

Carolinas Region PCA – Board of Directors Meeting – 2nd Quarter 2023
June 24, 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, Julie Harwath, John Kelly, Jerry Kilcrease, Matthew Johnson, Charlie Massler, Dale Moses, Bill Scarbrough, Doug Seefus, Doug Strait, David Violett, Alan Teague

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 Board Announcements, Region Financials, Spring Tour, June VIR, Club Race, Fall Tour Updates, Area Director and Committee Chair updates.

Administrative Items:

1Q23 Board Meeting Minutes – Giselle Burner, Secretary: Minutes from the 1Q22 Meeting Minutes, approved on March 28, 2023, and Tobacco Roads special meeting minutes, approved on June 12, 2023, have been published on the Carolinas PCA website.

Board Announcements:

- Giselle Burner, Secretary and Executive Council Board member, will be stepping down on July 1, 2023; the Executive Council to begin actively searching for her replacement
- Jerry Kilcrease, Triad Area Director, will be stepping down at the end of 2023; Alan Teague announced as the new Triad Area Co-Director
- Jerry Widner announced that Jerry and Sadie Kilcrease had won 2023 PCA National Family of the Year
- Jerry Widner will publish a 'State of the Region' every 6 months

Next Board Meeting and Location: The 3rd Quarter Board Meeting will be scheduled for Saturday, September 23, 2023. Jerry Widner will email Board Members meeting logistics and agenda prior to the next meeting.

Committee Reports:

2022 Financials – Sadie Kilcrease, Treasurer: Explanation of Balance Sheet, review of 2023 P&L and Balance Sheet. Sadie noted that a reduction of Goodie Store inventory is necessary and final June 2023 Tobacco Roads printing and mailing expenses have been paid.

Spring Tour Recap: Jim Hess covered event highlights that was attended by 90 members and 46 cars. The event included three scheduled drives, concours, dinner and live entertainment. Jim thanked co-leads, event sponsors and indicated that he was looking for a new Spring Tour director for 2024. He asked Area Directors to assist with the search.

Board members weighted in with the following commentary –

- Doug Strait asked that Jim publish Spring Tour Director requirement commitments
- Jerry Kilcrease asked there were any contractual obligations for the Harrah's location, Jim confirmed there are no contractual commitments, therefore the location is open to be changed

June VIR Recap – Steve Barrier, Driver Education Chair: Steve Barrier covered event highlights, confirmed this was a net new date picked up by the Carolinas Region from Zone 2. He indicated that the Grand Course was used during this event, which drew additional participants – a total of 180 participants were recorded in attendance. Charitable funds were raised \$840 for Tunnel to Towers Foundation and \$900 Track Heroes. Steve does not recommend subscribing for this date in 2024 due to increased cost and low turnout resulting from competing events.

Board members weighted in with the following commentary –

- Dale Moses noted that competing events (i.e. graduations, Porsche Parade) contributed to lower attendance
- Brian Powell agreed with Steve Barrier not to host this event again in June
- Jerry Kilcrease noted that costs to attend DE events had increased over the past few years
- Jerry Widner indicated track time cost increase was a main contributor – increase ranging from 64-83%
- Doug Strait suggested to add a note when advertising on Club Registration, participants call in advance to confirm participation costs and cancellation dates and fees

Club Race Brief - Bill Scarbrough, Club Race Chair: Bill Scarbrough covered event highlights and ongoing discussions to onboard new sponsors, promotion/advertising, and event logistics. Bill has prepared an ad for Club Racing News that will be published in an upcoming edition of Panorama magazine. He stated that the Enduro Race will be shortened to 60-65 mins so racers can avoid refueling.

Fall Tour 2023 Brief – Jim Hess, Vice President: Jim Hess provided a recap of Fall Tour which will be held at The Ridges on October 27-29, 2023, which will be Halloween themed. There will be 55 rooms available, and Club Registration opens on July 15 – closes on August 30. Porsche of Hickory will sponsor the kick-off event and provide breakfast.

Fall Tour 2024 Proposal – Jim Hess, Vice President: Jim Hess presented a proposal suggested by Jim Proper to change venues for Fall Tour 2024. The proposed Fall Tour would be held in Glade Springs, West Virginia for Bridge Day to be scheduled on October 17-20, 2024 - event activities would include group drives and Bridge Day celebrations.

