

Carolinas Region PCA – Board of Directors Meeting – 2nd Quarter 2021 Meeting
June 29, 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, Adam Morrison, Jeff Price, Christian Roedlich, Doug Strait, Michael Vittorio

Standing Committee Chairs: Steve Barrier, Kathy Boehm, David Harrison, Re Racer, 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 welcomed everyone to the meeting. He reviewed the meeting agenda, which included Tobacco Roads President's Page, new Board member – Barry Brown, and Re Racer's retirement.

Administrative Items:

February 13th Board Meeting Minutes – Giselle Burner, Secretary: Minutes from the February 13th Meeting Minutes were posted to the PCA website.

Next Board Meeting and Location: The 3rd 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:

New Board Member: Jerry Widner announced Re Racer, current Membership Chair, will be retiring at the end of June and Barry Brown would be joining the Board as the new Membership Chair – Jerry thanked Re for her extended service to the Board. Re will stay on to help Barry with transition and turnover activities through July.

Barry is a retired Navy veteran and has served in various finance and business consultancy roles. He retired in March 2020 as VP, Director of Business Applications. Barry is a Porsche enthusiast and owns several Porsches.

Advertising Chair: Jerry Widner stated that Carolinas Region is looking to fill the open position for Advertising Chair. Sadie Kilcrease has been filling in to help close the gap while the position is filled. Jeff Price asked where the position is being advertised and Jerry Widner agreed to send correspondence about the role to the Board.

Area Meeting Protocol: Jerry Widner discussed new protocol during area meetings. He stated that if any member of the Executive Council or Regional Board joins a meeting, Area Directors should announce the participants and new members. The Area Directors confirmed those announcements should be part of the meeting agenda.

SIM Racing: Jerry Widner announced that the charity event raised \$17,366 for Operation Motorsport, which far exceeded expectations. Discussions are still underway to see if the Carolinas Region will host this event annually starting in 2022 – this will be an agenda topic in the 4th Quarter Board meeting.

Kathy Boehm mentioned that the charity has been pivotal in assisting Operation Motorsport veterans with the opportunity to participate with pit crews and experience a race team. Bill Scarbrough agreed that this is another pathway for veterans to get involved with the race community.

Jerry Widner and Jim Hess are working to determine the number of Carolina Region racers and what percentage of donations were raised by the Region.

After the Board meeting, Jim's research yielded that 12 of the racers were Carolina Region members.

Financials: Sadie Kilcrease sent the Region Financials ahead of the Board meeting and asked that if there were any questions to reach out to Sadie for additional discussion. Jeff Price asked if the financials would be published for members to review and Sadie confirmed that the financials status will be published for all members.

Charity Contribution: Jim Hess discussed adding a \$2,000 charity contribution from each Area Director's 2021 budget, totaling \$14,000, but this change would require Board approval. This topic was discussed initially during the February 13th 2021 Budget Planning Meeting, however, the Board decided to table the discussion until PCA National contribution recommendations were made available. Sadie confirmed that additional funding from PCA National is due to increased membership and a surplus payment received for 2020 that was not expected.

Motion: Motion made by Doug Strait to approve funds, seconded by Michael Vittorio. Unanimous motion passed by the Board to approve funds.

Membership Communication: Jerry Widner discussed the importance of timely communication and keeping the membership apprised of upcoming events. He recommended that all Area Directors and Chairs publish details of upcoming events as soon as they are known to Tobacco Roads and Carolinas Region website. Jerry confirmed that all event details and content should be emailed to the following contacts:

- David Harris - Tobacco Roads Editor (editor@carolinas-pca.com) and David Violett - Carolinas Region Webmaster (web-management@carolinas-pca.com)
- Tobacco Roads submission must be received by 23rd of every month for the following month's publication

Events Calendar: Jerry unveiled a newly updated Events Calendar that will be published in Tobacco Roads.

- All events will be corrected by republishing dates

Carolinas Region Website: Jerry confirmed that the region website will soon undergo a refresh - David Violett provided a view of the new website prototype. Suggestions included adding an email, video and social media interface (i.e. Facebook, Instagram, YouTube). Jerry will put together a committee to help David Violett provide requirements for the new website and test changes before they go live on the site.

- Website Committee will include: Giselle Burner, Adam Morrison, Jerry Widner and Sadie Kilcrease (for advertisements only)

Email Communication Vendor: David discussed the need for a 3rd party vendor to assist with mass email – an issue the Region has noted. He suggested paying for an email service (i.e. Sender, Send in Blue) to assist the Board with this issue. David recommended that the Board test these services for a trial run before a vendor is selected.

- Email service testers will include: Doug Strait will volunteer to use Sender; Jeff Price will volunteer to use Send in Blue

60th Anniversary: Sadie Kilcrease updated the Board on the progress of the planning meeting. She confirmed 127 registered participants are signed up for the anniversary party – 3 pending, special invitations will be sent out to past presidents in early July, and the Grandover Hotel room block is sold out. Sheraton/Four Seasons sister hotel still has rooms available at PCA rate (\$189/night – plus taxes, etc). Also, the Friday night reception will feature a DJ and cash bar, Saturday will feature a 9-hole golf shoot-out to be selected by Area Directors, a casual concours and other activities.

