

Carolinas Region PCA – Board of Directors Meeting – 4th Quarter 2022
December 10, 2022 at 10:30 am
In-Person | Zoom Conference

In Attendance:

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

Board Members: Marty Barrett, Steve Barrier, Kathy Boehm, Barry Brown, Julie Harwath, Garth Helmer, Matthew Johnson, John Kelly, Jerry Kilcrease, Charlie Massler, Dale Moses, Jeff Price, Christian Roedlich, Bill Scarbrough, Doug Seefus, Doug Strait, Shane Tisdale, David Violet, Michael Vittorio

Meeting called to order: At 10:32 am, 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 Administrative items, New Board Members in 2023, Region Financials, Membership, Social Media update, Website progress, Club Race Recap, Fall Tour Recap, and Area Director updates.

Administrative Items:

3rd Quarter 2022 Board Meeting Minutes – Giselle Burner, Secretary: Minutes from the August 23rd Meeting were approved on 09/30/2022 by the Board and published to the Carolinas PCA website.

Next Board Meeting and Location: The 2023 Budget Planning Board Meeting is scheduled for Saturday, January 14, 2023, to be conducted in person. Jerry Widner will email Board Members meeting logistics and agenda prior to setting up the next meeting.

Past President: Brian Powell has confirmed he will join all future board meetings to fill the role of Past President starting in 2023.

New Website: Jerry Widner confirmed he received positive feedback of the new website and mobile interface from various members.

Representative Zone 3: Rick Daniel will take over as Zone 3 Representative from Rod Johnson who is scheduled to retire at the end of 2023.

Driving Chair: Jerry Widner announced the possible creation of a new position on the board – Driving Chair. The new Chair would be responsible for coordinating drives for the region. Jerry asked that the Board write down their thoughts and suggestions to be discussed during the next meeting (Jan 2023).

Board members weighed in with the following commentary –

- David Violet suggested adding a Co-Chair to accommodate the Region
- Doug Strait proposed sending out a survey to better understand regional demand
- Michael Vittorio was not in favor of the idea citing added bureaucracy and potential conflict with role of the Area Director
- Barry Brown noted that 12 Carolinas Region members moved to Wilderness Trail Region because they were offering more frequent, longer drives with no destinations. He also agreed that a survey would be necessary to understand demand for 'social' vs. 'spirited' drives
- Jerry Kilcrease noted he was not in favor; additionally, the Carolinas Region had 'Turtle and Hare' drives which were PCA-sanctioned
- Marty Barrett stated he was in favor and noted that he had coordinated drives to Kentucky in the past which was well received

Committee Reports:

Financials: Sadie Kilcrease reviewed the Balance Sheet and P&L and indicated that the overall financial outlook was in good standing. Accounts receivables are current and cover advertising and sponsorship income. The P&L showed successful charity raffles and deposits. Per Sadie, 2023 budgets are due January 5, 2023.

Membership: Barry Brown confirmed the region currently has 3,666 total members (2,354 - primary, 1,311 - co-members, and 1 - lifetime). 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. Jerry Widner confirmed there are 16 regions within Zone 3 – Carolinas Region finished in 12th position, the equivalent of 4% growth, in comparison to 7.1% PCA national average. Jerry noted that his main concern is with membership retention – increasing activities and participation versus membership growth. Lastly, Barry noted that Area Directors should conduct a bi-yearly New Member Appreciation event to help retention and take advantage of the PCA subsidy to help offset costs for these types of events.

Board members weighed in with the following commentary –

- Michael Vittorio asked if the region has membership goals; Barry confirmed there are not established membership goals at this time, but would advise establishing future goals to maintain current membership numbers
- Jerry Widner suggested Area Directors set up a new member 'mentorship' program to help new members acclimate
- Doug Seefus asked how the region cares for removing a non-member from Tobacco Roads publication; Jerry confirmed there are controls in place to remove non-members
- Doug Strait inquired if there had been any studies performed to understand why people own Porsches; The Region could take learnings from the study to help drive future events

2022 Regional Awards: Jim Hess noted he received several 2022 Regional Award submissions which includes Family of the Year, Enthusiast of the Year and Region of the Year. He noted that all submissions needed to be collected by 12/17/2022 to qualify for submission.

Social Media: Matthew Johnson discussed analytics and metrics driven from social media channels and showcased updates to the Carolinas Region Instagram & Facebook pages. Since March, the Social Media team has seen a 34% growth to Facebook and Instagram resulting in 327 new followers since March. Currently, the team is focused on Instagram's announcement posts, videos/reels considered to be most engaging by followers which helps promote and broaden regional exposure. Matthew asked that Area Directors coordinate with Social Media team to submit videos and future event information to help further promote regional events. Lastly, future plans include spotlighting stories of Carolina Region members and their cars to increase followers and recruit sponsors as a new form of advertising.

Board members weighed in with the following commentary –

- Doug Seefus asked if the Board would be open to tagging advertisers for a small fee that would be built into the advertising contract. Jerry Widner was open to the idea but needed to reference RPM for additional details to be discussed during next meeting (Jan 2023).

Website: David Violett provided an update on website development, discussed the new design, highlighted features and functionality and credited Jacky Shi (Carolinas Region member) for donating time to designing the site. David will push the new website into a permanent landing zone currently set for January 1, 2023. After the website is launched, he will conduct lessons for all board members on how to upload documentation to the website. Jerry Widner noted that even though the Region had budgeted \$15K for this effort, no costs were incurred as Jacky donated time to complete this effort.

