

Carolinas Region PCA – Board of Directors Meeting – 2023 Planning Meeting
January 14, 2023 at 10:30 am
In-Person/Zoom Conference | Charlotte, NC

In Attendance:

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

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

Other Attendees: Herb Boehm

Meeting called to order: At 10:42 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 2023 Budget Review/Approval, Autocross, Club Race, Spring/Fall Tour Updates, Tobacco Roads, Area Stipends, Summer Party at VIR, and Drivers Education.

Administrative Items:

4Q22 Board Meeting Minutes – Giselle Burner, Secretary: Minutes from the 4Q22 Meeting Minutes are still pending approval, once approved will be published to the Carolinas PCA website.

Next Board Meeting and Location: The 2nd Quarter Board Meeting is scheduled for May 20, 2022, in person. Jerry Widner will email Board Members meeting logistics and agenda prior to the next meeting.

Area Director Stipend Increase: Jerry Widner indicated that Area Director stipend increase proposal would be discussed with all Area Directors and Board.

Committee Reports:

2022 Financials – Sadie Kilcrease, Treasurer: Explanation of Balance Sheet, review of 2022 P&L and Balance Sheet. Charity funds on the P & L raised questions regarding Sim Racing Funds. Jerry Widner stated the Region could claim all the donations since Carolinas Region was the host, but he asked Doug Seefus to obtain and advise board of total charity funds raised in 2022 by PCA for Sim Racing and how much of this was from the Carolinas Region.

2023 Planning & Budget Review: Review of the 2023 proposed budgets were covered by the Chair of each Division (Class).

Review of Autocross Budget: John Kelly based his budget on several planned events in 2023, which also included a recommended fire extinguisher inspection and a proposed rate increased for participation. John validated that the program's participation had been declining over the last 5 years and expected participation to be low again this year. He is considering increasing rates to \$60 for PCA Members and \$75 for Non-PCA Members and plans to contact new members to get additional participation.

Board members weighted in with the following commentary –

- Jerry Kilcrease suggested increasing seat time for participants to draw more participation and suggested that Non-PCA Members should pay higher registration fee than PCA Members and was in favor of continuing the program for 1 more year.

- Michael Vittorio suggested canceling events due to low, declining participation, but rather provide events that serve the general interest of the membership but was in favor of continuing the program for 1 more year.
- Christian Roedlich was in favor of continuing the events but suggested extending Autocross to the greater Charlotte area to increase participation.
- Jim Hess was in favor of continuing the program for 1 more year.
- Dale Moses was in favor of increasing rates to cover expenditures.
- Doug Seefus suggested contacting other regions to discuss their Autocross programs and apply best practices.
- Matthew Johnson suggested that Covid-19 had a big impact on participation but was in favor of keeping the program. He recommended increasing social media advertising to generate more interest and emailing all 2022 participants a survey for feedback.
- Sadie Kilcrease suggested reducing number of classes which would reduce number trophies and in turn decrease potential loss. She agreed non-PCA members should pay higher fee than PCA Members. Sadie suggested John Kelly determine why 60 participants attended only 1 event and 22 participated in only 2 events. She advised the program is supported by 15 people as this is the number that participated in 3 or more events.
- Jerry Widner recognized the program was losing participation but reiterated that the Region needed to increase advertisement to generate more interest; he proposed the Region continue the program for 1 more year.

Motion: Motion made by Jim Hess to continue the program for 1 more year and approve funds, seconded by Christian Roedlich. Unanimous motion passed by the Board to approve Autocross budget.

Review of Club Race Budget: Bill Scarbrough based his budget on 65 car registration, 35 Enduro, and 20 DE participants. He recommended increasing social media advertising and limiting the Enduro run time to 60 minutes. Bill discussed the club race planning that is underway and sponsor commitments (currently at \$20K), which could grow based on advertisers.

Motion: Motion made by Christian Roedlich to approve funds, seconded by Jim Hess. Unanimous motion passed by the Board to approve Club Race budget.

Review of Drivers Education Budget: Steve Barrier based his budget on 4 scheduled DE courses – 2-CMP and 2-VIR. He adjusted the 2023 budget for track rate increase but maintained all other expenses comparable to 2022 budget. Steve recommended the Region seek additional sponsorship to cover expenditures.

Board members weighted in with the following commentary –

- Michael Vittorio discussed that Porsche Hickory did not see the value of their sponsorship.
- Jeff Price recommended an increase in region-wide advertisement to promote events and encourage additional participation.
- Jim Proper inquired about how the percentage of members participating in track events compared with percentage of budget.
- Sadie Kilcrease advised that track rentals was 76% of total expenses for 2023 budget.
- Brian Powell was skeptical about the new June VIR date indicating that the event could be poised to lose \$25K but rather encouraged the Board to heavily promote the event to ensure its success.

Motion: Motion made by Barry Brown to approve funds, seconded by Jim Hess. Unanimous motion passed by the Board to approve Drivers Education budget.

Review of Fall Tour Budget: Michael Vittorio based his budget on 55 cars and up to 108 participants. The Ridges has committed to 55 rooms but may be able to increase based on registration up to 60 rooms. Pricing for meals is

forthcoming, but Michael estimated a 10% increase which is more in line with actual costs - \$25/pp more than 2022. Michael requested \$1K subsidy to supplement any unforeseen costs and recommended consideration be given to a registration fee increase for non-PCA members to be consistent with track events proposal.

