

Carolinas Region PCA – Board of Directors Planning Meeting/1st Quarter Board Meeting
Saturday, January 18 2020
Porsche of Hickory

In Attendance:

Executive Council: Sadie Kilcrease, Wayne Capwell, Jim Hess, Cheryl Folds

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

Standing Committee Chairs: Kathy Boehm, Steve Showalter, David Violet, Shane Tisdale, Steve Barrier, David Harrison (via phone)

Others in Attendance: Herbert Boehm

Meeting called to order: At 10:00 am, Sadie Kilcrease President, called the meeting to order and presided over the meeting.

Welcome: Sadie welcomed everyone to the meeting.

Position Changes: David Harrison is the new Autocross Chair. Steve Showalter will be stepping down as editor at the end of 2020 so we are looking for his replacement. Sadie ask that all Area Directors talk about and look for someone within their areas that would be willing to volunteer for this position. Steve will send a job description to the Area Directors that they can send to the members in the area and have when talking to prospective volunteers. Steve will also put something in Tobacco Roads asking for volunteers.

Zone 3 News – Sadie Kilcrease, President – The Regional Subsidy Charity Match has been increased for 2020. The Carolinas Region as of January has 2,008 primary members, making us the 2nd largest in Zone 3. Carolinas Region received top honor for having the most growth in new members in 2019.

October 5th Board Meeting Minutes - Cheryl Folds, Secretary: Minutes from 4th quarter meeting approved on December 14, 2019 and posted to the website on December 18, 2019,

Admin:

Next Board Meetings and Locations:

2nd Quarter Board Meeting, Phone Conference May 5, 2020 @ 7:00 p.m., invite will be sent out prior to the phone conference

3rd Quarter Board Meeting, August 22, 2020 at 11:00, location to be determined

4th Quarter Board Meeting, December 5, 2020 at 11:00, location to be determined

Note: 3rd or 4th Quarter Board Meeting to be held in the Upstate Area, Shane is currently looking for a location that would work for the meeting.

Financials – Jim Hess, Treasurer: Explanation of Balance Sheets. Review of 2019 P&L and Balance Sheets. Going forward the Balance Sheets and P & L will be in a different format which will be more user friendly and easier to review.

New Business: 2020 Planning & Budget Review:

Autocross – Sadie Kilcrease (David Harrison via phone)

Budget:

Review of 2020 Autocross Budget: There will no longer be sponsorship for the Autocross or an Autocross in conjunction with an Oktoberfest Event as there has been in the past. This resulted in changes to the Autocross Budget presented as the information was not available until after David had submitted the 2020 Budget. The

sponsorship was removed from the Budget. Sadie also lowered the Event Income based on the 2019 attendance. Meals (the pizza lunch served at the Autocross events) was increased to cover a 5th event since there will not be an Autocross in conjunction with Oktoberfest. Track Rental was increased to cover a possible 5th event in Greensboro since an Autocross will not be held in conjunction with Oktoberfest due to the removal of sponsorship. These changes to the Budget would result in the 2020 Autocross season running in the negative. Further discussion was had and David will work on finding a new lot that is less expensive than Michelin (the current Greenville location) and speak with other car clubs to get attendance up. He will also look at a way to decrease the cost of the trophies given at events and end of the year.

Motion: Motion made to approve the AutoCross Budget with the changes by Jerry Kilcrease, seconded by David Violett, motion passed by unanimous board approval.

Drivers Education – Steve Barrier

Budget:

Review of 2020 Drivers Education Budget. March and September Drivers Education for 2020 does not currently have Sponsorship as of this meeting and VIR for 2020 sponsorship is not definite. Steve will be looking for multiple smaller sponsors to hopefully co-sponsor the events. The DE Social amount was increased to cover the current cost.

Motion: Motion made to approve the Drivers Education Budget with changes by Shane Tisdale, seconded by Sadie Kilcrease, motion passed by unanimous board approval.

Fall Tour – Michael Vittorio, Event Chair

Budget:

Review of 2020 Budget for Fall Tour

Motion: Motion made to approve the Fall Tour Budget as written by Cheryl Folds, seconded by Shane Tisdale, motion passed by unanimous board approval.

