

Carolinas Region PCA – Board of Directors Meeting – 3rd Quarter 2023
October 26, 2023 at 7:00pm
Zoom Conference

In Attendance:

Executive Council: Jerry Widner, Jim Hess, Alex Galloway, Sadie Kilcrease, Brian Powell

Area Directors: Michael Vittorio, Jeff Price, Christian Roedlich, Jerry Kilcrease, Alan Teague, Marty Barrett

Board Members in Attendance: Barry Brown, Shane Tisdale, Charles Massler, John Kelly, Doug Seefus, Matthew Johnson, Steve Barrier, Kathy Boehm, Bill Scarbrough, Doug Strait, Dale Moses, Julie Harwath, David Violett

Meeting called to order: At 7:02pm, Jerry Widner, President, called the meeting to order and presided over the meeting. Secretary, Alex Galloway, confirmed we have a Quorum.

Welcome Call to Order: Jerry Widner welcomed everyone to the meeting. Explained we had to delay a month and are now in Q4 even though this is the Q3 meeting. Reviewed the meeting agenda:

 Welcome/Call to Order/Quorum?

 Club Race Recap

 Autocross Season Recap

 Region Financials

 Fall Tour 2023 Brief

 VIR/DE Brief

 Social Media Policy Review

 Area Directors

 Committee Charis

 Questions

 Closing

Administrative Items:

2Q23 Board Meeting Minutes – Prepared by Giselle Burner, Former Secretary, Alex Galloway, Secretary: Minutes from the 2Q23 Meeting Minutes, approved as printed on October 26, 2023 and have been published on the Carolinas PCA website.

Next Board Meeting and Location: The 4th Quarter Board Meeting will be scheduled for Wednesday, December 13, 2023 via zoom.

Board Announcements:

- Barry Brown: Membership updated, very close to 4000 members, 4 away from taking the lead from Peachstate region, on course to meet or exceed national expectation of 5% growth.

Committee Reports:

Club Race Update: Bill Scarbrough, Club Race Chair, The club race attendance was down but had 53 registered paid drivers, 33 volunteers, 240 Carolinas Challenge wristbands issued (people covered by PCA waiver), and 100+ dinner attendees. There were 3 damage instance but none were car to car. Provisionally we are \$2,500 in the black on the race and some money still coming in from various drivers, sponsorship, and a PCA stipend for hosting a “Drivers’ Celebration”. The people and weather were great and a big thanks to all the sponsors. There is conversation ongoing with PCA National about turning some of the lower attendance races into double point races to increase attendance, current situation happening all over PCA Club Racing. Bill has broken all records with sponsorship for Carolinas Region events.

Autocross Update: John Kelly, Autocross Chair, Initially scheduled 5 Autocrosses for the year and thought about a 6th in conjunction with BMWCCA but that failed and 2 PCA autocrosses were cancelled due to poor registration/attendance. First autocross of the year in Greensboro had 32 drivers, second in Laurens, SC at Michelin, was a popular event but lost money, third event was in Greensboro and had a good turnout. Budgeted for a \$1,600 loss on the year for five events but ended with a \$2,300 loss for three events. Hoping for six autocrosses next season, might combine/invite another club to improve attendance and reduce loss. 247 persons completed the Autocross survey in July, takeaway, people have moved from autocross to DE because they want to go faster but new members don’t want DE and autocross is a good opportunity to learn about their cars. We need to promote autocross to new members to keep attendance up. People want new venues and don’t want long distances to travel, difficult in such a geographically large region. We could save on trophies next year by handicapping faster/slower cars and having only one class with 4-5 trophies for top times. Hard equipment is in good condition but each event has expendable supplies averaging \$600-700 per event.

Region Financials: Sadie Kilcrease, Treasurer, Explanation of balance sheet and profit & loss. All charitable contributions listed on P&L will be paid out by end of year. Area stipend expense will be offset by approved subsidy at the end of the year resulting in all of these seven classes having a zero balance at year end. The third quarter should be received by the first week in December but the fourth quarter will not be paid out until 2024. The rebate is based on membership and we are experiencing membership growth resulting in a higher rebate. Deficit showing for the November DE at VIR is due to a prepaid track deposit. Goodie Store is not complete, funds from sales at the Club Race are posted but not all expenses have been received. The P&L is a snapshot at the moment and changes daily.

