



EVERGLADES REGION PORSCHE CLUB OF AMERICA

BOARD MEETING

Tuesday, April 12, 2016

Chris Branston called the meeting to order at 6:13 p.m.

Present: Chris and Jenny Branston, Bill Shelton, Steve and Faith Wassersug, Tom Pitser, Tom Stuart, Gary Karnes, Dave Noelken, Phil Castronova and Donna Giasi.

Apologies: Received from Tom Kring (Dave to present Tom's report.)

Minutes of the last Meeting:

The minutes of the last meeting were approved as written.

Reports from Board Members

Chris Branston (President)

- Chris thanked the board for their efforts over the past several months. Specifically, Gary for his work on Cars on 5th, Tom Kring and Dave for the success of the club's autocross events, Tom Stuart for Cars & Coffee and his website work, Tom Pitser for his work as treasurer, Phil for his membership efforts, Donna in her new position as social chair, Steve for his efforts as north area coordinator and Faith in her new role as club apparel manager. The board is working well together and making great progress.

Dave Noelken (Vice President and Club Liaison)

- Dave reported that a request to members produced 10 who volunteered to escort bicycle riders participating in the Pan Florida Challenge, an annual charity event. The help was very well received and it is expected that the club will receive a similar request

next year. It was noted that this event brought out members who previously haven't typically been involved in club activities and spawned a discussion on club involvement in charity events that was continued later in the meeting.

- Dave reported that the annual British/Italian/German car event held in Cape Coral drew only 7 Porsche cars out of a total of 70 cars. This was a disappointing turnout. The club will revisit the event prior to next year's date to see what measures can be taken to produce a higher turnout of club members.

Phil Castronova (Membership Chair)

- Phil reported that the club has 438 primary members and 278 co-members as of April 2016. This represents a new recent high point in membership.
- Phil thanked Dave for facilitating the development and printing of new club brochures and he encouraged board members to distribute these brochures to potential new members. The club also purchased plastic brochure holders that are intended to be placed at the parts counters of Porsche of Naples and Fort Myers.
- A discussion ensued about who within our total membership is participating in club events. Several board members expressed anecdotal evidence that a small percentage of total membership (60 or so) regularly participate in club events. Other board members said that based on their involvement with other clubs this is a typical ratio of active to total members. It was suggested that a registration book be placed at each club event and that participating members be asked to sign in. This would give the club a better idea of its active members. It was also suggested that the club develop a way to query members about the kind of events they would like to see the club organize.
- Donna reported that 50 or so out of the 438 member e-mail addresses are consistently coming back as undeliverable. Phil agreed to take Donna's return list and compare it to the PCA national database. Invalid addresses will be deleted from the list. And, if possible, an effort will be made to get the correct e-mail addresses for members the club knows are current.

Thomas Pitser (Treasurer)

- Tom presented profit and loss statements and balance sheets for the club for the periods January 1 through December 31, 2015 and the first quarter of 2016. The club had a cash balance of \$15,645 as of March 31, 2016. Tom is developing a process for gathering the info necessary to prepare informal profit and loss statements for each club event.
- Tom stated that the current system in which board members involved in organizing events provide e-mail or hardcopy receipts and deposit slips makes for a cumbersome accounting process. This prompted a discussion about the advantages of the club potentially having a Visa account for paying club expenses. Also discussed was the possibility of developing a process so that members participating in club-sponsored events could pay using a credit card. Currently, all member payments are made by check. Tom Stuart mentioned that the club could set up such an account to accept payment from members via credit or debit card for charge of 2½% of the amount charged. The option for such an account was taken under advisement by the board, however no definitive action was taken at this time.

Jenny Branston (Rally Chair)

- Jenny reported that the January 17th rally to the Larry Wilson museum was a big success. Forty-nine people are signed up for the 5th annual Weekend of the Year (“WOTY”) this coming weekend.
- Jenny is already working on next year’s WOTY. One venue that is under consideration is Jekyll Island. The board discussed the fact that Jekyll Island is a fantastic venue but that the distance may limit participation. The club will try to get some feedback regarding members’ willingness to make the long trip. Key West is also another possible venue. Faith agreed to get some information on large group bookings at one of the southern-most hotels in Key West.

Gary Karnes (Cars on 5th Liaison)

- Gary reported that the 12th annual Cars on 5th charity event held in Naples on February 13, 2016 doubled last year's charity donation to St. Matthew's house from \$65,000 to \$130,000. St. Matthew's house had 350 volunteers at the event boosting donations. The event drew 40 – 50,000 people. Fifty-three Porsche cars were part of the German car contingent of 75 cars. Over 500 cars of various makes were displayed at the event.

Donna Giasi (Social Chair)

- Donna reported that the first potluck of the year was held in Naples on January 31 at the home of Linda and Tim Wallen. Approximately 35 members attended. A good time was had by all.
- Twenty-four members participated in the Everglades Airboat Tour/Gator Show/Animal Sanctuary & Lunch event on March 20th.
- Seventy-five members participated in the Potluck Dinner & Car Collection Visit to Marco Island hosted by Maxine and Chuck Shapiro on April 2nd. This was considered a big success with excellent turnout and great cars.
- Events in the planning stages include an end of season potluck dinner in Bonita Springs on May 7 to be hosted by Denise and Tom O'Grady; an Oktoberfest dinner at the Old Europe Bistro in the Naples Walk Plaza, Wednesday, October 12 and the Annual Holiday party at the Longshore Lakes Country Club on Saturday, December 3rd. Entertainment will be provided by Joe Marino and All the King's Men.