Goodie Store – Kathy Boehm

Budget:

Review of 2020 Budget

Motion: Motion made to approve the Goodie Store Budget as written by Shane Tisdale, seconded by Doug Strait, motion passed by unanimous board approval.

60th Anniversary – Sadie Kilcrease

Budget was approved at the October 2019 meeting.

Tobacco Roads – Steve Showalter

Budget:

Review of 2020 Budget for Tobacco Roads – Discussion was started on ways to keep Tobacco Roads from operating at the current loss. The discussion concerns the cost of printing and mailing the hard copy of Tobacco Road versus the online edition. It was decided that Jeff Price would chair a committee, with Jim Hess volunteering to be on the committee, to work on an internet mailing that would allow members to opt in if they wanted to continue to get the hard copy or opt out if they would switch to the online version. Once received these will be matched against the membership list and anyone that has not responded would be contacted regarding their preference.

Motion: Motion made to approve the Tobacco Roads Budget as written by Shane Tisdale, seconded by Doug Strait, motion passed by unanimous board approval.

Board Budget Overview – Jim Hess

Review of full Board Budget

Jeff Price raised the question of why the area stipend is the same for all areas when some areas have a larger membership than other. Jeff suggested that the stipend should be given based on a percentage of primary membership per area. Discussion was had and Jeff is charged with doing research and getting the numbers related to primary membership per area and what those percentages would be. Jeff will present this at the August Board Meeting for discussion for possible changes to the division of the 2021 stipend.

Motion:

Motion made to approve the Board Budget as written by Christian Roedlich, seconded by Doug Strait, motion passed by unanimous board approval.

Area Updates:

Hickory – Michael Vittorio – The first Drive & Dine for 2020 will be held on Thursday January 23, 2020 and will be sponsored by Blacktop Studios. Winter Tour to New Bern planned for March, sponsored by Hickory Area PCA and Porsche Hickory, there are 25 slots and 22 registered so far. The event is being called Porsche at the Palace since the cars will be parked on the lawn at Tryon Palace. The Hickory Area has a busy year ahead and all events will have some involvement with Porsche Hickory.

Lake Norman – Christian Roedlich – Christmas Party was held December 19th with the Metrolina Area. First Meeting of the year will be January 23, 2020. Brian Powell is working on a Spring Tour to do the Back of the Dragon, currently discussing dates in the Spring, possibly in April. Shooting for five drives this year. Met with the Peninsula Yacht Club people and secured the venue as the monthly meeting place for this coming year.

Metrolina – Doug Strait – First meeting of the year was held on January 15, 2020 at Café Monte at South Park. There were 45 members in attendance which included 3 new members. At the meeting volunteers were requested to form a drive group to help plan drives for the area. One of the members has formed a Ladies in Porsche which is being called LIPS, they are planning their first meeting in a few weeks. Planning to do the Drive and Wine at Morgan Ridge Winery again this year in April and October.

Sandhills – Marty Barrett – No Report

Triad – Jerry Kilcrease: Based on the report from Re Racer the Triad Area has 494 members to start the year. That is a little bit of growth from last year. The Christmas Party was held December 3, 2019 with 86 members and guest in attendance. Porsche Greensboro hosted the event. Donations were requested for the Greensboro Urban Ministry. The Triad Area has four primary charities which are YMCA Camp Hanes, American Children's Home in Lexington, Juvenile Diabetes Greensboro and Urban Ministry Greensboro. The Triad Area was able to donate \$12,920.00 to the charities in 2019. Currently working on the 2020 schedule with eight events planned to some degree. Planning to add some weekday drives and events this year. The first hosted event of the year is the February Tech Session at Porsche Greensboro on Saturday, February 22, 2020 at 10:30. Porsche Greensboro will provide coffee and donuts. The Tech Session will be held in the garage with an overview of Porsche Connect, Alignment involvement to include a demonstration on doing an alignment on your car. Lunch will be provided at noon so RSVP is requested to be sure there is food for all. Will have more items for the year as we move forward.

