

Carolinas Region PCA – Board of Directors Meeting – 4th Quarter 2023
December 13, 2023 at 7:00pm
Zoom Conference

In Attendance:

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

Area Directors: Alan Teague, Jerry Kilcrease, Jeff Price, Christian Roedlich, Marty Barrett, Doug Strait, James Proper

Board Members in Attendance: Steve Barrier, Charles Massler, John Kelly, Kathy Boehm, David Violet, Barry Brown, Doug Seefus, Matthew Johnson

Meeting called to order: At 7:03pm, 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 Q4 meeting. Reviewed the meeting agenda:

Welcome/Call to Order/Quorum?

Region Financials,

Membership

2023 Awards

Social Media

Photo Sharing Options

Spring Tour 2024

Planning Guidance 2024

Area Directors

Committee Chairs

Questions

Closing

Administrative Items:

3Q23 Board Meeting Minutes – Prepared by Alex Galloway, Secretary: Minutes from the 3Q23 Meeting Minutes, approved as printed on December 8, 2023 and have been sent to be published on the Carolinas PCA website.

Election Year: The EC Committee will appoint a nominating committee by April 1st. Under personnel changes, if anyone is considering not staying in their current position on the board, contact either Jerry Widner or Jim Hess.

Next Board Meeting and Location: The 1st Quarter Board Meeting will be scheduled for in person on Saturday January 20, 2024, location TBA, recommended by Treasurer, Sadie Kilcrease, in person meeting because it's a major budget planning meeting.

Region Financials:

Operating in the black and financials look better than they did in November 2022; however, we still have receipts coming in, funds to pay out.

Question has been raised about what type of account the money is held in, can we potentially hold the money in an interest earning account, more to be discussed later.
No update on Club Race financials since last meeting.
Expecting \$2,500 from National.
DE program, with the November VIR DE, is now in operating in the black for the year.
Fall Tour not finalizes as of yet.
TR loss for the year is nearly half what it was previous years due to the switch to electronic only distribution June 2023.
Need budgets ASAP, at least by January 5, 2024, Area Directors do not submit a budget.
Need a listing of the expected advertising income.
Track deposits, 25%, due at the time of signing the contracts which happens at the very beginning of the New Year, remaining balance is due typically 14 days prior to the event.

Membership:

4.7% growth as of Dec 10, 2023, 173 growth, national overall 4.8%, on track to overtake Peachstate for largest region in Zone 3 for the first time since region split.

2023 National Awards:

Submit to Jerry Widner/Jim Hess no later than December 20, 2023, National deadline December 31, 2023

Public Service Award
Enthusiast of the Year
Family of the Year

Social Media: Hootsuite contract ended in Feb 2023 due to 100% increase in cost, the 2018 Social Media Policy is active and will be reviewed. Insta and FB are our primary SM options, both have good growth since Feb 2022, +668 on Insta and +400 on FB. Insta account has started sharing stories from our sponsors following national guidelines that prevent subscribers from disparaging our sponsors via posts. New language has been added to the 2018 Social Media Policy, will be emailed out shortly rather than take up time in the meeting, vote will be taken via email for approval.

Website:

Recap of website hits over the last month, 90 days and recent traffic via various links.
Photo storage would best to use Google drive, 100gb for \$1.99/month with 5 users. Make sense to start at the annual 100GB and as more storage is needed we can increase to 200GB for \$2.99/month and 2TB for \$9.99/month or annual price, 100GB/\$19.99 per year, 200GB/29.99 per year, and 2TB/\$99.99 per year. Google drive also comes with Google Photos editing features/software.
David will want feedback from the social media chairs before we commit.
Former photo storage due to late renewal and shutdown lost all historic photos for the region, will reach out to Ron Reed, photo coordinator for region, to see if he has personal copies of those photos.

