

Carolinas Region PCA – Board of Directors Meeting – Planning Meeting
January 16, 2021 at 9:00 am
Zoom Conference

In Attendance:

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

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

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

Members: Harvey Yancey

Meeting called to order: At 09:06 am, Jerry Widner, President, called the meeting to order and presided over the meeting.

Welcome: Jerry welcomed everyone to the meeting. He reviewed the meeting agenda, which included: 2021 Carolinas PCA Club Vision, Region Goals, and 2020 Year End Financials and 2021 Budget. Jerry welcomed new incoming 2021-2022 Executive Committee Members – Jim Hess, Vice President; Sadie Kilcrease, Treasurer; and Giselle Burner, Secretary. Jerry thanked Sadie for her leadership and time spent as our Region's President, as well as Jim in the role of Treasurer.

Administrative Items:

December 5th Board Meeting Minutes – Giselle Burner, Secretary: Minutes from the 4th quarter meeting were approved on December 29, 2020 and posted to the website on January 5, 2021.

Next Board Meeting and Location: The 1st Qtr Board Meeting will be held on February 13, 2021, and will be conducted via Zoom. Jerry will email an agenda and link for Zoom prior to the meeting.

Review Contact Information in Tobacco Roads & Carolinas PCA Website: Jerry Widner requested all Board Members review the contact information listed in the following publications:

- Tobacco Roads - Email any updates/changes to David Harris, Editor; copy Jerry Widner, President & Giselle Burner, Secretary
- Carolinas PCA website - Email any updates/changes David Violet, Webmaster; copy Jerry Widner, President & Giselle Burner, Secretary

President Communication Expectations: Jerry Widner will email and text Board Members and Carolinas Regions members, to appraise the Board and membership of upcoming events.

New Business:

New Events – Jerry Widner, President: Jerry released details about the first big Regional event photoshoot to celebrate the 25th Anniversary of the Boxster, hosted at Southpoint Porsche on Saturday, January 16, 2021. The event featured a photoshoot of all four Boxster generations with members of the Triad and Triangle areas. This will mark the first installment of the President's Project Page for February Tobacco Roads. He indicated that a special surprise/communication is forthcoming. In addition, Jerry is working with the Editor of Panorama which will feature a spot in an upcoming issue of the magazine.

Regional Vision – Jerry discussed his Regional Vision which included – A Carolinas Region that is the go-to region for the best Track events, Auto Cross, Drives, and Family-oriented multi-functional events. The Carolinas Region will simply set the standards by which all others are judged. The Region will be at the forefront of Zone 3 as well as PCA National – when PCA National thinks about the best region, we will give them no other choice than the Carolinas Region.

New Proposed Goals – The Executive Council discussed and aligned goals for the year:

- *Increase Membership* – The Region will make the membership experience unique and worthy everyone's time

- *More Involvement* – Determine what our members want and how to provide those experiences. There are different events like Street Survival event, and SUV events
- *New Ways to Interact with Members* – Determine new ways to connect with members, such as Survey Monkey, to get feedback from the Region
- *Visibility of the Carolinas Region* –
 - Spotlight a Panorama magazine regional feature article
 - Submit members for National Awards (i.e. Family of the Year, Enthusiasts of the Year, Public Service Awards, Region of the Year)
 - Launch a new Social Media presence on YouTube, Instagram to showcase the Region and feature videos like: Test Drives, Tech Sessions, Member and Area Director Features, Success Stories, Tobacco Roads President’s Project Page
 - Feature more Track events during Driver’s Education Weekends: Involve Non-Track events, SIM Racing, Autocross Events, Skidpad, 4x4 SUV events – off-roading events at VIR, make these regional celebrations
 - Due to insurance limitations associated with karting events, this activity is not being pursued

Harvey Yancy asked if the Track events includes Club Racing and was there a budget for Club Racing this year. Sadie Kilcrease, confirmed that Bill Scarborough did submit a budget for Club Race.

