

Carolinas Region PCA – Board of Directors Meeting – 1st Quarter 2022
February 22, 2022 at 7:00 pm
Zoom Conference

In Attendance:

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

Area Directors: Jerry Kilcrease, Jeff Price, Christian Roedlich, Doug Strait, Michael Vittorio

Standing Committee Chairs: Kathy Boehm, Garth Helmer, Matthew Johnson, Charlie Massler, Bill Scarbrough, Doug Seefus, Shane Tisdale, David Violett

Meeting called to order: At 07:02 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, Region survey result issues, Social Media update, Membership, Advertising in Tobacco Roads, Oktoberfest 2022, and Board updates.

Administrative Items:

January 15th Board Meeting Minutes – Giselle Burner, Secretary: Minutes from the January 15th Meeting Minutes were approved on 02/14/2022 by the Board and published to the Carolinas PCA website.

Next Board Meeting and Location: The 2nd Quarter 2022 Board Meeting is tentatively scheduled for Tuesday, May 24, 2022. Jerry Widner will email Board Members meeting logistics and agenda prior to setting up the next meeting.

New Business:

Drone Policy: Jerry Widner communicated that PCA National will publish an updated Drone Policy in April 2022. Currently, all drone usage is prohibited at any PCA event, but PCA National recognized the benefits for social media coverage at events, therefore will allow drone use. Drone operators will need to be a professional licensed operator and carry insurance.

Tobacco Roads Editor Opening: Jerry Widner indicated that the Region needs to fill the Editor position as soon as possible and asked all Area Directors to help communicate the message with the membership.

Social Media Coordinator: Jerry Widner announced Garth Helmer and Matthew Johnson accepted roles for Social Media Coordinator with emphasis placed on social media channels (i.e. Facebook, Instagram) and website integration. The Chairs will split the Region between East and West to ensure there is coverage for all events.

Region License Plate: Jerry Widner announced he is working with the Department of Transportation (DOT) to obtain Carolinas Region PCA license plates for membership purchase in North & South Carolina in 2023. The Region qualifies for this opportunity as the club is registered as a non-profit organization. He plans to launch a regional contest to create a "Carolinas Region PCA" specific plate design, which would be advertised through Tobacco Roads and Social Media channels. License plates would be limited to 4-characters. Although other administrations faced challenges when this topic was approached in the past, the Board was in favor of pursuing this effort.

The application process requirements include:

- **North Carolina:** Requirements include a 500-plate pre-order (~\$40K estimate cost) and full-plate design submitted by February 2023 to secure NC State approval.

- **South Carolina:** Requirements include a flat rate fee of \$6,800 and partial-plate design to secure SC State approval.

Financials: Sadie Kilcrease reviewed the P&L and indicated that the overall financial outlook was in good standing, which included a 4Q2021 rebate from PCA National. She indicated that advertisers (Porsche Hickory and Porsche Greensboro and Lake Norman Exchange) renewed their commitments and Operating Expenses covered deposits for Club Race, DE at VIR, Goodie Store, printing and other miscellaneous charges.

Region Survey: Jerry Widner discussed the survey results and trends with the Board. He proposed a few tactical opportunities Area Directors could pursue immediately to help membership engagement (i.e. conduct more drives, coordinate tech sessions, increase membership communication, change monthly meeting venues).

Board members weighed in with the following commentary –

- Bill Scarbrough recognized the need to be more flexible with meeting agendas that include tech topics.
- Christian Roedlich and Doug Strait acknowledged monthly meeting logistics were challenging and would not be able to meet all membership expectations but would accommodate meeting agendas.
- Jerry Widner recommended leveraging the President’s Project page to answer questions to some common concerns and requested that all Area Directors provide recommendations for common concerns which would be summarized and published.

Membership: Jerry Widner confirmed the region currently has 3,483 total members (2,210 - primary, 28 - associate, 1 - lifetime, and 1,244 - co-members). In addition, there are 108 - PCA Juniors, which has grown over the last quarter. Jeff Price asked for a breakdown by member category; Jerry agreed to email definitions.

Jerry indicated that Barry Brown has been contacting expiring members, distributing business cards, coordinating with Area Directors to increase the number of membership applications to dealerships and working on new member activities.

