



## **EVERGLADES REGION PORSCHE CLUB OF AMERICA**

### **THIRD QUARTER 2014 BOARD MEETING**

Wednesday, October 8, 2014 at the Bloksma's home

Chris Branston called the meeting to order at 6.15 pm.

**Present:** Chris and Jenny Branston, Elly Bloksma, Phil Castronova, Gary Karnes, Bill Shelton, David Noelken (via telephone), Tom Kring, Carlos Vasallo and incoming treasurer, Bill Foster.

**Apologies:** Received from Stephen Wassersug, Troy Semanko, Bill Hutchens and Ron Howard.

#### **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:**

##### *EGR Board Position Changes*

Chris Branston informed the board at the second quarter board meeting (April 9, 2014) that Bill Hutchens will not seek reelection to the board as Treasurer for 2014. The board sent out a blast email to members on April 21, 2014 describing the duties of the Treasurer position and inviting members interested in running for the position to contact the board. Several qualified candidates responded. After discussion, the board decided to recommend Bill Foster CPA for the position. Bill will be presented to the membership for a formal confirmation vote at the annual holiday party on November 21, 2014. Bill Hutchens has graciously agreed to work with Bill Foster during the transition period. The board expressed a special thanks for Bill Hutchens' service as Treasurer over the past couple of years.

Scott Pransky announced at the second quarter board meeting that, effective immediately, he would relinquish his post as Membership Chair due to other constraints. The board sent out a

blast email to members on April 21, 2014 describing the duties of the Membership Chair and inviting members interested in running for the position to contact the board. Several qualified candidates responded. After discussion, the board decided to recommend Philip Castronova for the position. Phil assumed the duties of the Membership Chair immediately following a brief period of orientation with Scott. Phil will be presented to the membership for a formal confirmation vote at the annual holiday party on November 21, 2014. The board expressed a special thanks for the excellent work Scott has done as Membership Chair.

## **Reports from Board Members**

### **Chris Branston (President)**

- Chris attended the Porsche Club of America (PCA) zone 12 Presidents' meeting earlier this year. (PCA's zone 12 rep is David O'Neil.) PCA's main initiative at this time is growth of membership in PCA through encouragement and support of the local clubs. PCA has a net monthly membership gain of approximately 200, with approximately 1,500 new members each month and approximately 1,300 members non-renewing their memberships each month.
- PCA is particularly focused on helping local clubs establish and support relationships with Porsche dealers in their areas. PCNA will subsidize dealers' payment of new member dues and dealers can apply to PCNA for funding to sponsor local club events. Chris noted EGR's success in this area with the \$10,000 commitment made by Porsche of Naples/Fort Myers for sponsorship of EGR events.
- Chris reported that the monthly "Cars and Cocktails" events at Café Alfredo have been well-attended, even in the normally slow summer months. Alfredo has been very generous in hosting the monthly event. Chris proposed and the board approved an honorary EGR membership for Alfredo.

### **Bill and Anna Hutchens (Treasurers)**

- Bill sent a report to Chris indicating a balance of approximately \$9,769 in the Club's account, including the most recent \$1,007.50 quarterly rebate from PCA.

- Tom Kring reported that he had reactivated EGR's Club Registration account to simplify the processing of autocross registration and payments. It was noted that all club events, including non-track social events and rallies could be processed through Club Registration.

#### **Carlos Vasallo (Vice President and Club Liaison)**

- The next big PCA event is Escape, to be held in Orlando this November. A few EGR members have expressed interest. There is no official club coordination for members regarding this event.
- Carlos reported that all upcoming EGR events through May of 2015 are now posted on the club calendar that can found on the club's website.

#### **Phil Castronova (Membership Chair)**

- Phil reported that Scott Pransky did a great turnover of the Membership Chair functions. Membership has grown to 369 in October 2014 from 311 as of the first of the year.