Jeff Price asked who was the current administrator of the You Tube Channel. Jerry indicated that this was a newly proposed initiative for the year, which had not yet launched, but would communicate more details once Jerry and Marvin Waters, Social Media Coordinator, Giselle Burner, and David Violett had a proposal to share with the Board.

2020 Financials – Jim Hess, Vice President: Explanation of Balance Sheets. Review of 2020 P&L and Balance Sheets.

2021 Planning & Budget Review – Sadie Kilcrease, Treasurer: Review of the 2021 proposed budgets.

Review of 2021 Autocross Budget: Review of 2021 Budget for Autocross was inconclusive; to be reviewed during 1st Qtr Board meeting.

Motion: Motion made not to approve by Sadie Kilcrease; will require further validation and approval; seconded by David Violett, motion passed to not approve.

Review of 2021 Club Race Budget: Bill Scarbrough confirmed that CMP was repaved, therefore a fair amount of interest has been noted in both commitment by individuals and sponsors to continue Club Racing – especially when combined with the DE events. Currently, there are about 20 regional members committed in 2021, with a potential to get up to 80-90 participants and interest in multiple classes - Stock Class, Cup cars. We also have a title sponsor committed. Bill has targeted December 10-12, 2021, due to fair weather, for the Club Race weekend, with various volunteers already committed to the event. He indicated a strong interest in holding a Kart Challenge for the team crews (non-sanctioned PCA event). Discussions underway to provide packages for sponsors, racers, and advertising. Budget is based on a 3-day event.

Motion: Motion made to approve by Michael Vittorio, seconded by Jerry Kilcrease, unanimous motion passed to approve budget.

Review of 2021 Driver’s Education Budget: Steve Barrier confirmed good attendance with students due to track repaving. There are plans to bring back students to in-car instruction, incorporate Skidpad, and alternative groups such as vintage, to encourage more group involvement and participation. Steve has been in discussions with other regions with regards to processes and procedure with recommendations for personal safety.

Currently, HBi is noted as the only sponsor to date, but indicated that they would like to be the exclusive sponsor. Steve is actively looking for other sponsorship. Budget is conservative based on 2020 budget.

Motion: Motion made to approve by Jerry Kilcrease, seconded by Jim Hess, unanimous motion passed to approve budget.

Review of 2021 Fall Tour Budget: Review of 2021 Budget for Fall Tour.

Motion: Motion made to approve the Fall Tour Budget by Jim Hess , seconded by Christian Roedlich, motion passed by unanimous board approval.

Review of 2021 Goodie Store Budget: Review of 2021 Goodie Store Budget. Kathy increase budget to cover lodging to accommodate Fall Tour.

Motion: Motion made to approve the Goodie Store Budget by Jim Hess , seconded by Christian Roedlich, motion passed by unanimous board approval.

Review 60th Anniversary Budget: Review of 2021 60th Anniversary Budget. Original budget was submitted in September 2019 and approved. Due to COVID restrictions, the Event was canceled; therefore, the budget carried over into 2020. Porsche Greensboro is still noted as the sponsor. Charlie Massler indicated tentative dates are scheduled for September 17-19, 2021, but is dependent on NC State, Federal and PCA mandates.

Motion: Motion made to approve the 60th Anniversary Budget by Michael Vittorio, seconded by Jim Hess, motion passed by unanimous board approval.

Review 2021 Budget for Tobacco Roads: Review of 2021 Budget for Tobacco Roads. Budget based on a 24-page printed magazine, an increase of 4 pages based on new Regional Vision and Goals.

Motion: Motion made to approve the Tobacco Roads Budget by Michael Vittorio, seconded by Christian Roedlich, motion passed by unanimous board approval.

