

Carolinas Region PCA – Board of Directors Meeting

Saturday December 7, 2017

Afton Tavern, Concord, NC

In Attendance:

Executive Council: Brian Powell, Sadie Kilcrease, Cheryl Folds

Area Directors: Michael Vittorio, Marty Barrett, Jerry Kilcrease, Adam Morrison, Robert Ranier

Standing Committee Chairs: Re Racer, Kathy Boehm, Robert Ranier, Michael Vittorio, David Violet, Wayne Capwell, John Babinski

Others in Attendance: Herbert Boehm, Martha Babinski

Meeting called to order: At 11:08 am, Brian Powell, President, called the meeting to order and presided over the meeting.

Position Updates & Welcome:

Brian Powell, President: Robert Rainer is taking over as the Upstate Area Director from Johnny Edwards. Robert will continue acting as the Tobacco Road Editor until a replacement is found. Advertising for a new Tobacco Roads Editor will begin in the near future.

Cheryl Folds, Secretary:

- October 7, 2017 Board Meeting Minutes sent out by e-mail, reviewed, Motion to accept made by Sadie Kilcrease, 2nd by Wayne Capwell, accepted

Admin:

Next Board Meeting will be the 2018 Planning Meeting on January 20, 2018 to be held either back at Afton Tavern or Paramount Porsche in Hickory. Budgets need to be submitted by January 20, 2018.

Sadie Kilcrease, Treasurer:

Review of 4th quarter 2017 Balance Sheet and P & L's.

Old Business:

Wayne Capwell – Auto Cross: All the requested equipment has been purchased, including the new trailer with a multi-year license. Trailer is 6' x 10' with drop gate and some up-fit has done to make travel easier. 12 new radios have been purchased as well as a new T-Link timing unit and software package.

Brian Powell – Lake Norman Area: The Lake Norman Area continues to have 15-30 people at monthly meetings. Looking at establishing the Lake Norman Area, the current method of dividing areas by county doesn't work in this situation. Trying to coming up with a suitable way to divide and looking for suggestions from the board. Considering Iredell County, Rowan County, Cabbarus County and

Mecklenburg County above 485 would be a sizable area. Members that currently go to a meeting and want to stay in that area could do so. Just want to throw this out there and look for other suggestions and ideas if we are going to add this as an area in 2018. Christian has indicated that he is interested in staying on as Area Director. There is a core group that typically show up month in and month out and have had some good activities and fellowship.

Discussion followed on ways to divide up the new area from existing area, possibility of dividing up by population. Certain groups will not travel farther ie: North won't go South and South won't go North, traffic is an issue. Using 485 as a dividing line should be a good starting point. Possibly getting zip codes of existing members that attending either Metrolina and Lake Norman meetings now could give a better idea. Primary factor remains that travel ease is the deciding factor as to which meeting a member will attend.

Summary: County lines won't matter, zip codes would be a better way to divide. Will work on getting zip codes to have a better idea.

Michel Vittorio – would like to keep in mind that Porsche of Hickory sponsors events and the area because the currently have access to Iredell County membership and would like that to be kept in mind.

Motion made to add Lake Norman as a 7th Area, boundaries to be later defined by those more closely affected, by Marty Barrett, 2nd by Sadie Kilcrease, approved unanimously. Christian Roedlich will remain as the Lake Norman Area Director.

Area Updates:

Hickory – Micheal Vittorio – Planning Holiday Party for 12/19. Everyone who attends gets a gift, some from the dealership. There seems to be a lot of interest in wine and drives so will do more of those on Saturdays.

Fall Tour – The Ridges is being discovered by other groups and prime weekends for Fall Tour at the Ridges have already been spoken for. However, there was a cancellation so 11/3 – 11/5 has been reserved for 2018. Going to the same place makes planning easier.

Metrolina – Laura Varney – No Report – Holiday Party set for 12/12 at Rock Salt in Charlotte

Sandhills – Marty Barrett – Had 55 people at the Holiday Party, 2 people from Porsche of Wilmigton came with goodies to raffle off, raised \$540.00 for charity which puts it at \$3,000 for the year. Recognized 5 members that had 10, 20 or 30 years at the party gave them \$25.00 Goody Store gift certificates. Porsche of Wilmington is courting the area for business if you bought your car from Porsche Fayetteville, they will sent a flatbed up and leave you a loaner, and if you take your car to them for service you can spend the night on them. Currently working with Jerry and Porsche of Greensboro on a tech session on 2/24 which would be the first official joint activity between the Sandhills and Triad Areas. Planning the Bi-Annual Kentury Bourbon Trail event the first week in May, 10 people interested

so far, 3 night event. The Pinehurst Concourse is fizzling, so a group of people are working on a late May event, Planes and Cars Festival.

Triad – Jerry Kilcrease – Still holding monthly meetings at Capt. Toms in Kernersville, had 45 in October and 58 in November. Planning on January and February being there but continue to look for another location that have the amenities and is free. Octoberfest was sponsored by Porsche of Greensboro, the Autocross had 28 cars and the Shine and Show had 15 cars. Shine & Show resulted in \$500.00 of proceeds donated to the Juvenile Diabetes Research Fund. May look at changing the format next year. Christmas Party 12/5, we are using our area money to purchase upgraded door prizes from the Goodie Store and at a discount from the Porsche Boutique. Meal will be a Buffet sit down meal with a cash bar. Working on sponsorship proposal for Porsche of Greensboro along with Marty. Tech Session 2/24 at Porsche of Greensboro. Preliminary agenda has the standard events that have been successful and will address those dates at the January planning meeting. Working on a 3 or 2 area event, Triad, Sandhills and maybe Triangle – shine & show – dinner. There is a lot of interest in Saturday drives, maybe to winery & lunch.

