



EVERGLADES REGION PORSCHE CLUB OF AMERICA

FIRST QUARTER 2015 BOARD MEETING

Tuesday, February 24, 2015

Chris Branston called the meeting to order at 6:25 p.m.

Present: Chris and Jenny Branston, Elly Bloksma, Phil Castronova, Gary Karnes, Bill Shelton, David Noelken, Carlos Vasallo and Bill Foster.

Apologies: Received from Steve Wassersug. Chris mentioned on Steve's behalf that only 16 people have signed up for the Everblades Hockey game at Germain Arena. The deal that was negotiated by Steve was based on greater attendance. If more do not sign up the event may need to be cancelled.

Minutes of the last Meeting

The minutes of the last meeting were approved as written.

The following items of business were addressed as matters arising:

Cars and Coffee at Porsche of Fort Myers

EGR member, Tom Stuart, has organized a cars and coffee event for the first Sunday of each month from 8 – 10 am in conjunction with Porsche of Fort Myers. The dealership is not open at that time and has allowed the event to be held in the parking lot next to the dealership. This is a private event not sponsored by EGR.

Reports from Board Members

Chris Branston (President)

- Chris is pleased with the response to EGR autocross events as these are an important addition to the regular EGR-sponsored social events. Chris reported continuing excellent turnout at the social events.

Bill Foster (Treasurer)

- Bill has been working to fine tune the club's finances and record keeping after taking over as treasurer as of the first of the year. The December 2014 club bank statement showed a cash balance of approximately \$14,000. Bill will prepare the 2014 tax return on behalf of the club and register himself with the IRS as the club's tax matters representative. Bill will also prepare monthly a balance sheet and income statement.
- Bill has established a link to PCA national that will allow him to receive financial information directly.
- Bill suggested that the club evaluate the possibility of using Pay Pal, Club Registration and/or Eventbrite to process payments for EGR events. Currently, the organizer of the event receives payment from individuals who are participating in the event and pays expenses related to the event. Using one of the payment processing services would allow for a more centralized control of club revenues and expenses and would ultimately be more convenient for organizers and participants alike.

Carlos Vasallo (Vice President and Club Liaison)

- Carlos has updated the club calendar on the website for all upcoming EGR events. Carlos also continues to send blast emails to members listing both EGR events and out-of-region events. The next "unofficial" event is the 3rd Annual B.I.G. European Sports Car Show on March 1st in Fort Myers.

Phil Castronova (Membership Chair)

- Phil has been working with the EGR Gmail account and can now update member email addressed directly, rather than relying on the PCA national website.

- Phil reported that the club has a total of 400 primary members.

Elly Bloksma (Social Chair)

- Elly sent a blast email to members listing EGR-sponsored social events through June 30th.
- Elly will send another notice regarding the Everblades event. If more people do not sign up, the event may need to be cancelled. Elly reported that 30 people have signed up for the Sweet Liberty Sunset Cruise so far and that 35 are needed to break even on the event.

Jenny Branston (Rally Chair)

- The spring rally was a big success. There were 32 cars representing the best turnout ever for a similar event. Another rally is planned for fall.
- Registrations for this year's WOTY are good. Twenty-three couples have registered so far. The event may need to be limited to 54 couples due to space limitations on the sunset cruise.
- The board expressed a special thanks to John Harris (Porsche Fort Myers/Naples) for the dealer's sponsorship of the event.

Gary Karnes (Cars on 5th Liaison)

- Gary reported that this year's annual Cars on 5th charity event was a big success. Four hundred and fifty cars were displayed and the event drew an estimated 35,000 people. Expenses for the event are still being tabulated, but organizers expect that St. Matthews House (the charity event's beneficiary) will receive \$60,000 - \$70,000. Gary estimated that the event, in its 11th year, has raised more than \$400,000.

Troy Semanko (Webmaster)

- Troy was not able to attend the regular board meeting, but did participate in the informal website working group meeting that preceded the board meeting. Troy announced his resignation from the EGR board late last year due to time constraints. Troy is assisting the working group in reworking the EGR website and transitioning webmaster duties to Tom Stuart. (Please see additional discussion on the website

transition below in David Noelken's report.) The board is grateful for Troy's assistance during the transition.

David Noelken (Joint Autocross Chair)

EGR Website/Webmaster

- The search for a new EGR webmaster spawned a discussion among the board members about overhauling the EGR website to be more user friendly for members and easier to maintain for the webmaster. Dave recently organized a website working group to discuss the options and possibilities for a new website. Participating in the workgroup are Dave, Elly, Carlos, Troy, Phil, Bill Shelton and Tom Stuart. These individuals were selected for the working group because they each contribute frequently updated content for the website. One of the goals of the website overhaul is to reduce duplication of effort on the part of content contributors and the webmaster and thereby reduce the time commitment required of the webmaster. Contributors will post their content directly to the website. The webmaster will still be responsible for overall operation and maintenance of the website.
- The new website will be hosted at no cost on the PCA national site and will use no cost Wordpress web software provided by PCA national.
- The new website is expected to go live on or before April 1st. The current EGR website will be maintained until then. The transition will be seamless for members as the new website will use the same web address as the current site.

Autocross

- Dave reported that there has been good turnout for the club's autocross events. The February 15th event at Buckingham Field drew 35 cars. All but 8 cars were Porsche models. EGR is hosting an autocross school on April 11th at Buckingham Field featuring 2 professional instructors from Minneapolis. Participation is limited to 12 cars. EGR-sponsored autocross events are in the planning stage for Three Palms this summer and Buckingham Field this fall.

Merchandise

- Dave has finalized the initial collection of clothing items displaying the EGR logo and samples have been displayed at EGR social and autocross events. While the apparel seems popular, no hard sales numbers are available yet. PCA national reports sales to

the regions quarterly and a report on EGR sales is expected shortly after the end of the first quarter in April. Dave will review sales results every 6 months to see what is selling and to freshen the apparel line as necessary.

- The board expressed a special thanks to David for his work on the EGR apparel line.

There being no additional business, the board adjourned at 8:10 p.m.

The next meeting of the board is scheduled for 6 p.m. Monday, April 27, 2015 at _____.