

Carolinas Region PCA – Board of Directors Meeting – 3<sup>rd</sup> Quarter 2024  
August 17, 2024 TIME 10:00am

Location Zoom Meeting and In Person at Euro Prestige in Charlotte, NC

**In Attendance:**

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

**Area Directors:** Alan Teague, Doug Strait, Jeff Price, Christian Roedich, Michael Moran, Michael Vittorio

**Board Members in Attendance:** John Kelly, Bill Scarbrough, Dale Moses, Shane Tisdale, Doug Seefus, Robert Rainer

**Board Members in Attendance via Zoom:** Kathy Boehm

**Meeting called to order:**

**Welcome Call to Order:** Jerry Widner welcomed everyone to the Q3 meeting to order at 10:10am. Reviewed the meeting agenda:

- Welcome/Call to Order/Quorum?
- Financials YTD
- CR CMP 2024
- CR VIR 2025
- Social Media
- Fall Tour Update
- Region Communications Policy/Chair
- Spring Tour 2025
- Questions
- Closing

New Board Members Updae

Tyler Goff (Social Media – June)

Margie Gottwalt (Goodie Store – Nov, post VIR)

Needs –

- Club Race Co-Chair – potential for a third member to assist Bill & Dale
  - Can we get a job description to share with region members who might be interested. Bill will send out a description to all the area directors.
- Editor – Rob doing great job, filling in until permanent named (THANK YOU

Can we add something to the main website page to make purchasing a new name tag easier, asked by Jeff Price Upstate Area. Can we purchase them for new members as a new member gift? Goodie Store at cost per nametag is approx. \$14 + S&H \$1.5 selling to membership at \$15, losing money per name tag the emblemless is \$11 + S&H also a loss

Board Members Movement 2025

- Terms ending
  - Needing replacement
- New Position

- Advertising Chair (TBD)
- Goodie Store (Margie)
- Communications Chair (TBD)

### **Financials YTD:**

Report given by Jim Hess, Vice President, Sadie Kilcrease, Treasurer not in attendance. Seven months in to the year so the P&L will be more meaningful over the next few months. Accounts are looking good atm but CR and DEs are incoming and P&L will be more accurate over the next few months.

VIR CR Deposit might be due in the 2024 but hoping for Jan 2025

Is our cash earning a %, at BoA assuming approx. 5% interest.

### **CR CMP 2024:**

- Sponsorship almost complete, missing CNT Foundation, outreach to Hagerty and McDaniel's Porsche
- Advertised about the CR CMP Vintage runoffs, used various social media platforms, Dale and Bill have been attending other CR and DE events to talk up the CR CMP 2024.
- Meeting PCA Race Steward Aug 15 7pm to discuss final preps
- Reg opens Sept 2
- Pit Crew Challenge is back this year
- Want Tyler to get the message out to Social Media ASAP, we also need to promote it on the website with a main page banner, someone who doesn't care for club racing won't click on the club race tab, ask Zone 3 Rep to include in next email blast with a banner/graphics
- Looking to run 2 DE groups, one instructed and one solo, hopes it will get people excited for Club Racing.
- Host hotel is well set up and we have entertainment set up.
- Dale is beginning to assign volunteers but we do not yet have an announcer.

### **CR VIR 2025:**

- Awaiting confirmation for the dates from VIR, contracts are not negotiated until Jan 2025 but preliminary will happen Sept 2024.
- Sponsor discussions have begun, we already have: Autometrics, Eurosport, Quantum, Kelly Moss, Carl Tallardy, Hardpoint, Porsche of Charlottesville and more to come.
- Entry fee will be \$850/\$250 which is an increase to keep pace with other CRs and venues.
- Dale and Bill have spoken to Phil Grandfield about his volunteers and 90% have responded that they will be at the 2025 CR.
- Planning for a Friday Night Social and Saturday Night Driver Celebration with entertainment.
- In discussion for a one solo and one instructed group DE.
- Preparing a revised budget for 100 racers and 40 DE participants.

- Naming of the event could be 2025 PG Festival of Speed at VIR in honor of Phil Grandfield
- Trying to advertise but national is slowing us down, they have to approve the event before we can promote it, going to start advertising it and ask forgiveness so we aren't late to the table getting the word out there.

