.
- He is evaluating the transition from our web-based newsletter to an email format like E-Brake. Rich Chew has volunteered to help with the technical side.
- No matter which direction we go, the website should be converted to Word Press which is easier to use than our current platform.
- The current plan is for the newsletter to essentially disappear and for articles to appear on our website. E-Blasts would be enhanced with links to the articles on the website. The new website could be hosted on PCA's site.
- A general discussion ensued about the direction Jim laid out. At the conclusion of the discussion, Dan moved and Deven seconded to adopt Jim's proposed plan.

Webmaster: Rich Chew (relocated but still helping us out)

- No report.

Tech Chair: Vacant

- No report.

Past President: Craig Kugler

- Many of Craig's agenda items were covered in other sections.
- Craig spoke with Jess Latin about the Tech Chair position. The directors generally agreed that the Tech Chair should be a club member – not necessary a "technical" person but one who coordinates tech activities.
- Jim will put something in the newsletter about what's needed in a Tech Chair.
- There was additional discussion about whether we allow non-advertisers to host tech sessions.
- We may not actually need a Tech Chair if we only do two tech events a year – the Activities Director may be able to coordinate the tech sessions.

The meeting adjourned at about 7:00 pm.

Respectfully submitted,

Doug Driver, Secretary