

Carolinas Region PCA – Board of Directors Meeting – Budget Planning 2025
January 18, 2025 TIME 10:00am
Location Hybrid Meeting, Zoom Meeting and On-site at Paramount Porsche, Hickory, NC

In Attendance:

Executive Council: Jim Hess, Michael Vittorio, Sadie Kilcrease

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

Board Members in Attendance: Shane Tisdale, John Kelly, Dale Moses, Brian Powell Steve Barrier, Vic Friedman, Barry Brown, David Violet, Robert Rainer, Tyler Goff, TJ Gottwalt, Margie Gottwalt, Mary Gardner

Other Members in Attendance: Sandy Liles, Colin Garidage

Administrative Items:

4th Quarter 2024 Board Meeting Minutes – Prepared by Alex Galloway, Secretary: Minutes from the 4th quarter 2024 were sent out on January 13, 2025 for approval by the board, as of yet they do not have a majority approval, expected any day now.

Next meeting 1st Quarter 2025 meeting will be held via zoom on Saturday, April 12, 2025.

Meeting called to order:

Welcome Call to Order: Jim Hess, President, calls the meeting to order at 10:00am and has Michael Vittorio, Vice President to conduct the meeting because they as President and Vice President see the leadership in the club as a joint effort.

- Roll Call/Confirm Quorum
- Approval of Minutes
- Treasurers Report
- Open Issues
- New Business
 - 2025 Board Meeting Schedule
 - 2025 Budget Approvals
 - Board Operations
 - Autocross
 - Fall Tour
 - Goodie Store
- Committee Reports
 - Communications – Brian Powell
 - Membership – Barry Brown
- Adjournment

Roll Call/Confirm Quorum:

Jeff Price, Acting Secretary via Proxy, confirms we have quorum with 21 members in attendance either in person or via zoom at time of roll call.

Treasurers Report:

Current budget and financial standing presented by the Treasurer, Sadie Kilcrease.

Open Issues: Dale Moses and Mary Gardner are welcomed by Jim Hess, President, as the new Club Race Co-Chairs.

New Business:

- **2025 Board Meeting Schedule**, hybrid meetings via zoom or in-person in Charlotte
 - Q1 Meeting will be April 12, 2025
 - Q2 Meeting will be July 12, 2025
 - Q3 Meeting will be October 11, 2025
 - Q4 Meeting and Budget Planning Meeting for 2026 will be December 13, 2025
- **2025 Budget Approvals**
 - Board Budget approval motion made by Alan Teague, Triad Area Director, to approve the budget as presented, seconded by Jim Hess, President, unanimously approved by the board.
 - Board has presented the idea of a \$400 per area stipend for a New Membership Event, the Area Director would just have to request funds from the Treasurer along with a note about how they will be used and send receipts.
 - \$25,000 budget for equipment, \$24,000 for a new van for the Goodie Store, the total purchase available for the new van will be \$24,000 plus the trade in value (approx. \$8,000) of the current Goodie Store van, and an additional \$1,000 for other regional equipment
 - Autocross Budget, motion made by Jim Hess, President, to approve the Autocross budget as presented, seconded by Dale Moses, Club Race Chair, unanimously approved by the board.
 - 2024 participation was higher than 2023, numbers have been down since Covid, we are inviting other car clubs to help bolster attendance.
 - For 2024 we cut out trophies to save money, instead of trophies we will have an event at the end of year, beginning of the following year, to recognize the top driver of the year and invite anyone interested in the Autocross series to learn about Autocrossing.
 - Main goal is to get the word out, with the addition of the new communications initiatives we are getting the word out easier.
 - Fall Tour Budget, motion made by Sadie Kilcrease, Treasurer, to approve the Fall Tour 2025 budget as presented, seconded by Jim Hess, President, unanimously approved by the board.
 - Goodie Store Budget, motion made by Sadie Kilcrease, Treasurer, to approve the Goodie Store budget, seconded by Jim Hess, President, unanimously approved by the board.
 - If anyone wants the Goodie Store at their Area event please reach out to TJ and Margie

Committee Reports:

- Communications Report presented by Brian Powell, Communications Chair
 - We need to make it easier for the BoD and ADs to communicate with our members, top to bottom, TR, Area Reports, Autocross, Events. Getting an email out to our members is the best way to get something in front of our members.
 - Most commonly hit area is Area Reports via email, second is social media, lastly is TR or the calendar on the website.
 - Dealing with spam filters have been an issue as well as making sure email lists are up to date.
 - Looking to use a CRM, contact relation management system, that we know who is reading our emails and messages. ADs can use the tool and they are useful in going around spam filter and we have the budget set aside.
 - Plan is to set up the CRM in February and test and try it in March, then by April start rolling it out to our membership.
 - There is a monthly fee based on the number of emails set and we have currently estimated it to 10,000 emails a month. The number can be adjusted.
 - Set currently for 10 users to use the system.
 - This is the email system the region would use as a whole to email members rather than the PCA national email system.
 - For contacts on the area lists who are assigned by national to different areas, or contacts who aren't members and are on the list for various regions we will have the ADs make sure those contacts are added to the CRM area lists and kept up to date.
 - This will not be a replacement for the Rackspace Email System
 - This could be a potential replace for the Tobacco Roads Newsletter
 - Multiple emails per month, one with the President's report, another a few weeks later with Area Reports and want ads, etc
 - It should be easy to maintain contact lists and update as needed month to month
- Membership Report presented by Barry Brown
 - 3955 members as of today
 - 90 expiring members
 - 140 memberships which have expired in the last month
 - For the last year we have been hovering around 3900 members
 - We have used every tool that PCA National has sent out to grow membership in one way or another.
 - The \$400 stipend the EC and BoD has approved for New Membership Initiative will hopefully help with maintaining new members.
 - If we could personalize renewal emails to our expiring members we believe it would help with member retention.
 - The idea of a Area Member Ambassador (AMA) for each Area Director, a new job for each area who's responsibility is to engage between the Area Director and Barry Brown, Membership Chair, to engage with new members.

- New members are eager to help and volunteer but it is difficult for them to find things to do when ADs ask for “blanket” help, the AMA will be able to facilitate finding areas where new members can help and volunteer.
- The AMA could also help Tyler Goff with Area specific social media content creation by attending monthly meetings and taking photos and sending them to Tyler for social media posts.
 - This could lead to a new role in the future to having additional social media posters.

Motion to Adjourn: Motion made by Sadie Kilcrease, Treasurer, to close the meeting, seconded by Michael Vittorio, Vice President. 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 February 21, 2025.