

Carolinas Region PCA – Board of Directors Meeting – 2nd Quarter 2022
May 24, 2022 at 7:30 pm
Zoom Conference

In Attendance:

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

Area Directors: Marty Barret, Jerry Kilcrease, Jim Proper, Christian Roedlich, Doug Strait, Michael Vittorio

Standing Committee Chairs: Kathy Boehm, Barry Brown, Julie Harwath, Garth Helmer, Matthew Johnson, John Kelly, Charlie Massler, Doug Seefus, Shane Tisdale, David Violet

Meeting called to order: At 07:34 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 New Board Members, Region Financials, Membership, Social Media update, Website progress, Club Race, Autocross Budget Amendment, Spring Tour recap, and Board updates.

Administrative Items:

February 22nd Board Meeting Minutes – Giselle Burner, Secretary: Minutes from the February 22nd Meeting Minutes were approved on 03/24/2022 by the Board and published to the Carolinas PCA website.

Next Board Meeting and Location: The 3rd Quarter 2022 Board Meeting is scheduled for Tuesday, August 23, 2022. Jerry Widner will email Board Members meeting logistics and agenda prior to setting up the next meeting.

New Business:

Drone Policy: Jerry Widner announced that PCA National publish an updated Drone Policy in April 2022. He relayed that drone usage will be allowed, regions will be subjected to an application process and will require professional licensed drone operators to pilot a drone at any official PCA event.

Board members weighed in with the following commentary –

- Charlie Massler suggested that the Board publish an article in Tobacco Roads and Social Media channels advising members of the new drone policy.
- Garth Helmer indicated that he was undergoing Drone Pilot license FAA Part 107 training to secure his drone license and would serve as our internal drone consultant.
- Jerry will follow up with Board by sending a link containing the drone policy and license requirements.

New Board Members: Jerry Widner announced three new board members – Julie Harwath accepted the Tobacco Roads Editor position, Jim Proper accepted the Triangle Area Director position, and John Kelly accepted the Autocross Chair position.

Charity Stipend: Jim Hess discussed reinstating a stipend directed for local charities in the amount of \$2,000 per area that had been deferred earlier in the year pending regional financial outlook. Today, due to strong regional financial standing, Jim recommended the Region make a motion to reinstate the stipend for all areas.

Board members weighed in with the following commentary –

- Jerry Kilcrease indicated that all area directors had made clear inroads with area-specific charities and suggested that charitable donations would cast a positive image for the club; therefore, was in favor of reinstating the stipend.

Motion: Motion made by Barry Brown to adopt reinstating Charity Stipend – seconded by Doug Seefus. Motion approved unanimously. Charity Stipend of \$2,000 per Area is adopted and will be appropriately placed into the 2022 current year budget.

PCA SIM Racing: Jerry Widner announced that due to last year’s successful PCA SIM race benefitting Operation Motorsport (OpMo), a North Carolina-based charity benefitting disabled veterans, Carolinas Region had been selected again to host two PCA SIM races this year.

- 1 hr SIM Race Broadcast – May 25, 2022 – Link address: <https://youtu.be/RXO7NJJVpsw>
- 24 hr Le Mans SIM Race (6 hr condensed) – August 14, 2022 – Link TBD

Board members weighed in with the following commentary –

- Kathy Boehm validated benefits to veterans provided by OpMo and was in full support of the organization.
- Jim Proper inquired about how donations were raised and what percentage went to veterans; Jim Hess indicated the 90% went to veterans and 10% went to administration.
- Jerry Widner agreed to send out more details and links to the upcoming race in August and instructions to make donations.

Financials: Sadie Kilcrease reviewed the P&L and indicated that the overall financial outlook was in good standing, which included a surplus rebate from PCA National. Accounts receivables are current and cover advertising income; track deposits cover DE events scheduled for September and November 2022. The P&L showed successful charity raffles, Autocross income posted with one pending charge for awards outstanding and purchase of computer and software for Tobacco Roads Editor.