Spring Tour 2024: Jim Hess/Charlie Massler, in past mid week event, 2 night event, out of Cherokee, looking at new location, Berry Hill Resort, South Boston VA, 4 Star Resort, \$162.11 with taxes and fees per night and an included breakfast. Looking for this year 3 nights May 8-11. No Sponsorship yet, tours Thursday and Friday, working with Bob Futrell from Hickory Area to help with tours. 50 Car expectation, do the tours split into two groups so everyone does each tour but as smaller groups each day. Looking for \$1000 advance for seed money, in January, and will be paid back via registration fees in the future.

Planning Guidance 2024:

Size of events

Budgets due Jan 5 2024

March VIR Club Race 2025, offered by zone 2 to Carolinas, more details to be provided for decisions/discussions, will require planning throughout 2024, will be presented for vote Jan 2024(NO BUDGET)

If Carolinas picks up Club Race at VIR, we are asked to shadow/co-host March 2024 with no budget/monetary commitment to see if we can pick it up in 2025, in 2023 it profited 17K, has been profitable in the past but a lot of work for the region. Will need to bring on another volunteer co-chair for Club Race because 2 club races are too much for one volunteer, we need a subcommittee on the board to handle planning of the race. Zone 2 is giving it up because they are no longer allowed to sponsor/host such an event, it must be sponsored/hosted by a region and no region in Zone 2 is willing to take it on. If we agree, in principle, to shadow/co-host March 2024 we will be expected to pick it up in 2025. More info to come.

Area Directors:

Triangle Area, Jim Proper: Trying to resurrect charity but no charity in the last 5 years. Around 380 members. Holiday Party tomorrow, 44 registrants, December 14, 2023. Triangle Area is middle of the pack in terms of area size for the region. Good attendance at past and upcoming events.

Upstate Area, Jeff Price: Wonderful year, Holiday Party complete, approximately \$7696 in charity on the year. Planning for several events for 2024 including Chili Cookoff, Saturday, February 3, 2024 with Zone 3 Rep, Rick Daniels planning to attend from Peachstate Region.

Lake Norman, Christian Roedlich: Christmas Party recent 67 attendees, GMP hosted us again. Charity approximately. \$5,800 for the year and a couple of representatives from our charity were in attendance at the holiday party.

Metrolina Area, Doug Strait: Last Saturday night Christmas party at a new venue, Red Rock Café, \$1400 raised at Christmas Party and \$6700 for the year. Already working on 2024 events.

Sandhills Area, Marty Barrett: November 28 Christmas Party, 50 members in attendance, few guest from Porsche Greensboro, \$3600 charity for the year. Several events already scheduled for 2024.

Triad Area, Jerry Kilcrease & Alan Teague: Final board meeting as Area Director, fun 20 years +/- a few years. Alan and I have been working together and he has energy and new ideas as the new Area Director. 86 members/guest in attendance at Christmas Party, 6 friends from Porsche Greensboro. Approx. \$9425 for charity on the year.

Hickory Area, Michael Vittorio, Report given by Barry Brown: After the Holiday Party the Hickory Area has raised approximately \$15,500 for charity on the year.

Advertising: Doug Seefus Advertising Chair, With changes in the advertising all sponsors/advertisers have stuck with us, this is an expected \$15,000 profit for next year. Recently added Sonderwerks as an advertiser.

Drivers Education: Steve Barrier DE Chair, Requests we get approval for early January deposits on DEs at CMP and VIR, info will be included in email in the next week and will take a board meeting vote via email in the next week.

Autocross: John Kelly Autocross Chair, Looking to do 6 autocrosses next year, working on a budget to present at the first of the year.

Next Board Meeting and Location: The 1st Quarter Board Meeting for 2024 is scheduled for Saturday, January 20, 2024 and the location will be announced at least two weeks in advance.

Motion to Adjourn: Motion made by Past President, Brian Powell to close the meeting, seconded by Jeff Price, President Jerry Widner calls the meeting to a close. Meeting adjourned at 8:57pm.

Minutes Submitted by Alex Galloway, Secretary