Board members weighed in with the following commentary –

- Dale Moses suggested adding a story to Tobacco Roads highlighting the website 'build' process and crediting Jacky Shi on the user experience.
- Charlie Massler recommended updating the regional map to include Lake Norman area based on zip codes

Club Race: Bill Scarbrough confirmed the success of this year's club race event, which achieved Carolinas Region objectives and received accolades from PCA National. Three teams including Autometrics, Eurosports, South Shore Performance participated – 49 confirmed racers, 15% were from the Carolinas Region, and no major accidents were reported. Social media advertising was key for this event and will be leveraged more for the 2023 Club Race event. In addition, the charity drive raised \$840.

Bill confirmed dates for the 2023 event – October 20-23, 2023, which will be held at CMP. The event will include 944 Cup series, spec Boxsters and Caymans, DE courses will be offered, vintage groups, and GTD participant club sport group. Changes to the Enduro race will include shortening the length from 90 mins to 60 mins to avoid refueling. Current sponsors have committed \$16K for 2023 – Bill is targeting \$25K.

Motion: Motion was made by David Violett, seconded by Jeff Price, to pay deposits for 2 DE events at CMP (\$9,500) each; \$15,702 each for June/November VIR and Club Race (\$14,250). Motion approved unanimously.

Fall Tour: Michael Vittorio confirmed the success of the Fall Tour, increased participation from last year was in part due to popularity, changes to the menu and agenda which included a Halloween theme. Although the rate per couple was listed at \$189, actual costs increased by \$57 which was supplemented by Porsche Hickory totaling \$4,600. Michael confirmed dates for the 2023 event – October 27-29, 2023, which will be held at The Ridges.

Board members weighed in with the following commentary –

- Jerry Widner suggested increasing the number of participants, but Michael said the venue would have to change to accommodate more participants.
- Jeff Price suggested starting registration earlier in the year to help fill up the venue, thus increasing the number of participants

Spring Tour: Jim Hess confirmed planning is underway for 2023 Spring Tour to be held intraweek to accommodate rates and participation. Jim confirmed dates for the 2023 event – May 3-5, 2023, which will be held at Harrah's Cherokee Casino. The multi-region PCA event will include a concours (limited to 40 cars), dinner and entertainment. Event participation can accommodate 100+ people with access to garage parking.

Board members weighed in with the following commentary –

- Jerry Widner suggested increasing the number of participants; Jim said the venue would easily accommodate additional vehicles
- Christian Roedlich was in favor of an intraweek tour citing more comfortable and less crowded venue
- Jim Hess confirmed Spring Tour would not conflict with Luftwasser event scheduled for April 29, 2023

June VIR & Region Summer Party: Jerry Widner confirmed planning for DE event at VIR is underway. Planned event would include Autocross, DE, and RC track racing. Jerry confirmed dates for the 2023 event – June 9-11, 2023, which will be held at VIR. He also introduced the idea of adding Carolinas Region Summer Party theme to attract additional participation and exposure for future Autocross and DE events. In addition, Jerry proposed that all Area Directors schedule a planned drive to the event to increase visibility and participation.

Board members weighed in with the following commentary –

- Jeff Price suggested extending the festivities to add charity laps and creating a planned Drive & Dine event
- Shane Tisdale agreed with the idea and encouraged extending this to other regions for added participation
- Michael Vittorio agreed with the idea and suggested coordinating a Drive & Dine event to include all areas
- Garth Helmer was in favor of the idea

Editor Tobacco Roads: Julie Harwath asked that all photos submitted to Tobacco Roads align to 'portrait mode'. In addition, Jerry has requested members to submit photos of their favorite drive/road in anticipation of a new article he is working on.

Drivers Education: Dale Moses discussed 4 planned DE events in 2023. He confirmed the use of the grand course at VIR – June 9-11, 2023.

Events: Charlie Massler confirmed the Region will continue using Club Registration for all event planning and registration.

Autocross: John Kelly discussed adding another Autocross event in March to accommodate growing interest in the program. He is still working to secure the Michelin course in South Carolina and Greensboro lots and other alternative locations for events that are more cost effective. Additionally, John will be sending out an email about the skid pad size increase to 300 ft. at the VIR event in June and is in discussions with other regions to combine events.

Goodie Store: Kathy Boehm requested assistance promoting ads on social media platforms to assist with orders for upcoming events.

Advertising: Doug Seefus confirmed that all 2022 advertisers renewed their ads. He confirmed that Black Forest Racing (BFR) purchased 2023 ad space totaling \$2,100.

Area Updates:

Triad – Jerry Kilcrease: Jerry confirmed area charitable donations benefiting Racing for Heroes, YMCA Camp Hanes, American Children's Home, and Greensboro Urban Food Ministry raised \$19,652.

Metrolina – Doug Strait: Doug confirmed area charitable donations benefiting Second Harvest Food Bank raised \$1,800.

Lake Norman – Christian Roedlich: Christian confirmed area charitable donations benefiting local charities raised \$1,090.

Upstate – Jeff Price: Jeff confirmed area charitable donation benefiting local charities raised \$11,840.

Hickory – Michael Vittorio: Michael confirmed charitable donations benefiting local charities raised \$16K with the assistance of a matching donation.

Triangle – Jim Proper: In Jim's absence, Sadie confirmed charitable donations benefiting local charities raised \$2K.

Public Service Award: Barry Brown confirmed that the Carolinas Region placed 3rd the Zone 3.

Motion to Adjourn: Motion made by Doug Strait to close the meeting, seconded by Jim Hess. Meeting adjourned at 1:55 pm.

Minutes submitted by Giselle Burner, Secretary