Social Media Update: Jerry Widner introduced Garth Helmer and Matthew Johnson. They provided their business background and discussed how social media and digital channel strategy coverage would be split up (East/West) to ensure area coverage for all events. In addition, they proposed the purchase of two social media management platform applications (Hootsuite & Canva). These tools would be used to help create professional content, manage posts, track metrics through a dashboard and support integrations for Facebook, Instagram, and YouTube.

Matthew also discussed the use of Google Workspace for content and image sharing. The application would provide centralized online access for all Board members & Area Directors the ability to upload content, photos and other documents to avoid email limitations. There is no cost associated with this software at this time but may require a future investment once cloud space runs out.

Jerry Widner recognized that onboarding members to social media channels would be challenging but suggested that the Social Media team produce a “how to guide” to help onboard members to social media channels. Doug Seefus agreed with the new digital strategy and mentioned that this would be a good opportunity for advertising.

Motion: Motion made by David Violett to adopt software and approve funds (\$800), seconded by Doug Seefus. Unanimous motion passed by the Board to approve funds.

Advertising for Tobacco Roads: Jerry Widner discussed a savings and improvement proposal for Tobacco Roads. He recognized that the newsletter needed to be revamped to include additional stories and meaningful content to help drive more advertisers. The proposal included scaling down the newsletter to a bi-monthly publication, which would allow additional time to develop stories, include more content and onboard additional advertisers. In addition, the proposal would leverage free content provided by PCA National Facebook writers, specifically targeting new Porsche technology for cars.

Currently, the newsletter is comprised of Area Director updates, Events Calendar, President's Page and some advertisements; therefore, Jerry was seeking the Board's guidance for future improvements.

Board members weighed in with the following commentary –

- Doug Seefus, Advertising Chair, indicated that garnering additional advertisers and sponsorship had been challenging due to shortage of content.
- Jerry Kilcrease discussed reasons for not eliminating the printed version of Tobacco Roads citing survey results which indicated that 61% of survey respondents were over 60+ years of age – further implying those members would probably not use social media to read an online version of the publication. He suggested that the Advertising Chair attempt to solicit more advertisers to reduce costs rather than eliminate the printed newsletter.
- Michael Vittorio agreed that Tobacco Roads needed more content not just advertisers.
- Shane Tisdale suggested assembling a Tobacco Roads Editorial Team in lieu of an Editor, comprised of 2-4 Board Members, to help produce the monthly newsletter.
- Garth Helmer agreed that eliminating the printed version of Tobacco Roads was not the solution, but rather was more in favor of revamping the newsletter to help drive additional content like a "Driver's Spotlight" section.
- Jeff Price suggested an optional way to conserve the newsletter was to place the online version on the website with embedded links to content and advertisements that includes a "voluntary Opt-IN for a paper copy" option to help cut down on printing costs.
- David Violett and Jerry Widner suggested that the new website and social media channels would be another way to drive the membership to an online version of Tobacco Roads but indicated that it would be a multiple step process.

Spring Tour: Jim Hess confirmed tour will take place at the Cherokee Casino on May 4-6, 2022, accommodations will be situated in the new hotel, a total of 40 rooms will be available, and registration will be available in Club Registration on March 1, 2022. Jim has assembled several sponsors including Porsche of Hickory, Hagerty and a stipend from PCA National. He asked that Area Directors help promote the event as much as possible to help with registration.

Jeff Price recommended that Spring Tour details be made available through Carolinas Region digital channels (i.e. website, Instagram, Facebook) to help promote event logistics. Matthew Johnson agreed to post through social media and Charlie Massler agreed to post on region website.

Oktoberfest: Jerry Widner discussed forming a multi-regional event at Shelton Vineyards in Dobson, NC – targeting October 14-16, 2022. Presidents from the following regions all expressed interest in participating: First Settlers Region, Blue Ridge, Shenandoah and potentially Appalachian. Vu Nguyen, PCA Executive Director, indicated that he would support this event and agreed to video showcase the event.

Initial registration fee estimate would be around \$100/person but could decrease depending on sponsor donations. Registration would include: two planned dinners, boxed lunch, concours entry fee, one planned drive, a specialty bottle of Shelton Vineyard wine to commemorate the event, and an event shirt. Event activities would include a full car concours, season finale autocross #5, and afternoon drives (i.e. TSD drive, Poker Run, Scavenger hunt drives).

