

**Carolinas Region PCA – Board of Directors Meeting – 4th Quarter 2021 Meeting
December 16, 2021 at 7:00 pm
Zoom Conference**

In Attendance:

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

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

Area Director Delegates: Alex Galloway (Upstate Delegate for Jeff Price), Jim Sykes (Triangle Delegate for Adam Morrison)

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

Meeting called to order: At 07:03 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 details around Region Financials, Advertising, Membership, 2021 Regional Survey, area-specific year end updates and new Advertising Board member – Doug Seefus. He also announced that Carolinas Region is the fastest growing region in Zone #3.

Administrative Items:

September 30th Board Meeting Minutes – Giselle Burner, Secretary: Minutes from the September 30th Meeting Minutes were approved on 11/1/2021 by the Board and published to the Carolinas PCA website.

Next Board Meeting and Location: The 2022 Budget/Planning Meeting is scheduled for January 15, 2022. Jerry Widner will email Board Members meeting logistics and agenda prior to the next meeting.

Phishing Campaign Awareness: Jerry indicated that there is an ongoing phishing campaign targeting the PCA National and Carolinas Region. He reiterated that everyone should be vigilant and not engage, when in doubt avoid email follow up with a text message.

New Business:

Financials: Sadie Kilcrease indicated that Region Financials had been sent out ahead of the Board meeting. She reviewed the P&L and indicated that the overall financial outlook was in good standing. Looking ahead to the January 2022 Planning Meeting, she indicated that all 2022 budgets need to be turned in by January 7, 2022. Doug Seefus asked Sadie to send a list of all the advertisers and contracts; she agreed to email Doug additional details.

Sadie also communicated that Steve Barrier had submitted a deposit request of \$19K for approval to secure 2022 March & September CMP track events. The deposits would need to be paid before the January 1, 2022 deadline; therefore, Board approval would be necessary to move forward.

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

New Board Member: Jerry Widner announced Doug Seefus accepted the role of Advertising Chair. His responsibilities will include continued partnerships with existing advertisers for ads in Tobacco Roads and Region website and development of new relationships which involves partnering with dealerships and Area Directors. Doug Strait asked Doug to publish a list of contacts/relationships and email to all Area Directors so they could provide points of contact and additional context that could help with new relationships and advertisements.

Membership: Barry Brown confirmed the region currently has 3,477 total members, 2,209 are primary, 1,241 co-members, 26 associate members, & 1 honorary/lifetime member – updated Membership reports are expected to be release from National on January 1, 2022.

Barry Brown and Jim Hess started three membership growth and retention initiatives in November:

1. Coordinating with PCA National Membership to contact expiring memberships.
 - Jim Sykes indicated that the Triangle area sends out a targeted communication to its expiring members. He agreed to email a copy of the letter to Jerry Widner, Barry Brown and Jim Hess.
 - Alex Galloway disclosed that some co-members do not have email information therefore are not receiving Regional communications (i.e. e-Brake News).
 - Barry agreed there is a lot of member misinformation (i.e. missing email addresses, mailing addresses, zip codes, etc.) that needs to be remediated which is considered an ongoing activity.
2. Distributing new member applications provided by PCA National to dealerships.
3. Issuing business cards that say NICE PORSCHE and details about how to apply for PCA membership – cards could be distributed to Area Directors and dealerships.
 - Kathy Boehm suggested that the business cards could easily be printed ahead of the next Board meeting in January 2022.
 - Jerry Kilcrease suggested partnering up with region dealerships to include a PCA membership with the sale of every car purchased could increase membership; Then, award the dealership with the highest number of PCA members with a recognition in Tobacco Roads.

Spring Tour: Jim Hess confirmed that planning is underway for a Spring Tour that would accommodate 30-35 cars tentatively scheduled for late April 2022 in Cherokee, North Carolina. He plans to present a budget during the Planning meeting in January 2022 and is looking for volunteers to join the planning committee to help coordinate the event. Michael Vittorio and Jim Sykes agreed to follow up with Jim to share their experiences with past tour planning.

60th Anniversary Celebration Wrap up: Charlie Massler confirmed that the overall feedback was very good. Various attendees indicated they enjoyed the program, door prizes, awards and venue. The event was executed within budget and a total of 174 registrants were in attendance.

Regional Survey: Jim Hess indicated that the regional survey conducted in December completed and yielded 430 responses (13%). Membership survey responses of 13% greatly exceeded PCA's expectation of 4 to 5%. He confirmed that the overall feedback was positive and that he would publish the full report before the Planning meeting in January, but provided the following results:

- 83% indicated the Region was meeting membership expectations
- 77% indicated the Region is doing the right thing
- 61% indicated they are over 60 years old
- 39% indicated they are under 60 years old
- 73% indicated they have been a Regional member less than 10 years

Jerry Widner added that he was still reviewing the comments received in open text. He confirmed that the survey was sent to a total of 3,554 email addresses – combination of primary & associate members. He provided the following results:

- Members are interested in more Driver's Education events
- Members are interested in Driver's Education at VIR
- New ideas and interest in 4x4 events
- Members inquired about why the President doesn't attend more area meetings

Fall Tour Recap: Michael Vittorio provided a recap of Fall Tour which was held at The Ridges. The event was executed within budget and a total of 84 registrants were in attendance. This year marked the 5th consecutive year at the same venue; therefore, Michael disseminated a survey to gather feedback. Overall responses were positive but added that the Fall Tour would return to The Ridges in 2022 and he would consider changing venues in 2023. He provided the following results:

- 41% Overall survey response rate
- 100% Met/Exceeded expectations
- 95% Liked the area
- 100% Liked the roads
- 87% Liked the activities
- 65% Liked the venue
- 15% Wanted to go somewhere else
- Verbal comments indicated that the food service and venue needed improvement for the value, but enjoyed the smaller group setting and drive events

Area Updates:

Triad – Jerry Kilcrease: The Triad area held two meetings in October & November which were well attended, and the annual Christmas party was held at the Wyndham Garden on December 1st which was attended by 66 registrants – Porsche of Greensboro sponsored the event. Several events were cancelled due to Covid and low attendance. Year-end Summary consisted of the following:

- Held 8 monthly meetings
- Hosted 6 events
- Membership totaled 556; 43 new members in 2021
- Charitable donations were up, and recipients included Racing for Heroes, American Children’s Home, Greensboro Ministry Foodbank

Events & Activities: Next monthly meeting will be held in January at Kickback Jack’s in Greensboro.

