

Carolinas Region PCA – Board of Directors Meeting – Planning Meeting
January 15, 2022 at 10:30 am
Zoom Conference

In Attendance:

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

Area Directors: Marty Barrett, Jerry Kilcrease, Adam Morrison, Jeff Price, Christian Roedlich, Doug Strait, Michael Vittorio

Standing Committee Chairs: Steve Barrier, Kathy Boehm, David Harrison, Charlie Massler, Bill Scarbrough, Doug Seefus, Shane Tisdale, David Violet

Meeting called to order: At 10:35 am, 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 details around COVID concerns, ONE Region, and 2022 Budgets.

Administrative Items:

December 16th Board Meeting Minutes – Giselle Burner, Secretary: Minutes from the December 16th Meeting Minutes were approved on 01/14/2022 by the Board and published to the Carolinas PCA website.

Next Board Meeting and Location: The 1st Quarter Board Meeting is scheduled for February 2022. Jerry Widner will email Board Members meeting logistics and agenda prior to the next meeting.

Email Signature Block: Jerry Widner indicated that all Board Members standardize their email signature block that includes the following:

Board Member Name
Carolinas Region, Role/Position
Porsche Club of America
Phone Number OR Email

Example:

Michael Vittorio
Carolinas Region, Hickory Area Director
Porsche Club of America
xxx-xxx-xxxx

COVID Concerns: Jerry Widner indicated that PCA National has no guidance on the current COVID situation. He asked that all Board Members continue to follow state and local guidelines, conduct meetings at the membership discretion. After asking each Area Director to provide their “thoughts on the current COVID situation”; and responses being split down the middle as to YES hold meetings and NO to cancel his guidance was as follows. He supports and respects the judgement of each Area Director to make the correct decision as to have or to cancel Area specific meetings and/or functions.

Area Director Stipend Increase: Jerry Widner indicated that Area Director stipend increase proposal would be discussed with all Area Directors and Board.

New Business:

2021 Financials – Sadie Kilcrease, Treasurer: Explanation of Balance Sheets. Review of 2021 P&L and Balance Sheets.

2022 Planning & Budget Review – Sadie Kilcrease, Treasurer: Review of the 2022 proposed budgets were covered by the Chair of each Division (Class).

Review of 2022 Autocross Budget: David Harrison has planned a total of 5 events in 2022. Events will be held at Michelin and Greensboro and will publish confirmed dates. Doug Strait asked if there were any concerns with COVID restrictions at events. David indicated that there were no concerns at this time unless Michelin changed policies around proof of vaccinations or negative COVID tests, which impacted 2021 events. Jerry Widner validated that survey results confirmed strong interest in autocross events.

Motion: Motion made by Michael Vittorio to approve funds, seconded by Jeff Price. Unanimous motion passed by the Board to approve Autocross budget.

Review of 2022 Club Race Budget: Bill Scarbrough discussed the club race planning that is underway and sponsor commitments, which could grow based on advertisers. Currently there are approximately 20 DE participants that expressed interest in attending as well as 12 Carolinas Region Club Racers that have verbally confirmed they would attend. Bill verified that dates for the Daytona race will overlap with the CMP race, but he is confident there will be a good turnout.

Although the budget is in line with previous events, Bill confirmed the 2022 event budget is more due to track & equipment rental and lodging for key event staff.

Motion: Motion made by Michael Vittorio to approve funds, seconded by Jim Hess. Unanimous motion passed by the Board to approve Club Race budget.

Review of 2022 Drivers Education Budget: Steve Barrier indicated that CMP and VIR are on capital improvement campaigns, therefore rates have increased this year which is reflected in the budget. He confirmed there will be 3 scheduled DE events: March 12-13 at CMP, September 10-11 at CMP, and November 18-20 at VIR.

Steve adjusted the 2022 budget for track rate increase but maintained all other expenses comparable to 2021 budget. Currently, there are no sponsor commitments; Steve is following up with HBI, Haggerty and Porsche of Greensboro.

Motion: Motion made by Michael Vittorio to approve funds, seconded by Jim Hess. Unanimous motion passed by the Board to approve Drivers Education budget.

Review of 2022 Fall Tour Budget: Michael Vittorio discussed planning efforts for the 2022 Fall Tour, and indicated he was looking for other venues in North Carolina and Virginia based on survey results. Based on discussions with The Ridges and their willingness to improve catering and room renovations, Michael confirmed the tour will be tentatively scheduled for October 28-30 and will have a Halloween theme. Michael maintained all expenses are comparable to 2021 budget that includes a subsidy for the event.

