

Carolinas Region PCA – Board of Directors 1st Quarter Meeting
April 12, 2025 - TIME 10:00am
Location Hybrid Meeting, Zoom Meeting and On-site at Charlotte, NC

In Attendance:

Executive Council: in person: Jim Hess, Michael Vittorio, Sadie Kilcrease, Alex Galloway

Area Directors: in person: Michael Vittorio, Christian Roedlich, Alan Teague, Doug Strait, via Zoom: Jeff Price, Vic Friedman, Marty Barrett

Board Members in Attendance: in person: John Kelly, Brian Powell, David Violet, Julie Harwath, via Zoom: Margie Gottwalt, Steve Barrier, Barry Brown

Administrative Items:

Budget Planning Meeting Minutes – Prepared by Alex Galloway, Secretary: Minutes from the Budget Planning Meeting 2025 were sent out on February 28, 2025 for approval by the board, and approval was given by the board on March 12, 2025 and published to the website.

Next meeting 2nd quarter 2025 meeting will be held via TBD on Saturday, July 12, 2025 at time TBD.

Meeting called to order:

Welcome Call to Order: Jim Hess, President, calls the meeting to order at 10:07am, Jim recently attended the zone 3 meeting and national is stressing safety and social media policy especially with drones, there are strict rules and guidelines for drone usage.

Alex Galloway, secretary recommends we add signs “No unauthorized drone usage” at events for Autocross and DE to be re used at all events.

Jim welcomes Julie back as TR Editor

Christian and Jim visited the site of the new Porsche of North Lake, the new Porsche dealer that will be in the Lake Norma Area. Set to open mid June and a grand opening gala in mid September.

- Roll Call/Confirm Quorum
- Approval of Minutes
- Leadership Reports
- Old Business
 - Communications Initiatives
 - Membership Initiatives
- New Business
 - Proposal to create a committee to explore means of enhancing number and quality of social driving events
 - Proposal to make increase board reporting efficiency
- Area Director/Committee Reports
 - Area Directors

- Hickory Area
- Lake Norman Area
- Metrolina Area
- Sand Hills Area
- Triad Area
- Triangle Area
- Upstate Area
- Autocross
- Drivers Education
- Club Race
- Web Management
- Open Forum
- Adjournment

Roll Call/Confirm Quorum:

Alex Galloway, Secretary, confirms we have quorum with 17 members in attendance either in person or via Zoom.

Treasurers Report:

- Current budget presented by the Treasurer, Sadie Kilcrease.
- Balance sheets shows we are in excellent financial standing with strong liquidity in available funds.

Old Business

Communication Initiatives – Brian Powell

- Update on the new email system, we have used it four times so far, over 98% delivery rate, didn't worry about shortening the mailing list or spam filters, 65% open rate, would like to see that rate increase, 11% click through, people who clicked the links to interact with the email.
- We have the ability to filter and send to a specific group if needed, ie only Metrolina or Hickory areas if needed
- Adding associate members is the next step, will add about 1200 members to the email list
- Pictures and text work better than pdf
- 144 members clicked through to the bike raffle
- 51 members clicked through to J Barrows Amelia Island story
 - Next steps
 - Open the tool to ADs
 - Build out templates and guide for ADs
 - Trial run with Upstate area/Jeff Price
 - Other uses cases, such as new member welcome letter and a proactive member retention letter
 - Enable sms text messaging, a fee per text
- We currently have the ability for 10 users but we can easily pay to have more

- Email address has to be unique so we can't have two people in the system with the same email address
- We can add non PCA members for events such as Autocross, DE or vendors

Membership Initiatives – Barry Brown

- We agreed to add the Area Member Ambassador (AMA) position to each area
 - Currently have 5 and added a 6th tomorrow from Metrollina Area
 - When Membership sends a new member letter/email to a new member, the AMA is copied to make sure the new member is identified at their first meeting.
 - Goal is to keep the welcome to new members at a more personal level
 - 20th of the month the AMA will send an email to expiring memberships and the 10th of the month the month after expiration.
 - We attempted to have a meeting last week to share ideas but the meeting didn't happen, we will attempt again a week from Monday
- We sent out a membership survey earlier in the year and had a response rate of 15-20%
- We will start receiving the anniversary packets from National starting this quarter and then we will distribute them to the AD so that they can be presented at a meeting.
- We did get the dealerships to agree to put the membership brochure in sale packets.
- We have the new business cards with qr codes to hand out to grow membership