Motion: Motion made by Christian Roedlich to approve funds, seconded by Jeff Price. Unanimous motion passed by the Board to approve Fall Tour budget.

Review of Goodie Store Budget: Kathy Boehm based her budget on increased sales provided that all expenses remain comparable to 2022 budget.

Motion: Motion made by Jim Hess to approve funds, seconded by Sadie Kilcrease. Unanimous motion passed by the Board to approve Goodie Store budget.

Review of Spring Tour Budget: Jim Hess based his budget on 45 cars and will take place on May 3-5. The budget included a \$2,500 stipend to supplement any unforeseen costs; Jim is working to secure additional sponsors to off-set expenses.

Board members weighted in with the following commentary –

- Jeff Price recommended increasing the price per person to cover the expense vs. requesting a stipend.
- Michael Vittorio agreed that it is better to build in a stipend now even if it was not utilized but recommended Jim work to secure sponsors to off-set costs to avoid using stipend.

Motion: Motion made by Jerry Kilcrease to approve funds, seconded by Kathy Boehm. Unanimous motion passed by the Board to approve Spring Tour budget.

Review of Tobacco Roads Budget: Doug Seefus based the Advertisement section of the budget on 5 advertisers – including Black Forest Racing who signed up for a 1-year full page ad. He suggested the possibility of securing additional advertisers based on increased viewership through social media and new website.

Sadie Kilcrease based the Expense section on conversations with Editor related to estimated pages per issue and printing of Tobacco Roads (TR). Additional discussion centered on offsetting the cost of printing and mailing TR, which is currently in deficit and loses money yearly. Prices for printing/mailing are expected to decrease because of lower prices on paper and equipment changes made by the printer, however, postage is expected to increase. Also, Jim Hess is also looking into possibly lowering shipping rates for Non-Profit organizations. To offset costs, Jerry Widner recommended the following planning ideas: securing additional advertisers, initiating a paid subscription service of \$20/year, resetting all members to “no print” and mandate membership logins to “Opt in for printed version”, or phase out TR throughout the year in lieu of a digital presence.

The initial vote to approve a 12-month budget was rejected. The Board recommended to fund printing of TR for 6 months, run an article asking members to “opt out” of TR, and establish a committee to develop a proposed “Go-forward” strategy for TR that includes a framework to support ‘online’ advertising due on 3/1/23. Jerry Widner will schedule a special meeting with the Board to review the recommendation and take a final vote to be conducted via Zoom meeting mid-March. The committee would include David Violett, Jeff Price, Michael Vittorio, Doug Seefus, Barry Brown, Sadie Kilcrease, and Matthew Johnson (Chair).

Board members weighted in with the following commentary –

- Jeff Price recommended Area Directors assist with advertisement leads and asked Doug to produce a one-page sales slide that includes value proposition, pricing, and a detailed explanation of “what is” TR to assist with advertising discussions. Jeff suggested reaching out to non-traditional advertisers – i.e., sports car clubs, high-end jewelry stores, etc. He supported the Board only fund printing of TR for 6 months and provide members the option to “opt in” for a printed copy of TR.
- Brian Powell suggested that the Board only fund printing of TR for 6 months and then phase out in lieu of a digital presence.

- Michael Vittorio supported the Board only fund printing of TR for 6 months and then phase out in lieu of a digital presence; Also suggested the Board run an article asking members to “opt in” for printed magazine.
- David Violettt recommended establishing a strategic framework to support ‘online’ advertising and suggested developing a strategy to automatically “opt out” all members and mandate logins to “opt in for printed version”.

Motion: Motion made by Barry Brown to approve a 6-month Tobacco Roads budget, run an article asking members to “Opt out” and establish a committee to develop a proposed “Go-forward” strategy for TR which includes a special Board meeting mid-March via Zoom, seconded by David Violettt. Unanimous motion passed by the Board to approve Tobacco Roads budget for 6 months.

Board Class:

Review Area Director Stipend Increase: The Executive Council recommended maintaining the Area Director stipend at \$2,500 and not fund the Charity Stipend contribution at this time.

Board members weighted in with the following commentary –

- Jeff Price supported the decision to hold off on any additional charitable contribution until the Board has clarity of the 2023 financial position.

Motion: Motion made by Barry Brown to approve proposed budget, seconded by Jim Hess. Unanimous motion passed by the Board to approve Board budget as submitted.

Review Summer Party at VIR in July: Jerry Widner discussed developing plans for the Summer Party at VIR. Preparation discussions are underway with VIR and Jerry is recruiting volunteers to assist with activities. Jerry recommended Charlie Massler chair the event.

Board members weighted in with the following commentary –

- Michael Vittorio recommended securing lodging accommodations soon due to limited capacity.
- Jeff Price reminded the group that the dates conflict with Porsche Parade in Palm Springs.
- Sadie Kilcrease advised that a budget is needed for the event.
- Jerry Widner planned to submit a budget when plans were in place.
- Jerry Widner mentioned these were developing topics and would be covered during next Board meeting.

Topics for next meeting:

- ❖ Summer Party at VIR
- ❖ Area Directors updates
- ❖ New Website Overview
- ❖ Proposal to reduce charitable area donation from \$2,000 to \$1,000
- ❖ Review Area Director Stipend Increase

Motion to Adjourn: Motion made by Barry Brown to close the meeting, seconded by Jim Hess. Meeting adjourned at 2:14 pm.

Minutes submitted by Giselle Burner, Secretary