Triangle – Adam Morrison – Location of monthly meeting has changed due to outgrowing the current location. Getting more participation from area for DE and Autocross. Members requesting more Saturday events. Interested in doing Somerfest again, lessons learned from last time. Somerfest was to close to Roads & Rails and need to find a resolution to that. Also looking at a hotel in Burlington to be in our area and it would be 30 minutes closer for members. Christmas Party on 12/28.

Upstate – Robert Rainer – Holiday Party is set for a week from Friday at Perkins Law Firm, have several items up for auction for charity. Working on forming an executive committee in the area. No January meeting, it would land on New Year's Day, next meeting on February 5th.

Committee Updates:

Advertising – Sadie Kilcrease – 13 Advertisers now and interest is really peaking. Robert is taking steps to get a handle on it.

Autocross – Wayne Capwell- Planning on 5 events next year, 5 to 6 weeks apart, 2 in Laurins and 3 in Greensboro, subject to change if any other venues are found.

Club Racing – Bill Scarbrough by Brian Powell - Inquires into a spring CMP club race, will review if

DE – John Babinski- Last DE of the year held at VIR in November, had 240 cars which is the max number, had wait list in all run groups and due to cancellations got all of them in except Green. Had a good group of instructors with only 5 doubling up on students. F & S Enterprises was there as photographer, we hadn't had a photographer in a few years. They gave us a memory stick with pictures from the weekend and we will use those in the next couple of TR editions. Another thing we did different was having door prizes at the driver's meetings & social to give some extra encouragement to attend, gave

gift certificates from the Goodie Store, F & S and the VIR store, seems to be well received. Social Saturday had Peter Krause, Driving Coach as guest speaker. Don Morris received the Instructor of the Year Award. Charity Parade Laps held on Saturday and Sunday, raised \$1,125.00 for the year for charity. In 2018 VIR will be at full rate so event fees may need to be increased, will discuss at January planning meeting. Dates for 2018 are 1/28 Winter Seminary at CMP; 3/16 Instructor School at CMP; 3/17-3/18 Spring DE at CMP; 9/8-9/9 Fall DE at CMP and 11/16-11/18 Winter DE at VIR.

Goodie Store – Kathy Boehm – All events for the year are finished. Disappointed with numbers but all expenses are covered, likes to shoot for a 25% profit margin to allow for travel and lodging. Looking at new items for 2018 and special orders.

Membership – Re Racer – New member letters are still being sent out – would like to know if they are being received. Added area to the reports that she sends out.

Tobacco Roads – Robert Rainer – Working on updating template, sent into National and got some feedback.

Van – Herbert Boehm – No problem with the Van. Due for service soon. Old Autocross trailer still okay, insurance to be dropped.

Webb – David Violet – Working on updating Website, hopefully will get to work on it during Christmas break.

New Business:

Social Media Policy – Brian Powell – National recommends we institute a social media policy. Review of attached Region Social Media Policy.

Motion to adopt attached Region Social Media Policy made by David Violet, 2nd by Adam Morrison, approved unanimously.

Deposit Request – Sadie Kilcrease – In order to adhere to the Bylaws and be consistent through out the region we need to talk about early deposit request. This would be deposits that are required prior to budgets being approved in order to hold a date and not lose it, for example with DE dates where the deposit is required prior to the January planning meeting. We currently just make those deposits with no approval or anything. On the other hand when we have a chair person who is going to hold an event and they need to make a deposit for food or a hotel to hold a meeting the we say “well you don’t have the money in registration and we have to wait until there is money in registration before we make the deposit”. We need to be uniform and we need to talk about how we are going to do that.

In Summary clarification comes down to events that are regional events with a capital “R” versus regional events with a small “r”. Regional Events with a capital “R” are events that bring a budget to the board and the board has approved the budget and may provide a subsidy therefore the board is backing the funding of the event. Regional events with a small “r” are events without a budget with each member funding the event. Any event can become a Regional Event with a capital “R” by the chair person of that event coming to the board with a budget to be voted on.

Motion made by Cheryl Folds to fund track deposits for CMP and VIR for 2018 prior to budget being brought for approval in January, 2nd by Re Racer, approved unanimously.

Sponsorship Funds- Sadie Kilcrease – When budgets are brought with sponsorship money in mind, you need to have your sponsor invoiced and paid well before the event. We should not be putting sponsor names on shirts and other items prior to the sponsorship money in hand.

Regional Events- Jerry Kilcrease – Now that the clarification has been made regarding capital “R” event and small “r” event what are the guidelines that define each?

Clarification: Any event chair person can bring a budget before the board to become a capital “R” event.

Motion to Adjourn made by Sadie Kilcrease, 2nd by Michael Vittorio, meeting adjourned at 1:45 pm

Minutes submitted by Cheryl Folds, Secretary.