Steve and Faith Wassersug (North Area Organizers)

- Steve reported that 28 members participated in the Everblades Hockey event on March 5th. There will be no kayak event this year, but it will be organized next year.

- Faith reported that there were 24 guests for the dinner and theater outing at the Arcade Theatre in the Fort Myers river district on January 16, 2016. This continues to be a popular event and is likely to be repeated again early next year.

Tom Stuart (Webmaster)

- Tom described how he recently added Google analytics to the new EGR website. This product provides valuable information regarding how visitors navigate through the website. This allows us to understand which pages are being visited and therefore what content most interests members visiting the site. This will allow the club to more closely tailor the website to meet the needs and interests of its members.
- Tom reported that the mobile version of the website has gone live and is working well.

Tom Kring (Driving Events Chair) – as reported by Dave Noelken

- Tom and two other members of the Everglades region participated in the Zone 12 autocross at the 48 Hours at Sebring. EGR member Mike Drake won the S4 class and Tom won the 102 class and had the fastest time of the day of all 54 drivers from all over Zone 12.
- The club hosted its most successful autocross to date at Buckingham Airfield on February 28th. There were 42 drivers with 29 Porsche cars. The event attracted 4 Solo National Champions, 5 Florida State Autocross Champions and 13 novices. The diversity of the participants illustrates the growing recognition that is being given to EGR-organized autocross events. The event was sponsored by Porsche Naples/Fort Myers. Stories and pictures of the event are posted on the club website.
- Tom is working on partnering with Zone 12 on other multi-region events. Tom will be the Everglades representative at the upcoming Zonifest Autocross at Sebring on Memorial Day weekend. Tom will send an invitation to members and post a notice on the website to promote the Zonifest event.

- Plans are underway for another autocross at Buckingham for early October. Other venues are also being explored, as is the possibility of co-hosting a DE event at Sebring later this year.

Other Business

- *Club Participation in Charity Events.* The club receives requests from time to time regarding the contribution of money and/or time and effort to support various charitable causes. (The club is already a big supporter of and many members participate in the annual cars on 5th charity event.) It was noted that many members are interested in charitable activities and most participate in charitable activities outside of the club. The question for the club is whether it should be a car club or whether it should be something in between a car club and actively involved in charitable activities. It was definitively decided that member fees would not be used to directly support charitable activities. Support would perhaps be in the form of informing members about charitable events and assisting in recruiting members to lend their time and effort to these events. The board determined to undertake a process to explore the possibilities for and its proper role in charitable activities going forward. Accordingly, the board asked Phil to invite Rob Vigorito (Pan Florida Challenge) to the next board meeting to gain his perspective. Rob is active in the Everglades Region PCA, the Chesapeake Region PCA and charity events.
- *Non-Competing Sponsorships.* The board discussed the merits of developing non-competing, paid sponsorships on the club website as a means of supplementing club revenue. A committee was formed consisting of Tom Stuart, Faith, Chris and Dave. Dave will serve as the chair and will develop a work plan for the committee.
- *New Local Clothing Supplier.* Faith reported that she has secured a new local supplier for EGR attire. The quality of the goods is the same as on the PCA website but the cost is much lower. Members will have access to both EGR attire and PCA attire through the EGR website. It was noted that not many orders are generated through the website, but that the attire sells when presented directly to members at club events.
- *Creation of Everglades Region PCA Facebook Fan Page.* Tom Stuart reported that PCA sponsored a website contest in which it evaluated regional clubs' involvement in social media. The PCA best practices statement related to the contest included, among other things, a recommendation for a Facebook Fan Page. After discussion, the board gave

the go-ahead and Tom volunteered to prepare a prototype for the board to review before going live.

- *Addition of a Classified Tab on the Website.* Tom Stuart raised the possibility of adding a classified tab to the club website. This would be a link to the Panorama classified area. The club would not be directly involved in the listing or selling process. The board agreed to take this possibility under advisement, however and no specific action was authorized at this time.
- *Member Demographics.* Dave analyzed information from 450 primary members and presented the following city-of-residence information:¹

- 43% in Naples
- 17% in Fort Myers
- 12% in Bonita Springs/Estero
- 6% in Cape Coral
- 6% in Port Charlotte/Punta Gorda
- 4% in Marco Island
- 2% in Sanibel Island

Dave made the point that approximately 47% of our members live south of Bonita Beach Road and 43% live north of that demarcation. Collectively, Fort Myers, Cape Coral and Sanibel Island account for approximately 25% of the members. This reinforces the club's belief in the importance of the north area organizer.

A discussion ensued regarding whether the monthly Cars & Cocktails event at Café Alfredo in Naples should be alternated to a northern location. It was decided that this would not be done as this event is very popular and is the culmination of much time and effort. And, there was a concern about splitting the club into two geographical camps. The club will consider possibilities for adding regular social events in the north. A good

¹ The totals do not equal 100% due to rounding and a small number of northern and outlying Florida addresses.

start has already been made with the monthly Fort Myers Cars and Coffee event. Consideration will be given to a monthly Cars & Cocktails event along the lines of the café Alfredo event in Naples.

Dave also reported that 94% of the cars listed by club members are 911s, 944s, Caymans and Boxters. Only 3% are Panameras and another 3% are Cayennes and Macans. The board decided to explore ways to bring this large pool of sedan and SUV owners into the membership fold.

There being no additional business, the board adjourned at 9:40 p.m.

The next meeting of the board is scheduled for 6 p.m. on Tuesday, November 15, 2016 at the Branston residence.