Board Budget Overview: Review of full Board Budget. Autocross is noted as a non-approved budget; any activity will have to be brought back to the Board for review and approval. Michael Vittorio raised a question regarding Contributions Expense, it was noted there were uncertainties ranging from how much PCA will contribute this year to subsidize events. Michael motioned to remove this line item from the budget and there was concurrence that this line be removed from the budget by the rest of the Board. The full budget was approved with this change.

Kathy Boehm expressed that the Board needs to account for unpredictable years, therefore should carry a balance in club funding to account for uncertainties.

Harvey Yancey raised a question regarding funding for production equipment, software, etc. to expand the new Social Media channels (i.e. YouTube, Instagram, Facebook). Sadie indicated that an increase to cover these costs was accounted for in the 2021 Budget.

Motion: Motion made to approve the Board Budget as written, with the exception of Autocross by Jim Hess, seconded by Kathy Boehm, motion passed by unanimous board approval.

Area Updates:

Lake Norman – Christian Roedlich: The Lake Norman area meeting was cancelled in January due to PYC closure, so meeting was rescheduled to February 11, 2021. The PYC asked if the Lake Norman area would like to participate in a non-sponsored PCA car show/Porsche corral, and Sadie confirmed that no PCA restrictions or

insurance was required, but a COVID waiver could be necessary. Jerry Widner indicated that he would research if further restrictions applied.

Christian raise a question about whether he could act as a conduit to put other members in touch for non-Club events or drives, but Jerry Widner agreed that those events were not approved by the Board due to PCA restrictions.

Metrolina – Doug Strait: The Metrolina area has cancelled meetings due to COVID restrictions and limited number of participants in dining room. Currently working to organize a drive in late March/April but is dependent on NC State, Federal and PCA mandates.

Hickory – Michael Vittorio: The Hickory area held their January meeting via Zoom and conducted a raffle; February meeting will also be held via Zoom and will have a Valentine's Day theme. Michael indicated that a phased in-person meeting approach will begin in March to be held in an outdoor picnic-type shelter and will carry on throughout the summer. Meetings will be changed to Saturday's to take advantage of the weather. Schedule will be published in Tobacco Roads.

Triad – Jerry Kilcrease: The Triad Area has cancelled meetings due to COVID restrictions. Starting in April, Jerry will hold an outdoor meeting partnered with Royal Gate. He is working with Porsche of Greensboro who is hosting a Cars & Coffee in March and will partner with the dealership who will be hosting a series called Roads & Vines. Jerry indicated that he is planning a drive to VIR in May for touring laps, considered an outside event which will follow COVID social distancing mandates. Bob Kim is preparing the first draft of the updated Carolinas Area Director Manual and will distribute for comments and iterative updates.

Upstate – Jeff Price: The Upstate area moved meetings to Saturdays in order to adhere to COVID social distancing mandates. Planning a time-distanced rally on February 14, 2021, insurance has been requested for that event. He indicated that several service & tire specials have been negotiated with Porsche of Greenville as well as a "Build your Porsche" contest.

Committee Reports:

Chief Driving Instructor – Shane Tisdale: Working with National and Peachstate to create an "instruct the instructors on the lead follow" course. In addition, he is working on a Cleaning Protocols process for instructors that ensures they do not receive a contaminated communication headset back from students. Location to conduct the National Instructors School are challenged by CMP facilities, whom will not allow in-door sessions, so alternative garages are being considered as a supplemental location.

Club Racing – Bill Scarbrough: No new updates this meeting.

Drivers Education – Steve Barrier: No new updates this meeting.

Events – Charlie Massler: No new updates this meeting.

Goodie Store – Kathy Boehm: The Goodie Store is planning to attend all Track Events and Fall Tour, including all Areas who are holding outdoor meetings on Saturday's with advanced notice.

Website – David Violett: No new updates this meeting.

Motion to Adjourn: Motion made by Jerry Widner, seconded by Giselle Burner. Meeting adjourned at 10:38 am.

Minutes submitted by Giselle Burner, Secretary