Hotel accommodations would need to account for 400 participants (~200 rooms). The Hampton Inn located in Dobson, owned by Shelton Vineyards, would accommodate 90 rooms at \$150/night. Additional hotels located within 20 minutes of the venue would also be leveraged for reservation. There would be no additional fees associated with venue rental. The only stipulation would be that all food & beverage would have to be catered by Shelton Vineyards. Intent to proceed with proposed dates and planning would need to occur within 30-45 days.

Planning logistics would call for an estimate of 30 volunteers which could be comprised from all participating regions. TSD coordination would require participants to download an application.

- Jerry Widner recognized that planning an event could be challenging given shortened timelines this year and would add another event to October, but he wanted the opportunity to explore the option for this year, otherwise look to schedule other future dates.
- Jerry Kilcrease was concerned over the size of the event which could be challenging and require a lot of volunteers.
- Sadie Kilcrease agreed with the proposal but indicated that the Planning Committee needed additional time to plan given compressed timelines.
- Michael Vittorio was concerned that the proposed dates would conflict with Fall Tour which could result in participant attrition.
- Charlie Massler recommended creating budgets scenarios to accommodate <500 participants to assist with budgeting. He also suggested moving out the dates and combining efforts with Spring Tour 2023.
- Doug Strait suggested publishing a survey to generate interest to see which event(s) members would be willing to attend.

Motion: Motion made by Doug Seefus to proceed with feasibility of proposal, seconded by Jeff Price.

Area Updates:

Upstate – Jeff Price: Jeff indicated that the area is doing well and has a lot of events planned for Spring. He asked the Board to reference Tobacco Roads for all listed events.

Metrolina – Doug Strait: Doug confirmed the area’s meeting was held at the Waldhorn restaurant where 5 new members attended.

Hickory – Michael Vittorio: Michael confirmed the area’s first meeting will be held on March 8th at Paramount Classic Cars and has a Drive and Dine scheduled for March 17th.

Lake Norman – Christian Roedlich: Christian confirmed he plans to continue area meetings at Peninsula Yacht Club and at least 3 events at GMP & Sonderwerks. He also plans to conduct a Drive and Dine in April.

Triad – Jerry Kilcrease: Jerry confirmed the area meeting was held in February – 48 members, 8 new members attended. He also held a Tech Session at Porsche of Greensboro – 59 members attended. He met with Porsche Greensboro sponsorship contact to initiate discussions for 2022 sponsorship. Scheduled events include Laps & Lunch at VIR, Roads & Rails charity event scheduled for June 24th, and Drive & Dine to Chateau Morrisette in Floyd, VA – all events are listed in Club Registration.

Committee Reports:

Goodie Store – Kathy Boehm: Kathy confirmed she is getting ready for CMP and upcoming events.

Chief Driving Instructor – Shane Tisdale: Shane confirmed the National Instructors school will be held in March – 25 candidates, 25 mentors are expected to attend. National is revamping the instructor program.

Club Race – Bill Scarbrough: Bill confirmed that Club Race event is generating a lot attention, but there is concern with overlapping dates with Daytona. Bill has received title sponsorship funding and anticipates platinum sponsorship funding this month. He has established discussions with HBi, McDaniel’s Porsche who indicated they would like a sponsorship role and further their involvement with local driving events at CMP; Other racing groups are considering participation (i.e. Eurosport Racing, Rudtner’s South Shore Performance). Club Racing News website and Club Registration have published confirmed event dates and groups defined. Vickie Earnshaw will be race steward and Rod Johnson will MC the event.

Events – Charlie Massler: Charlie confirmed that Lunch & Laps at VIR has 5 openings left; Spring Tour registration will open on March 1st and will hold 40 openings.

Web Management – David Violett: David confirmed that work on the new website is underway. He held meetings with the Digital team to work through requirements necessary to stand up the new site. He will be working with Bill Scarbrough update the Club Race page and connect with Doug Seefus to discuss advertising.

Motion to Adjourn: Motion made by Jim Hess to close the meeting, seconded by Doug Strait. Meeting adjourned at 9:23 pm.

Minutes submitted by Giselle Burner, Secretary