Membership: Barry Brown confirmed the region currently has 3,557 total members (2,295 - primary, 1 - lifetime, and 1,261 - co-members). He discussed ongoing initiatives to increase membership by contacting expiring members, distributing business cards, and coordinating with Area Directors to increase the number of membership applications to dealerships. He is working on a “New Member” welcome event to be coordinated with east/west Area Directors every 6-12 months.

Board members weighed in with the following commentary –

- Jim Proper inquired about Lifetime member requirements and nomination procedures; Barry Brown stated he would follow up with PCA National for more information.

Social Media Update: Jerry Widner indicated that significant progress had been made with Social Media, but recognized that onboarding members to social media channels would be challenging therefore announced that a “how to download and use” guide would be published in Tobacco Roads next month.

Matthew Johnson discussed analytics and metrics driven from social media channels and showcased updates to the Carolinas Region Instagram & Facebook pages. Currently, the Region has over 1,000 followers on Instagram, videos/reels are considered most engaging that helps promote the Carolinas region and broaden exposure. In addition to the Region’s Facebook page which is now fully controlled by Carolina Region Social Media Chairs, the Region also facilitates a Facebook group page where Porsche enthusiasts can post stories and comment. He also discussed benchmark analytic tracking in Hootsuite that was established on February 1, 2022, and has since yielded over 10% increased engagement instances in varying age groups and geographical locations.

Garth Helmer discussed varying ways to generate or promote content across social media platforms which includes posting:

- Tech sessions at local dealerships and car shops to promote sponsorship & advertisements
- Board member and Area Director interviews with “story highlights”

- Posting member photos video

Website Update: David Violett provided an update on website development. He discussed a new partnership with Jacky Shi, Carolina Region PCA member, who volunteered to help design the user experience for the new website. David, Jacky and the website committee have set up regular meetings to work through design & functionality sessions.

Club Race Update: Jerry Widner announced that interest in club race remains high. Bill Scarbrough has been negotiating to onboard a new \$5,000 sponsor, Autometrics Motorsports, and is waiting for HBi and McDaniel's Porsche to confirm participation. He is actively looking to onboard a volunteer coordinator to help direct activities for race weekend and engaged with catering and live entertainment. Also, Bill has been working with the Social Media team to create a new Club Race advertisement campaign for all channels.

Autocross Update and Budget Amendment: Jerry Widner welcomed John Kelly as new Autocross Chair and discussed the need to reset the Carolinas Region Autocross professional appearance to attract more participants that include women and young adults. He indicated that the Autocross program needed to update equipment - i.e., Chairs, tents, signage, timing software, trophy awards. John presented a budget amendment of \$14,920 to account for upgrades necessary help promote the program and increase attendance – original 2022 Autocross budget was approved for \$10,522.

His proposal accounted for the Greensboro event which normally attracts 30-35 regular participants and Michelin Laurens, a very popular event, that attract 50-70 consistent participants. He suggested combining these events with other car clubs from around the region and leveraging social media channels would help promote the program and further increase participation. John recommended the Region make a motion to pass the proposed Autocross budget amendment.

Board members weighed in with the following commentary –

- Doug Seefus discussed a proposal to increase attendance fee to supplement the budget; John indicated that other Autocross events charge less, therefore would impact participants if the Region elected to increase fees.
- Jerry Kilcrease discussed running inventory of all purchased equipment before purchasing new equipment; John agreed to create and record an inventory list of all equipment.
- Jim Hess indicated that a list had been created in 2021; He agreed to forward any information to assist John in reconciliation
- Michael Vittorio asked if anything had been left out of the budget that should have been included; John indicated that everything had been accounted for in the revised budget.

Motion: Motion made by Michael Vittorio, seconded by Jim Hess, to approve and adopt the new Autocross 2022 Amended Budget as presented. Motion approved unanimously.

Spring Tour Recap: Jim Hess provided a recap on Spring Tour indicating that it had been a successful event. There was a total of 67 attendees and 36 cars; participants enjoyed two drives, entertainment and concours d'elegance. Additional sponsorship was provided by Porsche Hickory for \$2,500, PCA National contributed \$500, Hagerty Insurance sponsored a reception and Harris Casino sponsored two meals.

