

Carolinas Region PCA – Board of Directors Meeting – 2nd Quarter 2024
May 4, 2024 TIME 10:00am
Location Zoom Meeting

In Attendance:

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

Area Directors: Alan Teague, Doug Strait, Marty Barrett, Jeff Price, Christian Roedich, Michael Moran

Board Members in Attendance: John Kelly, Bill Scarbrough, Vic Friedmann, Dale Moses, Barry Brown, Shane Tisdale, David Violett, Doug Seefus

Meeting called to order: At 10:01 am, 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 Q2 meeting. Reviewed the meeting agenda:

- Welcome/Call to Order/Quorum?
- New Board Members
- Financials YTD
- VIR CR 2025
- Autocross update
- Nominating Committee
- Region Survey
- Questions
- Closing

Administrative Items:

1st Quarter Meeting – Prepared by Alex Galloway, Secretary: Minutes from the 1st Quarter Meeting Minutes on February 10, 2024, have been printed and submitted to the Board for approval on February 16, 2024. Approved on March 11, 2024.

Next meeting 3Q24 Board Meeting will be August 17, 2024 at 10:00am to 12:00pm in Charlotte hosted at Euro Prestige Imports Inc.

New Board Members:

Vic Friedman new Events Chair and Triangle Area Co-Director
Margie Gottwalt new Goodie Store Chair in November
Rob Rainer interim TR Editor looking for a permanent Editor
Michael Moran Hickory Area Co-Director
Tyler Goff new Social Media Chair in June

Club Race Co-Chair need a potential 3rd member to assist Bill and Dale.

Financials YTD:

As Treasurer, Sadie Kilcrease, seeing all the activity in the region and we are very active.

Current area P&L show some loss and some income but at the end of the year each area will show a net of zero due to charity payouts. The current profit showing is not usable income. Autocross shows negative of just under \$1000, but part of that was due to tire replacement on the autocross trailer. Attendance is up and the events were good. DE is currently showing a positive of \$91.98 but there is a \$727.05 in charity that will pay out by the end of the year. Resulting in a overall deficit. Goodie Store is in the negative of just under \$400.00 but that will change in time, hopefully.

Jeff Price asked why the area stipends aren't already posted as a payout from the Board and a paid amount into the Area budgets, Sadie says she prefers the clearer appearance how it is currently presented.

VIR CR 2025:

We already have a proven and successful formula for club racing, recognized by PCA, that includes leadership, sponsorship development, volunteer management, experience with drivers, track knowledge, and working relationships with the track and PCA. It doesn't matter if the event has 50 cars (CMP) or 100+ cars (VIR), we will use the same proven formula.

- Commitments from 90% VIR volunteers for 2025
- More sponsorship commitments for 2025 than Zone 2 received in 2024.

Attendance at this year's CR was instructive to the Carolinas region planning team. VIR CR 2024 had about 25 volunteers. This year's race had very little formal sponsorship, but there were a large number of potential sponsors there and the majority of those Bill Scarbrough spoke to were interested in being minimal sponsors for 2025.

115 racers will be the breakeven point, in past it use to be attended by 125 racers but Club Racing is smaller.

We need to sell the event differently, 2 race groups and 2 DE groups, one will be instructed and one Red/Black group which will hopefully get the DEers to step up in the future to Club Racing. We need to promote and bring drivers into Club Racing.

We want to have a runoff event for vintage racers at the CMP CR race at the end of the year to bring in more vintage racers.

Money saving ideas:

- Go with minimum required number of corner workers had too many this year
- No extra hour for ambulance
- Accurate count for dinner (order enough for low estimate)
- Accurate count for trophies

The 2025 VIR CR will take place 2 weeks after a CMP DE, will make things close and difficult, there is no option to move the CMP DE with the track. However, we as a team are confident we can run both events successfully. We need to commit by June for the track scheduling.

Temps during the VIR in March can be between 40-75, not horribly uncomfortable weather.

Bill asked if he had to choose between our current CMP CR and this VIR CR he would choose VIR CR because it is higher visibility, it is an internationally known track.

Sadie asks will the sponsors support two club races, our number one sponsor at CMP CR has agreed to match his CMP CR sponsorship for VIR CR.

Some sponsors are willing to contribute but do not want to see the Carolinas Region post a major profit of \$5,000 or \$10,000. It's a slippery slope because we could have an off year and lose \$15,000 one year so we need to turn a profit when we can.

Expected the track contract would be in June 2024 and a 25% track deposit and all payments would be paid 14 days prior to the due date to prevent a late fee. PCA stipend will be paid after the event.