Motion: Motion made by Jim Hess to approve funds, seconded by Jeff Price. Unanimous motion passed by the Board to approve Fall Tour budget.

Review of Goodie Store Budget: Kathy Boehm indicated that the current ad in Tobacco Roads has generated sales; the plan is to run the same ad in subsequent issues. Additionally, she is working on new member business cards which will be drop shipped to Barry Brown in late January.

Kathy maintained all expenses are comparable to 2021 budget and a fee to use the garage at CMP but indicated that price increases may have an impact on revenue.

Motion: Motion made by Jim Hess to approve funds, seconded by Christian Roedlich. Unanimous motion passed by the Board to approve Goodie Store budget.

Review of 2022 Spring Tour Budget: Jim Hess discussed planning efforts for the 2022 Spring Tour which is tentatively scheduled for April 22-24 at Harris Cherokee Casino that would accommodate 75 participants – room and resort fees to be paid by participants. Jim indicated that planning challenges include staffing concerns, but he is working through details with the resort.

Jim increased the region subsidy to \$2,500 and added \$200 for trophies and plaques.

Motion: Motion made by Christian Roedlich to approve funds, seconded by Jerry Widner. Unanimous motion passed by the Board to approve Spring Tour budget.

Review Tobacco Roads Budget: Doug Seefus indicated there are 5 advertisers currently signed up. He is looking for varying sponsor levels (i.e. platinum, gold, silver) to increase revenue and offset the printing costs, but he feels that there is a connection between sponsorship and advertising.

Motion: Motion made by Jim Hess to approve funds, seconded by Christian Roedlich. Unanimous motion passed by the Board to approve Tobacco Roads budget.

Review Area Director Stipend Increase: Jerry Widner proposed to increase the Area Director stipend to \$2500. The Area Directors and Board Members responded with the following:

- **Hickory Area Director** – agreed with the proposed \$2,500 increase; however, is open to a proportional increase based on membership participation
- **Lake Norman Area Director** – agreed with the proposed \$2,500 increase and is in favor to keep the increase evenly spread across all area directors
- **Upstate Area Director** – agreed with the proposed \$2,500; however, does not agree with keeping excessive reserve funds and would like to see a portion go back to the membership – specifically as subsidies to offset membership participation costs for Spring & Fall Tour. He is in favor of a proportional increase over the next few years
- **Metrolina Area Director** – agreed with the proposed \$2,500 increase
- **Triangle Area Director** – agreed with the proposed \$2,500 increase and is in favor to keep the increase evenly spread across all area directors
- **Triad Area Director** – agreed with the proposed \$2,500 increase but stated that he did not feel that an increase was necessary
- **Sandhills Area Director** – agreed with the proposed \$2,500; however, disagreed with keeping excessive reserve funds and would like to see a portion go back to the membership – specifically as subsidies to offset membership participation costs for Spring & Fall Tour
- **Events Chair** – did not have any comments
- **Goodie Store Chair** – agreed with the proposed \$2,500 increase and is in favor to keep the increase evenly spread across all area directors
- **Web Management Chair** - agreed with the proposed \$2,500 increase and is in favor to keep the increase evenly spread across all area directors
- **Advertising Chair** - did not have any comments
- **Club Race Chair** - agreed with the proposed \$2,500; however, disagreed with keeping excessive reserve funds and would like to see a portion go back to the membership – specifically as subsidies to offset membership participation costs for events

- **Driver Education** – did not have any comments
- **Autocross Chair** – agreed with the proposed \$2,500 increase and would like to see a portion go back to the membership
- **Chief Driving Instructor** - did not have any comments

Review Webhosting & Website Budget: Jerry Widner indicated that a budget was added to build out a new self-maintaining website that would include a new user experience and overall graphics design. The cost to create a new website would be between \$5-15K, therefore, the budget reflects this proposal.

Motion: Motion made by Jim Hess to approve funds, seconded by Christian Roedlich. Unanimous motion passed by the Board to approve Webhosting & Website budget.

2022 Board Budget: The Board agreed to move forward with the proposed budget.

Motion: Motion made by Jim Hess to approve funds, seconded by Christian Roedlich. Unanimous motion passed by the Board to approve 2022 Board Budget.

Motion to Adjourn: Motion made by Sadie Kilcrease to close the meeting, seconded by Jim Hess. Meeting adjourned at 12:55 pm.

Minutes submitted by Giselle Burner, Secretary