

Carolinas Region PCA – Board of Directors Meeting – 3rd Quarter 2021 Meeting
September 30, 2021 at 7:00 pm
Zoom Conference

In Attendance:

Executive Council: Jerry Widner, Jim Hess, Sadie Kilcrease, Giselle Burner

Area Directors: Marty Barrett, Jerry Kilcrease, Jeff Price, Christian Roedlich, Michael Vittorio

Standing Committee Chairs: Steve Barrier, Kathy Boehm, Barry Brown, Charlie Massler, Bill Scarbrough, Shane Tisdale, David Violet

Meeting called to order: At 07:04 pm, Jerry Widner, President, called the meeting to order and presided over the meeting.

Welcome: Jerry Widner, President, welcomed everyone to the meeting. He reviewed the meeting agenda, which included Region financials, Membership, Website email, Regional Survey, special topic - Area Funds, and Regional updates.

Administrative Items:

June 29th Board Meeting Minutes – Giselle Burner, Secretary: Minutes from the June 29th Meeting Minutes were approved by the Board.

Motion: Motion made by Michael Vittorio to publish, seconded by Jim Hess. Unanimous motion passed by the Board to publish minutes to the Carolinas PCA website.

Next Board Meeting and Location: The 4th Qtr Board Meeting will be announced by Jerry Widner at a later time. He will email Board Members meeting logistics and agenda prior to setting up the next meeting.

New Business:

Spring Raffle Winner – Jerry Widner, President: Jerry Widner announced that Mike Elder, from the Sandhills area, won a 2021 Cayman GTS 4.0 in the Spring Raffle. Jerry Widner and Jim Hess met with Marty Barret and Mike Elder at a local restaurant, Diamond Dave's, where Mike was presented the winner banner.

Events Calendar: Jerry Widner stated that he received October/November event details from Area Directors. The new event calendar format will be published in Tobacco Roads and subsequently emailed to all region members.

Tobacco Roads Publishing: Jerry Widner indicated that the October publishing of Tobacco Roads will be delayed by 1 week to allow additional time to cover the 60th Anniversary of the Carolinas Region article, which was attended by 174 members.

Panorama 'Around the Region' section will be covered by Jerry Widner, Jim Hess and Rod Rainer. Jerry indicated that the article will be shared with the 60th Planning Committee before it goes for final publishing and release in December.

Financials: Sadie Kilcrease sent the Region Financials ahead of the Board meeting and asked that if there were any questions to reach out to her for additional discussion. She reviewed the P&L and Balance Sheets through September and indicated that the overall financial outlook was in good standing - sponsorship and pre-paid track events had been transferred to the P&L and less than 50% of the approved 60th Anniversary stipend was used.

Charlie Massler is following up with the Kimpton Hotel to resolve the free night stay award, which is expected to be the last receipt associated with the event. Sadie mentioned that there were additional charges and income to be posted.

Membership: Barry Brown confirmed the region currently has a 3,403 total members, 2,183 are primary, 1,219 co-members, 1 honorary/lifetime member, & 20 Test Drive Members – updated Membership reports are expected to be release from National on October 1, 2021. Barry will email an updated membership report, that is sorted by area and alphabetized by last name, to include the unexpired Test Drive members for all Area Directors. Jerry Widner reiterated that the Carolinas Region wants to ensure that Test Drive members are contacted promptly in order to capture the opportunity to onboard new members.

Michael Vittorio asked if there was option to pass the names of Test Drive members to dealerships for further assistance or would that infringe on privacy issues. Barry indicated he would follow up with PCA National Membership Director and add that topic to the next Board meeting.

Lastly, Barry advised there are several new initiatives to increase membership that will be included for discussion in the 4th Quarter meeting.

Carolinas Region Website: David Violett discussed observations gathered from the new test email services and known limitations with current email service. He confirmed that Doug Strait had problems keeping up with emails and Jeff Price would need further assistance sending a test email. Jeff verified that based on the tutorials, Send in Blue has many great features & capabilities and would be able to handle the current email volume. David indicated that follow up would be necessary to troubleshoot issues and attempt to resend test emails.

David also discussed the latest website updates and confirmed the site will have the capability that allows certain Board Members to upload documents, pictures and make edits without going through an administrator or editor. This would facilitate “speed to market” type communication and edits. An updated Carolinas Region map will be published that includes the Lake Norman area. The site is still under construction but will target December 2021 to host the first round of usability & functionality testing with a small group.

Region Survey: Jim Hess confirmed that the Executive Council and Barry Brown have been working on a 12-question survey for the Region which will be disseminated to the membership in November after the Fall Tour completes. The survey will be centered around activities, communication, and governance with the intention of improving the membership experience and attempting to correct membership dataset information – i.e. address, car type, length of ownership, etc. Jim expects to gather results and produce a full report in December.

The Board indicated that they would like to preview the survey with the intent to provide feedback before dissemination to the membership.

Area Director Stipend Increase: Jeff Price discussed the proposal of a stipend increase for all Area Directors citing the Region’s strong financial outlook, increased 2021 membership, and limitations of activities based on lack of area funding as the primary drivers. Proposal idea included additional funding based on the number of primary members in the regional areas.

