



EVERGLADES REGION PORSCHE CLUB OF AMERICA

BOARD MEETING

Monday, April 27, 2015

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

Present: Chris and Jenny Branston, Elly Bloksma, Bill Shelton, Carlos Vasallo, Steve and Faith Wassersug, Tom Pitser and Tom Stuart.

Apologies: Received from Dave Noelkin, Gary Karnes and Phil Castronova.

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:

Everblades Hockey Game at Germain Arena

Steve reported that the club-sponsored outing to Germain Arena for an Everblades hockey game on March 13 was a big success. Twenty-six people signed up and \$100 was generated for charity. Everblades management was very accommodating to the group.

Cars and Coffee at Porsche of Fort Myers

Tom Stuart reported that the monthly "cars and coffee" event has been growing. The event is held in the parking lot next to Porsche of Fort Myers on the first Sunday morning of each month. Eighty-five vehicles participated in April. A breakfast truck has been scheduled to come in subsequent months. The board discussed the fact that, for now, the event is not a club-sanctioned event. It is thought that better attendance by Porsche owners might be achieved if the club sanctioned the event. The club will continue its informal support for the event,

however, no action to sanction the event was taken at this time. Tom has started a Facebook fan page for the event and distributes cards at the event. The event serves as a recruitment tool and to bridge the distance gap between the club's main geographic areas of Naples and Fort Myers.

Reports from Board Members

Chris Branston (President)

- Chris introduced Tom Pitser, who will assume the post of EGR club treasurer, effective June 1, 2015. Chris will assume responsibility for the functions of treasurer until then. Bill Foster resigned as treasurer effective March 27, 2015. All required reports and filings required to date have been completed. The club thanks Bill for the work he has done on behalf of the club.
- Chris introduced Tom Stuart who will assume the post of EGR webmaster immediately. Tom has already been active on the website work group and is fully up to speed. The club thanks Troy Semanko, the club's webmaster for several years, for his service on behalf of the club.
- Chris is pleased with the response of EGR members to autocross and other EGR-sponsored social events. In particular, there has been a huge increase in interest in track events compared to recent years.

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, although he has had some difficulty getting info on zone events.
- Carlos reported that he had received an email from a Gold Coast PCA representative informing EGR of a Gold Coast club visit to the Muscle Car City Museum in Punta Gorda on June 20th and inviting participation from EGR. The board appreciates the invitation on the part of Gold Coast. Carlos will inform EGR members of the outing and include it on the EGR calendar. The Gold Coast email sparked a board discussion about the

benefits of engaging with other clubs. It was roundly agreed that such engagement is a way to strengthen EGR's standing with its members, as well as with other clubs.

Phil Castronova (Membership Chair)

- [Report provided by Chris on Phil's behalf.] The club has 415 primary members and 241 co-members as of 4/27/2015. This is an increase of 28 primary members and 1 co-member since January. The board expressed a special thanks to Phil for a job well done.

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 holiday party is scheduled for December 4th this year. A venue has been vetted and chosen and the entertainment engaged. In addition, Elly is working on several other events including a possible lunch drive to Cape Coral in August and a November rally.

Steve and Faith Wassersug (North Area Organizers)

- Steve raised the issue of how he, as North Area Organizer, could coordinate with Phil on outreach efforts to new members and potential members in the northern area of the region (i.e., Fort Myers and Cape Coral). Phil, as the Membership Chair, is the intake person for all new EGR members. Steve emphasized that the personal touch of a board member in the northern area of the region would be appreciated by members who feel the club might be focused primarily on the southern area of the region. Outreach efforts might include talking with and answering inquiries from members and potential members, making a welcome call to new members, sending a hard copy letter at the beginning of each "in season", and using the Sunday cars and coffee get together in Fort Myers as a way to introduce new north area members to other members. The board supports Steve's offer of coordination and outreach. Accordingly, Chris and Phil will discuss the feasibility of allocating potential and new members in the northern areas of the region to Steve and or one or more other north area members for outreach efforts.
- Steve is working on a northern area outing for October 25th. The event will include kayaking in Lovers Key followed by lunch at a local restaurant. Also in the planning stages is a club outing to the Cape Coral Oktoberfest on Saturday, October 17.

- Faith is working on a dinner and theater outing at the Arcade Theatre in the Fort Myers river district for January 16, 2016.

Jenny Branston (Rally Chair)

- Jenny reported that the February rally to Lake Okeechobee was a big success. The Weekend of the Year was also well attended. The club appreciates Porsche of Naples/Fort Myers sponsorship of WOTY. Jenny is also planning a rally for later this year in the northern area of the region. Finally, Jenny announced that the 2015 WOTY will be held on the third weekend of April.

Tom Stuart (Webmaster)

- Tom announced that the new EGR website will be up and running soon. 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. Several members of the board who will be contributors to the website content received training that will allow them to post their content directly to the club's website without needing to involve the webmaster. For example, Elly as social chair, will be able to post the club's scheduled activities directly on the website. This should relieve some of the time commitment required of the webmaster and result in the club's website being more current. Once the new website is activated, members will simply click on the same link as the old site to be connected to the new site. This will make the transition seamless for members.

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. Monday, October 26, 2015.