Given the additional sponsorship, there was \$1,200 leftover from the proposed budget. Jim suggested the Region donate the funds to Harrah's Casino as a charitable contribution to build rapport and create a strong partnership for future events. Spring Tour has proposed dates set for 2023 (May 4-6, 2023) and is looking to further improve the experience for members.

Area Updates:

Triad – Jerry Kilcrease: Jerry confirmed the area has been active and meetings held monthly have been well attended – 48 members and new members. Scheduled events include Laps & Lunch at VIR, Roads & Rails charity event, Drive & Dine to Chateau Morrisette partnered with Shenandoah Region, and Porsche Corral at the American Children’s Home – all events are listed in Club Registration.

Hickory – Michael Vittorio: Michael confirmed the area will continue to meet monthly for a Drive & Dine experience – the schedule is outlined in Tobacco Roads.

Metrolina – Doug Strait: Doug confirmed the area meetings will be on hold until a new location can be secured citing difficulty in getting restaurants to accommodate large parties and requesting advanced headcount to accommodate staff. He discussed the success of RK Motors event that showcased the car collection – an article will be featured in Tobacco Roads detailing the event.

Lake Norman – Christian Roedlich: Christian confirmed that area meetings are now held at Skybrook Country Club and are well attended. He verified the success of RK Motors event that showcased the car collection and indicated he is planning to hold another drive this summer – date to be determined.

Triangle -Jim Proper: Jim confirmed that area meetings have been well attended. Scheduled events include drives, tech session hosted at an independent shop, drive and dine to Chateau Morrisette, and partnering with Hurricane Region for drives.

Committee Reports:

Social Media – Matthew Johnson: Matthew asked that all area directors submit a few high-quality photos and a few bullets describing the event.

Events – Charlie Massler: Charlie confirmed that Roads & Rails is full but there is a waiting list. He is working to identify PCA members who need to update their Club Registration profiles with membership details, etc. Once identified, he will contact them with instructions to update profile information. He has agreed to assist John Kelly with management of Autocross registrations, if needed.

Goodie Store – Kathy Boehm: Kathy confirmed that Spring Tour sales was successful; she is placing orders and getting ready for upcoming events.

Editor Tobacco Roads – Julie Harwath: Jerry asked that Area Directors prioritize photos and captions submitted to Tobacco Roads Editor to ensure more precise editing can be performed.

Advertising – Doug Seefus: Doug indicated that GMP and HBi ads are up for renewal, therefore had scheduled meetings to discuss advertising options. Doug expressed concern that most companies interested in advertising had requested to see the Region’s social media metrics & exposure before committing to any advertising sponsorship, which has been the biggest challenge. Therefore, he plans to partner with Social Media coordinators to leverage social media channels and new website to increase advertising exposure to help generate new sponsorship opportunities – currently targeting Sonderwerks. Lastly, Doug is working with Tobacco Roads Editor to craft a message with instructions to help members update Classifieds.

Board members weighed in with the following commentary –

- Jerry Kilcrease was concerned that no new advertisement had been generated to help supplement Tobacco Roads publishing costs.
- Barry Brown acknowledged that print media was nearly obsolete, therefore members needed to be encouraged to move towards online publications.
- Jim Proper suggested that there be member testimonials added to Tobacco Roads which could generate additional company exposure and produce new advertising opportunities.

Chief Driving Instructor – Shane Tisdale: Shane is writing an article for Tobacco Roads to be published in a forthcoming edition. He indicated that the Nominating Committee has concluded the 2023 Nomination Slate naming Jerry Widner, President; Jim Hess, Vice President; Sadie Kilcrease, Treasurer; Giselle Burner, Secretary will be proposed for reelection.

Motion to Adjourn: Motion made by Doug Strait to close the meeting, seconded by Jim Hess. Meeting adjourned at 9:52 pm.

Minutes submitted by Giselle Burner, Secretary