



EVERGLADES REGION PORSCHE CLUB OF AMERICA

BOARD MEETING

Wednesday, October 28, 2015

Chris Branston called the meeting to order at 6:05 p.m.

Present: Chris and Jenny Branston, Elly Bloksma, Bill Shelton, Carlos Vasallo, Steve and Faith Wassersug, Tom Pitser, Tom Stuart, Gary Karnes, Tom Kring, Dave Noelken, Phil Castronova and Donna Giasi (proposed candidate for social chair).

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

Tom Stuart reported that attendance at the monthly “cars and coffee” event was down somewhat during the summer months, but has been rising as of late. The event is held in the parking lot next to Porsche of Fort Myers on the first Sunday morning of each month with the endorsement of the dealership. Mike Garro from Porsche of Fort Myers is usually there and he encourages his customers to attend. The club views the event as both a social event for current members and a new member recruiting tool. Tom has established a Facebook page for the event to spread the word.

Reports from Board Members

Chris Branston (President)

- Chris and Jenny attended Porsche Rennsport Reunion V this past September at Mazda Raceway Laguna Seca, California. This event is hosted by Porsche Cars North America

with significant involvement of Porsche Club of America. The three-day program included on track competition events and a display of significant Porsches over the years. Chris noted that this is a top-notch national event and encouraged more local members to attend next time.

- Tom Pitser has officially assumed the post of EGR club treasurer, and has been busy working with PNC Bank to obtain complete financial records.
- Chris is pleased with the response of EGR members to autocross and other EGR-sponsored social events and noted that the club is gaining in profile.

Carlos Vasallo (Vice President and Club Liaison)

- Carlos has initiated contact with local club representatives for the annual British/Italian/German car event to be held in Cape Coral next year. More details to follow later.
- The club calendar now includes the Saturday weekly (November through May) McDonalds Naples Cruise-in (K-Mart plaza on U.S. 41 between Golden Gate Blvd., and Pine Ridge Road). The event lasts all day and includes music and food provided by McDonalds and Chili's.
- Carlos has updated the calendar to include events all the way through June of 2016.
- Carlos informed the board that he would not be standing for reelection to the board for 2016. The board expressed a special thanks to Carlos for his work on behalf of the club over the past several years.

Phil Castronova (Membership Chair)

- Phil reported that the club has 433 primary members and 271 co-members as of October 2015. This represents an increase of 18 primary members and 30 co-members since the last meeting in April.

- Phil attended the Presidents' meeting on Chris' behalf in October. Many national club activities that are currently in the planning stage were discussed including the 2016 Parade to be held at the Jay Peak Resort in Vermont, the 2016 Escape to be held in Lake Tahoe and 2017 Escape to be held in Ashville, North Carolina. Phil reported that PCA zone 12 (Florida and Puerto Rico) was incorporated for tax purposes.
- Phil has secured a new vendor for club name tags. The new vendor will take orders directly from members, removing Phil as the middleman in the process. New name tags will be available for \$10, including shipping. Information on ordering name tags will be added to the club website.
- Phil suggested and the board agreed that going forward new members would receive a club welcome via email rather than snail mail. It was also suggested and agreed that the club's informational trifold would be updated to include a membership application section.

David Noelkin and Tom Kring (Joint Autocross/DE Chairs)

- Tom reported that the club has sponsored, individually or cooperatively, 5 autocross events this year. The club only trained its focus on track events a year ago, so this is a real success. EGR member interest is progressively increasing and participation continues to climb. Porsche of Naples/Fort Myers has generously helped sponsor these events.
- Three Palms Speedway, where some of the autocross events were held this past year, is no longer available as an autocross venue. In addition to Buckingham, another autocross venue this past year, David and Tom will be seeking additional new venues and co-sponsorships with other clubs. Suncoast PCA and Gold Coast PCA have expressed interest in jointly sponsoring autocross events at Sebring International Raceway. Autocross events at Sebring will have the added benefit of exposing participants to the race track and generating interest in PCA – sponsored DE (high performance drivers education). Porsche Naples/Fort Myers has expressed a preference for sponsoring driving events as they believe these events have the potential to lead to vehicle sales.
- Dave and Tom developed and email-blasted out to EGR members a survey designed to assess the experience and interest of members in club-sponsored DE events. Twenty responses were received. (DE events are, at all but the highest level, "instructed" events. Participants drive their cars on the race track with PCA-certified instructors in

the passenger seat. These events are designed to allow Porsche car owners to experience the capabilities of their cars on the racetrack and to learn high performance driving techniques.) DE events are a natural progressive compliment to autocross.