Fall Tour Update: Michael Vittorio, Fall tour will begin tomorrow at The Ridges, roughly 2/3 of attendees will meet at Porsche Hickory for a box lunch then drive on to the resort as a group. The others will arrive at the resort on their own around 3:00-4:00 and register. There will be a cocktail party/dinner on Friday night, a car show Saturday morning and self-directed activities in the afternoon, a cocktail party/costume party on Saturday night, and will conclude on Sunday morning. 108 registrants and a couple fell off last minute.

Divers Education Update: Steve Barrier, Drivers Education Chair, VIR in November, reassess the structure of fees to make sure fees are in line with what other groups charge. Tracking short

atm on breaking even for the year, partly because green group is running low on participants. Asks all Area Directors to talk up VIR and other DE events at your local meetings and events.

Review Social Media Policy: Matthew Johnson, Social Media Coordinator, a social media policy was published but existed in idea only back in August. It is very similar to the suggested National Policy. Brian Powell discusses that the region voted on and implemented a Social Media Policy in 2017 or 2018. We need a policy that gives us the latitude to use Social Media for advertising as we choose to. Jerry Widner and Matthew Johnson will compare the policies and makes sure the future policy align. Some sponsors expect/request the use of our Social Media as part of their sponsorship but as a region we will not say that one sponsor's product/service is better than another's. Need to create clear lines between endorsement and advertising for the Region's Social Media pages.

Area Directors Report:

Hickory Area, Michael Vittorio: In November we have our Annual Poker Run for charity, working towards that and in December the Holiday Party

Triad Area, Jerry Kilcrease & Alan Teague: Since last Board meeting four meetings and four hosted events, next main event is December 5th Christmas Party, registration opens November 1 closes December 1st, we had a surprise meeting in October for recognizing the PCA national family of the year Jerry and Sadie Kilcrease, thank you for all you have done Zone 3 Rep Rick Daniel was in attendance. At last meeting I introduced Alan Teague as my upcoming replacement in the new year, 2024. I'm putting him forward now for review by the board, approved, seconded and voted on by the board as new Area Director effective January 1, 2024.

Upstate Area, Jeff Price: Drive and Dine on November 5th, Point Lookout Winery, 60 people signed up, very popular venue. Christmas Party December 1st Friday, hosted by Thunder Bunny Racing, main charity event of the year. TBR is turning out to be a great sponsor to our Upstate PCA events.

Metrolina Area, Doug Strait: December 9th Christmas Party at Red Rocks Café, hoping to getting our future meetings at the same location, lost our meeting location for November 2023.

Triangle Area, Jim Proper, Report given by Charles Massler: Christmas Party on December 14th at Maggiano's in Raleigh/Durham area, working on a few events for the Spring.

Lake Norman Area, Christian Roedlich: Good October meeting at GMP over 90 members attended, Hendrick Porsche will host at Yacht Club for November, expect 80 for Holiday Party

Advertising Update: Doug Seefus Advertising Chair, Last few months with rebranding of advertising most advertisers felt it was over priced so we reconvened and lowered prices across the board, also gave the option of not just digital TR and website but an option for just website. Most who left have renewed and we have made the advertisers comfortable with what we can do. Overall good feedback.

Goodie Store: Kathy Boehm, Goodie Store Chair, Getting ready for VIR and can not make it to the Fall Tour due to family commitments.

Webmaster: All Area Directors, if requested, can be set up with permission or other chairs to post to the region calendar if they want. We have a new email option for mass emails to prevent being marked as spam by Rackspace.

Tobacco Roads: Julie Harwath, Editor, Nothing major atm but will need help and updates at the next Board meeting.

Chief Instructor: Getting info from National about the updates on National Instructors School and getting ready for VIR.

Committee Chair Updates/Reports: December 13th zoom meeting for 4th quarter, marry advertising and Social Media with detailed examples, clubregistration.net how to add links for specific events but not for all events, board approval for Alan Teague as new Triad Area Director, positive reception of the new fee schedule for advertising, website - all Area Directors can get access to post to website calendar and send mass emails but avoid being spammed, Tobacco Roads make sure you send your content in on time, protentional to schedule two meetings in advance to help with future planning.

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Motion to Adjourn: Motion made by Vice President, Jim Hess to close the meeting, seconded by a board member at large, President Jerry Widner calls the meeting to a close. Meeting adjourned at 9:01pm.

Minutes Submitted by Alex Galloway, Secretary