Board members weighted in with the following commentary –

- Charlie Massler voiced concerns about the dates and event costs; suggested setting up a meeting with Michael Vittorio to discuss dates and submit an event proposal to the Board for consideration
- Jerry Widner voiced concern about event logistics and potential conflict with Fall Tour; He recommended naming this proposal Triangle Area Fall event that requires further planning and proposal to the Board

Area Director Updates:

Triad Area – Jerry Kilcrease: Jerry provided a recap of recent meetings and attendance. Recent events included Tech Session, Chip Barn, Laps & Lunch at VIR, and Chateau Morrisette Racing for Heroes event that raise \$1,400 for charity. Upcoming events include a workday at American Childrens Home in July, Laps & Lunch at VIR in July, and Porsche Corral at American Children's Home in August.

Metrolina Area – Doug Strait: Doug provided a recap of recent meetings and attendance. Recent events included monthly meetings at John's Restaurant and Drive & Shine at Beaver's Den charity event the benefitted Second Harvest Food bank. Upcoming events include a monthly meeting at Euro Prestige for a Tech Session and a drive tour to Raffaldini winery scheduled for July/August -dates to be announced.

Sandhills Area – Marty Barrett: Marty provided a recap of recent meetings and attendance. Recent events included dinner meetings, drive to Pawley's Island and Porsche Experience Center in Atlanta to try the new West Track. Upcoming events include drive & lunch at Holden Beach in August, Waterfalls drive to Greenville, SC in October, Track days at VIR in October, and Drive & lunch at CMP for Club Race in October.

Committee Chair Updates:

Social Media Chair – Matthew Johnson: Matthew discussed the cancellation of HootSuite due to increased cost for annual subscription. In addition, he encouraged all Area Directors to submit event pictures, advertising or notifications of area events that help promote the Region.

Chief Driving Instructor – Shane Tisdale: Shane announced that National is rewriting the instructor training program to be disseminated targeted for March 2024.

Web Management Chair – David Violett: David provided an update on Area Director calendar training. He has been researching zip code to area mapping graphic options and plans to update the county regional map. Additionally, he stated that the Shutterfly subscription had been renewed to house photos, but he was still looking for a digital solution to solve for photo warehousing.

Tobacco Roads – Julie Harwath: Julie communicated that only a limited number of pictures would be published for each event due to size but encouraged the Board to prioritize and caption all photos when submitting to assist in the editorial process and activity alignment.

Board members weighted in with the following commentary –

- Jerry Widner suggested Tobacco Roads front cover remain fluid with a rotation of Porsche models – not just limited to the 911
- Brian Powell suggested adding an article of all the Carolina Region participants that attended Porsche Parade this year

Advertising – Doug Seefus: Doug confirmed there are currently 6 advertisers in Tobacco Roads. He sent an advertising proposal and payment structure plan to the Board and discussed forming a Advertising Committee to propose new ideas which would be presented to the Board.

Board members weighted in with the following commentary –

- Jerry Widner confirmed an Advertisement Committee would be formed consisting of the following Board members: Doug Seefus, Michael Vittorio, David Violett, Jim Hess, and Sadie Kilcrease - Recommendations would be shared with the Board during the next meeting
- Steve Barrier noted that advertising through paper or digital channels is still considered buying access; therefore, the value of the access embedded within publications members are reading still has its own value
- David Violett will research metrics for the number of hits received within Tobacco Roads and provide that to the Board

Autocross – John Kelly: John provided a recap of recent events and attendance. Events included Autocross in May and June at Michelin but the events were cancelled due to low attendance. Upcoming events include sessions in August and October – noting summer months would be avoided to help increase participation. John noted he would be collaborating with other car clubs (i.e., Carolina Sports Club, BMW) to extend locations which could help drive participation. This season introduced a price increase for PCA members and non-PCA members, but John noted that attendance has remained flat. He discussed ideas for 2024 such as only handing out trophies at the end of the season to cut costs, track points and winners in Tobacco Roads, expand to other parking lots such as Harrah's Casino, and seek feedback/new ideas from autocross participants.

Board members weighted in with the following commentary –

- Allan Teague suggested contacting local community colleges for additional parking lot options
- Jim Hess suggested contacting Harrah's Casino to see if Autocross could be combined with Spring Tour

Motion to Adjourn: Motion made by Jim Hess to close the meeting, seconded by Sadie Kilcrease. Meeting adjourned at 1:14 pm.

Minutes submitted by Giselle Burner, Secretary