#### **Elly Bloksma (Social Chair)**

- Upcoming events include the Photo Rally (October 26<sup>th</sup>), "Cars and Cocktails" (November 4<sup>th</sup>), Faith and Steve Wassersug's pot luck dinner and the 2014 holiday party (November 21<sup>st</sup>).
- British comedian, Jimmy Keys, will provide the entertainment at the holiday party. An effort will be made to get Porsche of Naples/Fort Myers to sponsor the entertainment.

#### **Jenny Branston (Rally Chair)**

- Jenny reported that 14 cars are registered for the upcoming Photo Rally on October 26<sup>th</sup>.
- Plans are underway for the 2015 Weekend of the Year (WOTY) to be held April 25<sup>th</sup> and 26<sup>th</sup>) in Crystal Springs.

### **Gary Karnes (Cars on 5<sup>th</sup> Liaison)**

- Next year's 11<sup>th</sup> annual Cars on 5<sup>th</sup> charity event will be held on February 14, 2015. Registration forms will be sent out before Thanksgiving to previous participants. EGR will have the same space and same position on the street as last year. The charity for the 2015 event will be St. Matthew's House.
- The board discussed the Mercato Auto Show to be held on December 13<sup>th</sup> and whether EGR should participate as a club (as it does in Cars on 5<sup>th</sup>). Mercato is a much less formal auto show in which the club has not officially participated in the past. The show draws mostly Ferraris, Corvettes and muscle cars. It was decided that EGR would send a blast email to its members informing them of the event, measure actual attendance on December 13<sup>th</sup> and then decide whether to participate as a club next year.

### **Troy Semanko (Webmaster)**

- Troy was not able to attend. The board noted that Troy is doing an excellent job with the Club website.

### **Tom Kring (Joint Autocross Chair)**

- Tom reported that there has been good turnout for the club's autocross events: (i) May 3<sup>rd</sup> "Taste of Autocross" sponsored in conjunction with Gulfcoast Autocrossers' at Buckingham Airfield, (ii) August 10<sup>th</sup> at Three Palms Speedway and (iii) September 27<sup>th</sup> at Buckingham Airfield. Tom received very positive feedback from participants regarding the experience. Another autocross event is planned for December of this year. There will also be another novice school in January of 2015.
- The September Buckingham Airfield autocross was sponsored by Porsche of Naples/Fort Myers. John Harris was pleased with the event. Tom sent John a note of appreciation for the dealership's sponsorship.
- Tom reported that the club has acquired all of the autocross equipment that is necessary to stage an event.

### **David Noelkin (Joint Autocross Chair)**

- Dave has been working with Proforma (a supplier of corporate and promotional logo clothing) on a collection of clothing items displaying the EGR logo. The board reviewed

a 10 page initial collection of polo shirts, crewneck shirts, hats and tote bags for both men and women. The board was pleased with the initial selection of clothing items for the collection. It was suggested that a low cost cotton t-shirt, a light jacket and a vest should be added to the collection.

- The Club apparel collection program will not require the club to maintain an inventory. Club members will be able to order the items on the Proforma website. Bulk orders of 12 items or more will receive a discount of 20%. Proforma will rebate to the club each quarter 25% of the revenues from individual orders.
- Dave noted that 12 other Porsche Club regions already have collections and that Proforma was helpful in recommending items for the EGR collection based on the company's experience with other clubs. The board decided to proceed with the initial collection (with the aforementioned additions) and to revisit the offerings a few times per year depending on what is selling.

### **Other Business**

Liaison with Porsche of Naples/Fort Myers: In light of Bill Hutchens' forthcoming resignation, Bill told Chris that he is not sure how much time he will be able to spend in Naples next year. It was agreed that Gary Carnes and Tom Kring would take over as club liaison with Porsche of Naples/Fort Myers.

There being no additional business, the board adjourned at 8:37 pm.

**The next meeting of the board is scheduled for 5pm Friday, November 21, 2014, in the Clubhouse at the Strand (1 hour prior to the start of the holiday party).**