Triangle – Jim Sykes (delegate for Adam Morrison): The Triangle area held two monthly meetings and Cars & Coffee events which were well attended, and the annual Christmas party was scheduled for December 23th.

Events & Activities: Monthly meeting and Cars & Coffee scheduled for January 15th at Panera Bread in Durham.

Lake Norman – Christian Roedlich: The Lake Norman area held their Christmas party on December 9th which was attended by 76 registrants at the Peninsula Yacht Club (PYC) – various sponsors provided door prizes. Year-end Summary consisted of the following:

- Held 9 monthly meetings despite Covid restrictions and venue construction at PYC in the Porsche corral
- Held 2 monthly meetings at GMP & Sonderwerks
- Organized a car show
- Drive event to Raffaldini Vineyards
- Charitable donations to local charity

Events & Activities: Monthly meeting to be held in January at PYC.

Metrolina – Doug Strait: The Metrolina area was heavily impacted by restaurant and Covid restrictions; therefore, ended up moving venues to Waldhorn German restaurant in Pineville. The annual Christmas party was held on December 3rd and was attended by 37 registrants – various sponsors provided door prizes. Year-end Summary consisted of the following:

- Wine & Shine Charity Car event at Morgan Ridge Winery
- Drive event & Picnic to Great Falls Dam
- Charitable donations to Second Harvest Foodbank

Events & Activities: Monthly meeting to be held on January 19th at Waldhorn restaurant.

Upstate – Alex Galloway (delegate for Jeff Price): The Upstate area held monthly meetings in October & November which were well attended, and the annual Christmas party held on December 10th at River Bend Sportsman Resort in Inman, SC and was attended by 65 registrants. All proceeds from the Christmas party raffle and charity auction went to St. Vincent de Paul. The regional area stipend was evenly donated to 5 charities this year.

Events & Activities: Monthly meeting to be held in January at Quaker State & Lube.

Hickory – Michael Vittorio: The Hickory area held their Christmas party on December 14th which was attended by 34 registrants at the Hickory Country Club. Year-end Summary consisted of the following:

- Held monthly meetings despite Covid restrictions either in person or via Zoom
- Attendance was consistent
- Held 6 drive & dine events
- Held Spring & Fall tour events
- Organized a Poker Run fundraiser
- Charitable donations to Crossnore School which was matched by a benefactor

Events & Activities: Monthly meetings, monthly drive & dine, charity fundraiser Poker Run, Fall Tour are all scheduled for 2022.

Committee Reports:

Goodie Store – Kathy Boehm: Kathy confirmed an overall successful year and highlighted major events that contributed to sales like Driver's Education, Fall Tour, and Christmas special orders.

Club Race – Bill Scarbrough: Bill confirmed tentative dates for the 2022 Carolinas Region Club Race – Carolinas Challenge, to be held on October 21-23, 2022. He indicated that there is a great deal of excitement about the date among club racers and past attendees – including Bill Rutner's group & vintage series race group but would require a contractual commitment and down payment (\$14,250) to secure CMP. Weekend activities would also include a Driver's Education course to generate interest in club racing and a planned dinner. Bill will coordinate with PCA National Club Race Coordinator (Susan Shire) & Club Race Chair (Wes Dillard) to further event discussions with Daytona's date overlap. Currently, Bill has sponsor commitments of \$18,250 and is working to secure others. Jerry Widner indicated that Rod Johnson, Zone 3 Representative, would assist with Club Race Chair discussions.

Autocross – David Harrison: David confirmed that Michelin has lowered their price this year; therefore, Autocross will go back to the regular schedule unless there is a new location and sponsorship. Jerry Widner confirmed that the trailer is now located in Olin, NC.

Drivers Education – Steve Barrier: Steve confirmed that Driver's Education course showed strong interest again this year. The last three (3) DE events hosted charity laps during the lunch period and raised donations for Tunnel to Towers foundation. Attendance for the Social at VIR was showcased in Tobacco Roads with Instructor of the Year awarded to Bobby Cranford. Steve has started planning for 2022 activities along with Shane Tisdale, they are aiming for a stronger and more consistent attendance which include promoting Driver's Education & in-car instruction at all area meetings.

Chief Driving Instructor – Shane Tisdale: Shane confirmed that limitations with in-car instruction were more challenging due to Covid restrictions but is hopeful that 2022 will stabilize and yield more consistent VIR and Driver's Education events. Shane will be conducting National Instructor's school at CMP in March 2022 – there are 10 registered for the event. He also reiterated his interest in bringing back Club Race to the Region and feels confident that Bill Scarbrough will be able to promote the event.

Web Management – David Violett: David welcomed Doug Seefus to the Board and requested that all board members submit a high-resolution photo for the new website and indicate whether they want their phone number published.

Motion to Adjourn: Motion made by Doug Strait to close the meeting, seconded by Jim Hess. Meeting adjourned at 8:37 pm.

Minutes submitted by Giselle Burner, Secretary