- David Violett agreed that given the strong financial position, he would be in favor of the proposed AD stipend increase and additional funding based on primary member.
- Jerry Kilcrease supported the proposed AD stipend increase but was not in favor of additional funds based on primary members, stating that all areas should be treated equally, regardless of the number of primary members.

- Christian Roedlich was in favor of the proposed AD stipend increase, but was not in favor of additional funding based on primary member. He indicated that funding based on membership would create arguing between the area directors.
- Jim Hess was in favor of the proposed AD stipend increase, but suggested that further determination would be necessary after closing financials for the fiscal year, but was not in favor of additional funds based on primary members.
- Michael Vittorio suggested instead of a stipend increase, each Area Director could submit a budget for a proposed activity to the Board for approval.
- Sadie Kilcrease agreed that the region's financial position was strong but welcomed the opportunity to discuss any financial questions with members during an Upstate Area meeting. She discussed the possibility of a subsidy based on participation as well as subsidizing the smaller areas like PCA National subsidies smaller regions if the region goes to area subsidy based on number of members. She suggested that the current system is working well and that the region should continue with equal subsidy for all areas.
- Jerry Widner delivered closing comments and recommended discussing this topic offline with Jeff Price.

Area Updates:

Hickory – Michael Vittorio: The Hickory area held the September meeting where Hagerty Insurance gave a presentation on "Insuring Your Porsche and Car Values". Michael suggested that all Area Directors enlist for this valuable presentation. He indicated that the Gimmick Rally was cancelled due to low participation and lack of member interest; rescheduling this activity is not anticipated.

Events & Activities: Poker Run charity event is scheduled for October 16th

Fall Tour, scheduled for November and partially subsidized by the Region, will be the largest tour on record - 49 cars and 93 attendees scheduled to attend. Due to the popularity of the event and the number of attendees, the activity is operating in a deficit and requires an additional subsidy of \$1,000 to support the event.

Motion: Motion made by Michael Vittorio to approve funds, seconded by Jerry Kilcrease. All voting members approved.

Triad – Jerry Kilcrease: The Triad area has held three meetings since June, attendance has decreased subsequently due to the Covid-19 Delta variant. Several activities were held: July - HBi Tech Session, Hickston Johnston - Laps & Lunch at VIR, August – Cars & Coffee at the Marquee Club hosted by Testarosa. Jerry also cited a 32 member increase.

Events & Activities: Dyno Day charity event is scheduled for October 30th, Christmas Party at Wyndham Gardens scheduled for December 1st, pending sponsorship

Lake Norman – Christian Roedlich: The Lake Norman area held their first drive to Raffldini Winery in September. Due to construction at the Peninsula Yacht Club (PYC), the next two meetings will be held at Sonderworks.

Events & Activities: Plans for another Raffldini Winery drive to be schedule; Christmas Party will be held at the PYC

Upstate – Jeff Price: The Upstate area has two dine & drives scheduled for October. For November, Hagerty Insurance is scheduled to present "Insuring Your Porsche and Car Values". Jeff proposed that Sadie Kilcrease and Jerry Widner give a short presentation on Region Financials. Christmas party has been planned for

Events & Activities: Dine & Drive to Little Switzerland & Black Mountain events scheduled for October

Sandhills – Marty Barrett: The Sandhills area held their monthly meeting where an additional \$300 was raised for charity. Marty indicated that the 1.5 mile Rockingham track is now open; he will follow up with all Area Directors with instructions on how to schedule and register members for an event.

Events & Activities: Luft Wasser event drive scheduled for October 2nd; Christmas Party is schedule for December 11th

Committee Reports:

Goodie Store – Kathy Boehm: Kathy confirmed she has been working on items for Lake Norman & Hickory Area Directors. She will coordinate with ADs to arrange delivery of items and is working to add new items to the store.

Club Race – Bill Scarbrough: Bill left the following notes in the chat, “confirmed dates for the 2022 Carolinas Region Club Race – Carolinas Challenge, to be held on October 21-23, 2022. He indicated that there is a great deal of excitement about the date among racers and past attendees. Bill has had preliminary and follow-up discussions with PCA Racing leadership. He is currently awaiting paperwork from PCA Racing to begin planning and indicated that requirements have changed since 2012 when the club last hosted the race. He also confirmed primary sponsorship (\$10,000) and two sponsorship offers (\$5,000 each) and he expects that other will join the sponsorship list soon. Bill will continue to share details as they develop”.

Chief Driving Instructor – Shane Tisdale: Shane confirmed that DE at CMP was a huge success and expects a good turnout for DE at VIR, based on high registration. Driving school is looking for new long-term members who can assist the technical crew and help with the DE program. Shane and Steve Barrier have discussed incentives for instructors and other options. Shane also thanked the 60th Anniversary committee for planning the event.

Events – Charlie Massler: Charlie also thanked everyone involved with the 60th Anniversary event and Kathy Boehm & Goodie Store for their support. Club Registration has two open events: November DE – registration closes on November 12th & Hickory’s Poker Run closes on October 15th.

Motion to Adjourn: Motion made by Jim Hess to close the meeting, seconded by Michael Vittorio. Meeting adjourned at 8:31 pm.

Minutes submitted by Giselle Burner, Secretary