Bill Scarbrough proposes a vote for the Carolinas Region to “accept” PCA’s offer to the Region to take the 2025 Club Race at VIR and own it? John Kelly makes a motion and Barry Brown seconded the motion to accept the 2025 Club Race at VIR, the motion passes as follows.

- Yes 13
- No 5
- Abstain 1

Autocross Update:

Greensboro Autocross has 28 participants, typically expect 35 but 28 was still good. We spent some extra money at the start of the year to replace 11 year old tires on the trailer. Everyone enjoyed the second autocross which was a rain autocross at the Fairgrounds. Michelin usually has a lower registration, have 5 currently but we are at the point where registration should soon pickup. We are reaching out to BMW, Corvette, and Clemson Autocross Clubs that like the Michelin location because it is the VIR of Autocross locations for us. If registration doesn’t pickup will might pull out of Michelin for a while and add an autocross at Winston-Salem or Greensboro for the sixth event of the year. Looking to sell a few of the extra cones, expect to sell them for \$1 each, we have a couple hundred extras and they are the older heavier cones we don’t like to use for autocross, they won’t damage a car if hit but are harder to knock over. Also, selling would lighten the load for the trailer and provide enough temporary income to pay for pizza at one or more future autocrosses. If registration stays consistent we should run in the black for the year.

Nominating Committee:

Nothing major to announce, candidates for all positions, need to request resumes for all positions, and have multiple candidates for three of the EC positions.

Region Survey:

Communication to our members is not serving well with the online PDF at this time. How do our members want to receive information. We are in a process of moving to full electric formats. A survey is self-serving, surveying people via email will only get responses from those who email, same with Facebook. The goal of this is to find out if members are getting the information they want from the region, how are they getting it, and what are the options of using other formats? ETA is to have this survey out by May 15th and asking all ADs to mention this at upcoming meetings to getting a better response to the survey. One option is to send out a mass email with a link to the survey as long as it has an opt out option for those who do not want to receive additional texts, text messaging would reach a different demographic.

David Violett, Web Management, we are trying to move to a different email provider but ran into an issue with the number of users we can have. The most affordable is currently an option where all ADs will share an account. Jeff Price asked if there is a way for ADs to imbed photos into emails they send. According to tester Alan Teague there is a way and he will write up an instruction manual.

Vic Friedmann, Events Chair, mentioned the Apple Blossom just took place and it was an excellent event.

Barry Brown, Membership Chair, current membership is 3,888 total members. Suggests AD start having new member appreciate events to try to get members to continue their membership, most do not renew because they never participate.

Shane Tisdale, Chief Instructor, new formal national instruction school was used in March, we were the second school to teach the new program. We will see how things go at the next DE.

Doug Strait, Metrolina Area, working on several events, wine and shine, Bevers Den Drive, 3-5 new members at each event/meeting.

Michael Moran, Hickory Area, have some gaps left for the rest of the year for dine and drives but we have a full schedule for the rest of the year.

Christian Roedlich, Lake Norman Area, we have a new meeting location, very popular so far, over 60 at first meeting at new location, we are working on some tours and another Hendrick tour.

Jeff Price, Upstate Area, nothing significant to report.

Vic Friedmann, Triangle Area, full schedule for the rest of the year, communication via email to the membership, no major issues to report, second year for a membership appreciate day event, an ice cream social, very successful last year.

Alan Teague, Triad Area, May 11 Racing for Heroes at VIR it is up on clubregistration.net, mass email was sent promoting it to the area today, currently only have 17 members already registered but it is open to the entire region. June 13th drive to Blue Ridge Parkway.

Next Board Meeting and Location: The 3rd Quarter Board Meeting will be scheduled for August 17, 2024, location Charlotte at Euro Prestidge Imports Inc. for an in person meeting at 10:00am with a zoom link for those who can not attend in person.

Motion to Adjourn: Motion made by James Hess, Vice President, to close the meeting, seconded by Barry Brown, Membership Chair, President Jerry Widner calls the meeting to a close. Meeting adjourned at 12:02pm.

Minutes Submitted by Alex Galloway, Secretary

Special Email Vote: A special email vote was called on Saturday, May 11, 2024 by Jerry Widner, President while the minutes were being prepared. Jim Proper, Triangle Area Director, has resigned his post effective Thursday, May 9, 2024, Vic Friedmann has been asked to step up into the role as Triangle Area Director. We need for the Board of Directors to vote on the following by noon Tuesday, May 14, 2024:

Yes – Approve of Vic Friedmann as the NEW Triangle Area Director

Or

No – I do Not approve of Vic Friedmann as the new Triangle Area Director

Email tally was as follows

- Yes 16
- No 0

Vic Friedman has a majority vote by the Carolinas Region Board of Directors to become the new Triangle Area Director.