New Business

- Proposal to create a committee to explore means of enhancing number and quality of social driving events
 - Brian Powel makes a motion to form a four person an ad hoc committee to to recommend actions, identify and establish resources necessary to increase the quality and quantity of social driving events throughout the Region. Jim Hess seconds the motion, open for discussion, the motion passes unanimously.
 - Doug Strait our calendars are full and adding more events/drives could fragment our membership as to what they do.
 - Michael Vittorio says there is an opportunity for more drives, some people don't want to drive to another area just for a social drive, in Hickory we have started doing weekday drives.
 - Michael wants himself, Vic Friendman, Jeff Price to serve on this ad hoc committee.
 - Rich Witthold is suggested by Doug Strait to serve
 - One suggestion is to have a regional librarian to hold all established drives for all areas and the region
 - Another suggestion is to expand the job of the events chair
 - David Violett will put together a depository for routes on the website if requested
- Proposal to ask ADs to submit before a quarterly report before each board meeting a summary of events and reports
 - David Violett makes the motion that ADs and Committee Chairs will submit, two weeks prior to every board meeting, a summary of events and reports in bullet format to be included in said meeting materials and meeting minutes. Seconded by Jim Hess and the motion passes unanimously

- Intended to present to the board significant events within the area and replace the verbal reports given at board meetings
- Guarantees that all ADs and committees chairs get a voice at board meeting whether verbal or written.

Area/Committee Reports

Hickory Area – Michael Vittorio

- Based on anecdotal evidence, efforts of the new AMA appear to be successful. After attending their first meeting, three new members returned the following month.
- We have created a welcome “goodie bag” that will be given to new members upon attending their first meeting. Some of the times were donated by Porsche Hickory.
 - The approx. cost is \$30 per new member and will be paid for out of the New Member Initiative stipend.

Lake Norman Area – Christian Roedlich

- Interesting first few months, meeting location changes
 - Attendance has grown at new location
- Overall raffles are doing well for fund raising
- AMA we had several volunteer but no one in the position as of yet
- Good number of drives so far for the new year, need to find someone to help

Metrolina Area – Doug Strait

- Meeting coming up this week on Wednesday
- Many events coming up this month in the area and surrounding areas
- More and more new members coming to the area meetings

Sand Hills Area – Marty Barrett

- Good number of events and we have 12 going to Ingrams next week
- Did a tour in the mountains near Asheville last month
- Many upcoming events over the next few months

Triad Area – Alan Teague

- No winter drives, TJ Gottwatt volunteered to be AMA for Triad
- Feb meeting was cancelled due to icy weather
- 95 registered for the April meeting at dealer
- Racing for Heroes on 4/23 coming up
- 5/10 lunch and laps events
- Roads and rails 6/20

Triangle Area – Vic Friedman

- Appreciated our AMA, taken the load of my shoulders by welcoming new members and sending notices out to expiring memberships
- Meeting attendance has increased since last year
- Small gift for new members (leather embossed Carolinas region key chain(\$5 each through etsy.com))
- Also giving small gifts to volunteers who lead/sweep, organize local drives
- Just completed a successful wine tasting, working on another soon
- Strive to have one driving event and two social events per month

Upstate Area – Jeff Price

- Local dealer gives us approx \$5000 in certificates typically in \$200 or \$250 increments, it's a way to drive members into the dealership
- Our Ama is doing a great job and is a relief for me
- 40-55 people per meeting
- Summer Party 8/23
- Christmas party 12/5 tentative
- eBike raffle, need another email blast, Zone 3 rep is interested in sending it out to other surrounding Regions, need to push it and market a little bit more
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Autocross – John Kelly

- Started the year with kick off meeting, pretty successful
- Have added 7 new autocrossers and they showed up at the first autocross in March
- Winston-Salem is popular due to location even though it's not a great venue
- Next autocross is at the coliseum, then Michelin on 6/8
- Found a new location in Greenville, former trucking facility, same price we pay elsewhere
- Discount currently for first time PCA autocrossers
- Will send out \$10 coupons forms to the ADs for new members
- Due to insurance the trailer can't be garaged full time in SC but it can for "the season"

Drivers Education – Steve Barrier

- DE started off well at the March event 80 people, 4 show up at the track experience

Web Management – David Violett

- No reports, just working with Brian on communications and with Margie on goodie store

Motion to Adjourn: Motion made by Doug Strait, Metrolina to close the meeting, seconded by Sadie Kilcrease, Treasurer. President Jim Hess calls the meeting to a close. Meeting adjourned at 11:58pm.

Minutes Submitted by Alex Galloway, Secretary for approval to the board on April 21, 2025.