Triangle – Bob Kim – No Report

Upstate – Jeff Price – The Upstate Area ended up the year with the Christmas Party. A great venue was found at the last minute, that is owned by a member. There were 86 members in attendance and \$6,387.00 was raised for charity. An auction was held with members bringing items as well as Porsche of Greenville donating items. This along with the 2019 50/50 Raffles allowed the Upstate Area to donate just under \$9,000.00 to charity. One of the things I would like to work on this year is a better way to coordinate events with other Area Directors. February 1, 2020 will be the annual Chili Cookoff at Pro Tech. Everyone brings a pot of chili, appetizer or dessert, everyone taste and votes and prizes are awarded. Since the area stipend must be used by the end of the year Certificates from Pro Tech, Porsche of Greenville and the Goodie Store have been purchased to be raffled off throughout the year. Meeting has been held on the first Monday of the month but this has become an issue as Tobacco Roads is not yet out. Considering moving the meeting to the 2nd week of the month and has done a survey to the members. February 16, 2020 is the annual Love Run Drive that will go to Mimosa Grill in Charlotte for Brunch. This would be a great valentine date brunch. Looking at changing venues, currently meeting at Quaker Steak & Lube but would like to mix it up with meetings at Porsche of Greenville or someplace they would sponsor since parking can be an issue at the dealership for a large number of cars. Possibly looking at a member owned venue were the meeting could start early and members could come early and go karting before the meeting. Would also like to do some things with Porsche of Greenville in connection with new car launches and get our members in touch and more involved with the local dealership.

Committee Reports

Goodie Store – Kathy Boehm – Will review the schedule for 2020 and see what area meetings it might work to take the Goodie Store to. The Area Director purchasing for 2019 was just under \$5,500.00. Always looking for new ideas of items to carry in the Goodie Store.

Advertising – Sadie Kilcrease for Rick Huskins – Advertising is down, three ads expired in December and only one has renewed so far. Rick is making contacts but so far nothing has materialized.

AutoCross - Wayne Capwell for David Harrison - Five events are tentatively on the calendar for 2020, however these are subject to change with the loss of the sponsorship:

May 17, 2020 – Greensboro, NC

June 14 2020– Laurens SC – Michelin Proving Grounds

July 12, 2020 – Laurens SC – Michelin Proving Grounds

August 30, 2019 – Greensboro, NC (this event is the only one that will not change due to the Tiger Club already committing to having 10-12 of their members attend the Autocross while having their annual gathering at Grandover.

October 18, 2020 – Greensboro, NC – This event may be dropped due to there no longer being an Oktoberfest event.

Drivers Education – Steve Barrier – Not a lot has happened since the last meeting. Planning to add more skid pad time for 2020. This will start with instructors and move to participants once we have instructors trained. The Winter Seminar is set for January 26, 2020 and there are currently 48 people signed up.

March 14-15 HPDE at Carolina Motorsports Park, Kershaw, SC

September 12 – 13 HPDE at Carolina Motorsports Park, Kershaw, SC

November 20 – 22 HPDE at Virginia International Raceway, Afton, VA

Chief Instructor – Shane Tisdale – Working on the National Instructor School to be held March 13, 2020. Currently have 6 -7 prospective instructors signed up and hope to get more. Working on discussions with National PCA on some discrepancies between Club Racing Rules and DE Minimum Standards that need to be addressed regarding harness expiration dates so the DE program doesn't run into issues. Look forward to a good school in March.

Tobacco Roads – Steve Showalter – Everything was covered in the Budget portion.

Website – David Violett – Nothing new to report since the last meeting.

Old Business:

60th Anniversary – Sadie Kilcrease – Things are moving along with the plans for the 60th Anniversary Gala. Jeff Price is working with Charlie on the logo for the event. Charlie Massler is finalizing event items. Hope to have the event open in Club Registration mid to end of February.

Motion to Adjourn: Motion made by Doug Strait, seconded by Jim Hess. Meeting adjourned at 2:21 pm.

Minutes submitted by Cheryl Folds, Secretary