- In view of the cost to rent a track such as Sebring for DE events (at least \$50,000 per weekend), the relative size of the EGR club and its even smaller subset of likely DE participants, it was agreed that EGR should partner with other clubs that are already sponsoring DE events at Sebring and other tracks. The financial assistance that might be provided to such events by Porsche Naples/Fort Myers in EGR's name could make EGR an attractive co-sponsor.

Elly Bloksma (Social Chair)

- Elly recently sent a blast email to members listing currently scheduled EGR-sponsored social events through the end of this year. The Garage Potluck on November 14 has received a good response and is already near capacity. The Christmas party is the last club event of the year. The event will be held at the Longshorelake clubhouse in Naples and will again feature entertainment by Jimmy Keys. Eighty members are expected this year.
- Elly informed the board that she will not be standing for reelection to the board for 2016. Donna Giasi, an EGR club member, has expressed interest in the position. Her name will be submitted to the members at the annual meeting as part of the board slate for 2016. Elly and Donna will work to transition the social chair duties over the next couple of months. The board expressed a special thanks to Elly for her work as social chair over the past several years.

Gary Karnes (Cars on 5th Liaison)

- Gary reported that the 12th annual Cars on 5th charity event will be held in Naples on February 13, 2016 from 10 a.m. to 4 p.m. This will be the 12th annual Cars on 5th event. Two changes were made to the event for 2016: the event will end one hour later and the entry fee has been increased to \$50 from \$40. Four hundred and fifty cars will be displayed, with German cars representing 70 entries. Forty to 50 of the 70 German cars are expected to be Porsches.
- St. Matthew's House will again be the charity beneficiary. The event is expected to raise over \$70,000.

- Gary urged early registration as the event maxes out within days.

Thomas Pitser (Treasurer)

- Tom developed a profit and loss statement and balance sheet for the club for the period January 1 through September 30, 2015. The club had a balance of \$13,047 as of September 30th. Tom's goal is to develop a process for gathering the info necessary to prepare informal profit and loss statements for each club event.

Steve and Faith Wassersug (North Area Organizers)

- Steve reported that a good time was had by all at this year's Oktoberfest. Twenty-eight people gathered at the EGR table which was identified by an EGR flag. The flag drew visits by PCA members from other regions. The annual Cape Coral event draws 25,000 people. Steve is also working on a kayak event for the end of March or early April.
- Faith organized a dinner and theater outing at the Arcade Theatre in the Fort Myers river district for January 16, 2016. Twenty-four tickets have been reserved. Dinner will be at the Twisted Vine.

Jenny Branston (Rally Chair)

- Jenny reported that 20 cars are registered for the "Post Halloween" EGR Photo and Cryptic Clue Rally on Sunday, November 8th.
- Jenny is also working on a visit to the Larry Wilson collection of more than 200 cars. Larry is a PCA member in Palm Beach Gardens. The trip is tentatively scheduled for January 17th, 2016 and will include lunch and a tour of the car museum. Larry Wilson will be on hand to guide the tour. The trip is 135 miles one way, so some members who make the trip may want to stay at a local hotel for the evening.
- Jenny reported that 12 couples have already signed up for the Weekend of the Year event.

Tom Stuart (Webmaster)

- Tom reported that the new EGR website has been up and running for the past 6 months. Tom is working on a mobile version that will go live in the next month or so. Tom stressed that the website is only as good as its content and encouraged more postings.

There being no additional business, the board adjourned at 8:30 p.m.

The next meeting of the board is scheduled for 6 p.m. Tuesday, April 12, 2016 at the Branston residence.