Due to some membership feedback, an update to Club Registration will be made to remove "black tie" from the registration in lieu of "coat and tie". Jerry Widner will ensure that logistical details (i.e. event timing and location) are updated on Club Registration so members are apprised of events and can plan accordingly. Additionally, Area Directors can pull a report from Club Registration called View Roster to view the participants that have signed up for the event.

Lastly, Since the Anniversary celebration was expanded from 1 to 3 days, additional activities added, and cost for catering and entertainment increased- Sadie indicated that funding may fall short. Therefore, the Anniversary Planning Committee is requesting a subsidy of \$7,000 to supplement the shortage.

Motion: Motion made by Sadie Kilcrease to approve funds, seconded by Adam Morrison. All voting members approved; Jeff Price abstained from voting.

Area Updates:

Triad – Jerry Kilcrease: Monthly meetings are now back to their regular schedule being held monthly at Kickback Jack's, with three planned events in July and August. He mentioned that the Triad has over 500 members and growing - six (6) new members joined in June and one (1) new perspective member who is considering joining Carolinas PCA contacted Jerry about regional activities and membership.

Events & Activities: There will be three planned events in July and August.

Triangle – Adam Morrison: Monthly meetings, being held indoors, are back to regular schedule, with two largely attended monthly meetings held thus far. Cars and Coffee held in June was one of the largest events held in the past two years, noting the high demand and participation by members.

Events & Activities: A Dine& Drive has been scheduled for July 17th to coincide with Cars & Coffee event.

Upstate – Jeff Price: Monthly meetings, being held indoors/outdoors, are back to regular schedule. Three Dine & Drives events have been held thus far. Porsche of Greenville sponsored several events for members including: Taycan Test Drive and Build Your Porsche, which were largely attended.

Events & Activities: BBQ Summer Party scheduled for August 14th, which will be a Drive & Dine event.

Sandhills – Marty Barrett: Monthly meetings, being held indoors, are back to regular schedule, noting that the June meeting was one of the most largely attended since COVID restrictions lifted. Marty recently led a 3-day tour to Jekyll Island, which was well received by members. The 2021 Sandhills Motoring Festival was held in May and attendance was noted to be over 3,500 participants during the Sunday concours. The festival raised over \$20,000 for scholarship endowment to the Automotive Technologies Program at Sandhills Community College.

Events & Activities: Drag Strip event in Rockingham to be held on August 7, 2021 and Luft Wasser event in Brevard to be held in October 2021. Also planned are Drivers Education and private day track events.

Hickory – Michael Vittorio: Monthly meetings are back to regular schedule. In May, Michael held a Drive & Dive event and Open House with Connelly Motorsports, which were both well attended, noting that over 40 participants attended each event. The June event was cancelled due to low registration. The first advertisement for 2021 Fall Tour and registration will be featured in the upcoming Tobacco Roads. Registration will open July 15th through August - the Ridges will provide the same rate for members.

Events & Activities: Drive & Dine/Taycan Reveal Event with Porsche Hickory is scheduled for July.

Lake Norman – Christian Roedlich: Monthly meetings are back to regular schedule at the Peninsula Yacht Club (PYC) – PYC is taking COVID health measures by moving to a served buffet style for members. Christian noted that the March meeting was one of the most largely attended meetings.

Michael Vittorio offered to include any LKN members in Hickory area Drive & Dines until LKN Drive & Dines are rescheduled.

Events & Activities: Christian had ask Brian Powell to organize the drives for the area, but he no longer has a Porsche, therefore Christian is looking to reassign the drives to another member later this summer.

Metrolina – Doug Strait: Monthly meetings are back to regular indoor dining schedule, noting high membership attendance and enthusiasm to meet and greet other members. Doug held two Drive & Dine events and Wine & Shine Event in June, which raise funds for charity.

Events & Activities: July meeting to be held at Café Monte in Charlotte.

Committee Reports:

Drivers Education – Steve Barrier: Drivers Education (DE) is gearing up for the September DE at Carolina Motor Sports Park, sizable attendance is expected. Steve mentioned that there are volunteer opportunities for interested members who would like to get involved with DE.

Driving Instruction – Shane Tisdale: Driving school is looking for new long-term members who can assist the technical crew and help with the DE program. Shane stated that he has been invited to participate with the National Instructors School in February 2022 and will share more details next the next board meeting.

Autocross – David Harrison: The first post-COVID Autocross event was successfully held in May. Next event will be held on July 18th in the big parking lot next to the Greensboro Coliseum. Members can sign up through Club Registration.

Goodie Store – Kathy Boehm: The Goodie Store orders have been lite this quarter. Kathy has plans to attend all Carolina Motorsports Park & VIR track events and Fall Tour November 5-7th.

Club Race – Bill Scarbrough: The Carolinas Challenge event which was scheduled for Labor Day weekend was cancelled this year due to sponsor and volunteer scheduling conflicts. Bill is in discussions with Autometrics, EuroSport and Bill Rutner to schedule a new event for October 2022. He will continue to expand the volunteer group and will provide an update to the Board once a plan and budget are in place.

Motion to Adjourn: Motion made by Jim Hess to close the meeting, seconded by Doug Strait. Meeting adjourned at 9:10 pm.

Minutes submitted by Giselle Burner, Secretary