



MINUTES
BOARD MEETING
SIERRA NEVADA REGION – PCA
PORSCHE OF RENO
October 5, 2016

The following board members were present: Craig Kugler (President), Karen Vibe (Past President - by phone), Deven Hickingbotham (Activities Chair), Karen O'Larey (Membership Chair), Debbie Dell (Treasurer), and Doug Driver (Secretary and Competition Chair). Jim Hemig also attended.

Call to Order: President Craig called the meeting to order at about 5:35 p.m.

- Doug recorded the minutes.

President: Craig Kugler

- E-blasts will go out soon for the 718 launch event and the volunteers appreciation dinner at The Twisted Fork. A dozen people have already signed up for the volunteer appreciation dinner.
- The ballot for the 2017 slate of officers was included in the October newsletter and posted to the website. The slate is Steve Kent President, Dan Aynesworth Vice President, Debbie Dell Treasurer, and Doug Driver Secretary.
- The bylaws need revision to allow Debbie to continue as Treasurer beyond a two-year term. Doug moved and Craig seconded to amend the bylaws accordingly. The motion passed unanimously with Debbie abstaining.
- Treffen was a huge success. Our club fielded over fifty volunteers, and volunteers from other clubs pushed the total over sixty. PCA National was very pleased, and the feedback from participants was very positive. National may have lost money on Treffen; future events will be held at larger venues. Jim commended all the volunteers, especially Craig and John Strom, for their work on Treffen. The directors honored Craig and John with a golf clap.
- The next zone presidents' meeting is November 5th.
- The directors held a brief discussion on club support for charity.
 - We have supported Toys For Tots in the past.
 - We could hold a dedicated event and possibly have a charity work with us on an event.
 - Karen O. recommended AMBUCS, a national organization that makes therapeutic tricycles for individuals who are unable to operate a traditional bike.

Vice President: Steve Kent (absent)

- Craig delivered Steve's report.
- We need to pay the deposit to reserve our spot at San Rafael Park for next year's Concours.

Secretary: Doug Driver

- Karen V. moved and Deven seconded to approve the minutes from the August 31st (technically the September) meeting. The motion was unanimously approved.
- Prior minutes have been sent to Sandy Provasi and posted to the website.

Treasurer: Debbie Dell

- Cash balances are \$2,164 in checking and \$22,026 in savings for a total of \$24,190.
- We received \$5,000 from PCA National for Treffen, and a \$150 refund from San Rafael Park from Concours.
- The PCA quarterly rebate should arrive in November.
- John Strom is due \$129.26 reimbursement for Treffen pre-tour expenses. Karen O. moved and Doug seconded to approve the reimbursement. The motion passed unanimously.
- The directors discussed the non-renewal of the bulk mail permit. We need to insure that it doesn't automatically renew.
- Karen O. moved and Deven seconded to approve the Treasurer's report. The motion was unanimously approved.

Member at Large: Merlin Simons (absent)

- No report.
- Craig added that we should discuss revised ad rates for the all-electronic newsletter.

Competition Chair: Doug Driver

- Nothing to report.

Membership Chair: Karen O'Larey

- We had four new members and one transfer in September.
- There were eight non-renewals, but most will renew (late).
- We have 275 primary and 174 affiliate members for a total of 449.
- We'll generate one more set of mailing labels for the November newsletter.
- The directors discussed the difficulty of maintaining the newsletter email list that is resident with National.
- Future E-blasts will have a link to our website for the newsletter.

Activities Chair: Deven Hickingbotham

- 27 people are signed up for the October 8th Oktoberfest. People are late in signing up (surprise!); we can add people until the Friday before. We will have reserved parking.
- The 718 launch party is October 15th.
- The volunteer appreciation dinner is November 10th at The Twisted Fork.
- The next tech session on the new 718 is November 19th at Reno Porsche.
- The holiday party will be December 9th at Lakeridge. Cost will be \$60 per person with a portion, supported by a raffle, going to charity.

Newsletter Editor:

- Jim Hemig, who has been graciously volunteering to help with the layout, was in attendance for the discussion about the transition to the all-electronic newsletter.
- We will be able to include much more content, and all in color, without some of the margin restrictions. The October electronic newsletter is 23 pages; this could not be accomplished with the printed version, which is shorter.
- We could do separate November and December editions in electronic-only format instead of the combined printed issue.
- The directors discussed potential format changes, such as following the E-Brake format; but they ultimately decided to defer any major changes until the transition from paper is complete.

- Jim used Adobe InDesign which is an expensive and complicated program. A format similar to E-Brake could be simpler for a volunteer newsletter editor. We need to keep it simple so somebody can take over for Jim.
- We should continue to use KCJ to edit the newsletter to insure consistent style between articles.
- Ballots and voting could be done with online survey tools.
- January will be the first 100% electronic version.
- Advertising could be enhanced with banner ads and links to advertisers' websites. Being electronic will make it easier to change ads month-to-month.
- We spend about \$1,000 per month printing and mailing the newsletter. The change to electronic will allow us to cut ad rates and still generate a surplus from the newsletter.
- The last printed newsletter will include a large notice; we may still have to send a reminder postcard to get members to update their email addresses on the National website.

Webmaster: Rich Chew (absent)

- Craig delivered the report.
- Rich has moved out of the area but is still maintaining the website. We need a volunteer with the requisite skillset to take that over from Rich.

Tech Chair: Jess Lattin (absent)

- Craig delivered the report.
- November 19th is the date for the next Reno Porsche tech session on the new 718.
- EBS is a still potential for a tech session. They also floated the idea of hosting the 2017 Oktoberfest.

Past President: Karen Vibe

- Karen fully supports the newsletter change.

The meeting adjourned at 6:55 p.m.

Respectfully submitted,

Doug Driver
Secretary