### **Social Media:**

Consolidated East and West Social Media chairs into a singular Social Media Chair.

We have 2 primary social media pages

Facebook

Insta

Send Tyler photos so he can use it on social media with more frequent posts.

Would like to set up a common folder we could share pictures from events to facilitate posting.

If you want to a post about a past or pre event reach out to Tyler

Send choice photos via email

Original size is best, do not shrink size

Send a couple of sentences and what happened/s at the event

Feedback is welcome

Insta hits come from story views not main page views

### **Fall Tour Update:**

Registration closes 31 August. As of today, 43 of 52 registered. Event schedule different this year. Thurs thru Sun. Participants have option to stop by Porsche Hickory for a box lunch on their way to Ridges. Original budget includes \$1000 Region supplement to cover changes in cost from Board approval to contract. Cost of meals has indeed increased but we should break even. Volunteers needed. AD's please let your people know we have space and that registration closes August 31.

### **Region Communications Policy/Chair:**

- How do we communicate with our membership?
- We need to provide effective communication within the region to provide guidance to the Board, Area Directors and event staff.
- Promote the Region to PCA members within the region and outside the region as well as non members.
- We need regular posting on social media and a timely release of information about events and activities within the region.
- Should we use text messaging
- We should concentrate on the top three options for communications before attempting to extend out into different areas of communication.

Need a communications chair role on the table. Brian Powel makes motion to establish a communications chair seconded by Jim Hess, Vice President. Passed unanimously, Jim Hess,

Vice President, makes a motion to appoint Brian Powell as the new Communications Chair, Jeff Price, Upstate Area, seconded, passes unanimously.

**Spring Tour 2025:**

No Spring Tour 2025 report from Jim Hess, Vice President. No interest in management and lost the date in Waynesville. Jerry and Jim will contact Vic, Events chair, to see if he is interested in chairing Spring tour 2025 and resurrecting the event.

**Advertising:** Looking good

**Autocross:**

Last autocross had 48 and normally have 25, looking to make a small profit or very small loss, better than 2023, is it possible to have a free ticket to an autocross if you do an DE?

**TR:**

Thanks for timely submissions, working on infrastructure, sent out a template to those wanting to make a submission and you can now see how it will look “in print”. Trying to get people to submit articles, about their car, maybe technical articles.

**DE:**

Next DE is three weeks out and we have plenty of space, possible financial loss.

**Goodie Store:** on track for turnover in November, nothing major to report

**Questions:**

Alex Galloway, Secretary, makes a motion that the NomCom becomes the Tellers for the upcoming election, Doug Strait seconds, passes with majority.

**Doug Strait, Metrolina Area**, lot of membership growth at meetings, some guys are putting together area events, good turnout for second harvest foodbank

**Michael Vittorio, Hickory Area**, Michael Moran, new co-AD is gradually taking on responsibilities. He is doing a good job but we are going slowly as he is a full time employee. Porsche of Hickory has a new sales manager, Phillip Powell. I do not expect any changes in the level of support they have provided the Hickory area and the Region. Our primary fund raising event, Annual Poker Run, will be held Nov 9, in Lenoir, NC at Don Trexlers Car Barn. Hickory Area Holiday Party is Dec 10.

**Christian Roedlich, Lake Norman Area**, new meeting location, food has improved and as had attendance, bring in speakers regularly but more popular when we don't have a speaker, huge parking area and owner of new location is a PCA member, setting up a few upcoming events to view car collections, and starting to plan Christmas Party.

**Jeff Price, Upstate Area,** Fall social scheduled in Oct and Christmas Party scheduled in Dec, also a tech session scheduled at TBR in mid to late October.

**Alan Teague, Triad Area,** lunch and laps recently, next Sat 26<sup>th</sup> annual car show at the children's home, charity fund raiser, Christmas Party scheduled for Dec 3rd

**Closing:**

**Administrative Items:**

**Next Board Meeting and Location:** The 4<sup>th</sup> Quarter Board Meeting will be scheduled for December 7th location for an in person meeting, location TBD.

**Motion to Adjourn:** Motion made by Jim Hess, Vice President, to close the meeting, seconded by Doug Strait, President Jerry Widner calls the meeting to a close. Meeting adjourned at 12:05pm.

Minutes Submitted by Alex Galloway, Secretary