



EVERGLADES REGION PORSCHE CLUB OF AMERICA

BOARD MEETING

Tuesday, November 15, 2016

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

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

Apologies: None received (all board members present)

Minutes of the last Meeting:

The minutes of the last meeting (April 12, 2016) were approved as written.

Special Guest/Presentation:

Rob Vigorito and Maura Plante were invited as special guests to provide information on the Pan-Florida Challenge for Hungry Kids. Pan-Florida Challenge is an annual charity event in which participating bicyclists procure financial sponsorships on behalf of the charity. The riders cover 180 miles over 3 days during the event. The money raised is used to provide meal packs (labeled by the charity as “power packs”) to needy children in 8 Florida counties. Last year’s event raised over \$500,000, which provided 1,070,000 meals to 2,200 kids during the 2016-2017 school year.

Pan-Florida Challenge is asking the club to encourage its members to drive their Porsches as lead cars for groups of bicyclists during this year’s 3 day event in March. Nine club members participated last year and the charity was very appreciative of their effort. The charity hopes to have even more lead car drivers this year.

A discussion ensued following the presentation. The board is supportive of the Pan-Florida Challenge effort and agreed to look at ways to get the word out to members about the event and to encourage participation. Rob agreed to be the charity's liaison to club for its involvement in the event.

The club agreed to put something on website to publicize the event to members.

Reports from Board Members

Tom Kring (Driving Events Chair)

- The club has considered the possibility of EGR-sponsored drivers education ("DE") events and concluded that EGR is not large enough to sponsor its own events. These events cost in the tens of thousands of dollars and there is not sufficient interest within the club to support such an event. Dave noted that he has been adding DE events sponsored by other Porsche clubs, as well as PBOC, CHIN and other DE organizations, to the club calendar. EGR members who are interested in these types of driving events will be able to find them on the EGR website.
- EGR sponsored two autocross events in 2016. These events were well attended and regarded as very successful.
- Tom has gotten 7 tentative dates from Lee County Mosquito Control District for EGR autocross events at Buckingham Field. (Mosquito Control owns the property and has control over its usage.) EGR-sponsored autocross events will be planned for one or more of these dates in coordination with other events on the EGR calendar. Tom will continue discussions with Porsche of Naples/Fort Myers to ensure their continued financial support of the club in these driving activities. Without this support, EGR sponsored autocross events would not break even.
- The club lost one of its autocross sites and is down to only one – Buckingham Field. Buckingham is the preferred location for autocross events because of the track surface and cost. However, Tom is looking at other potential locations in an effort to increase the number of potential dates available for events. Tom has looked at the greyhound track and concluded that the surface of the parking lot is not acceptable. EGR would consider holding events there if the track is repaved. Tom has also looked at the possibility of using the Sarasota Technical College lot when school is not in session. This

location is in the backyard of the Suncoast Florida Region PCA. They are fine with EGR sponsoring an event there.

- Tom offered a special thanks to club member Becky Rash for her time volunteering at EGR autocross events.

Chris Branston (President)

- Chris proposed that the current board members be presented for approval as a slate to members at the annual general meeting. Chris made the point that maintaining the board composition for 2017 would build on the momentum the club has experienced over the past year with the success of social and autocross events and the growth in membership. Chris noted the great turnout even at summer events, in the past a slow time for club events. All current members of the board agreed to stand for reelection.

Dave Noelken (Vice President and Club Liaison)

- At the April meeting the board discussed the merits of developing non-competing, paid sponsorships on the club website as a means of supplementing club revenue and agreed to form a committee to explore the issue. Tom Stuart, Faith, Chris and Dave volunteered to participate on the committee, with Dave as the committee chair.
- Dave spoke with a representative of Space Coast Region PCA to see what they do in this regard. Space Coast publishes a monthly newsletter in which they sell advertising space. As a non-profit, they charge only what they need to offset the cost of producing the newsletter. Space Coast has a much larger membership than EGR, and a larger pool of members who may be willing to volunteer for the newsletter team. Following discussion, it was agreed that newsletter production and mailing is very time consuming and expensive. Furthermore, it is doubtful that a team could be assembled to produce the newsletter on a consistent and ongoing basis. Dave and the committee will continue to explore the issue in the coming months.
- Dave summarized an article written in 2010 by Tom Gorsuch, member of the Space Coast Region and at that time, National Membership Chairman, on the relationship between regional Porsche clubs and Porsche dealerships. The article discussed ways in which the dealers can help with club initiatives (e.g., club seeks to increase membership, dealer sales representatives recommend club membership to new Porsche owners) and

ways in which Porsche clubs can help with dealer initiatives (e.g., dealer wants to increase parts and service revenues, club works with dealer to organize a dealership tech session focused on performance modifications and track preparation). Porsche of Naples/Fort Myers does provide financial support to the club's driving-focused events and this support is greatly appreciated. The board agreed to explore additional avenues to work with Porsche of Naples/Fort Myers for their mutual benefit.

Phil Castronova (Membership Chair)

- Phil reported that the club's membership has increased since the last meeting from 438 primary members and 278 affiliate members as of April 2016 to 465 primary members and 242 affiliate members. This represents a new high point in membership.
- A discussion ensued about how to get more northern area Porsche owners to join the club. Proportionately fewer northern area Porsche owners are club members than in the Naples area. One idea was to get northern area EGR members to organize a get together with non-member Porsche owners to talk about the benefits of club membership. The board will continue to explore outreach efforts in the northern area.

Thomas Pitser (Treasurer)

- Tom presented current period (April through October 2016) and year-to-date P&L statements and balance sheets for the club.

Current period: \$22,526 (revenues), \$20,848 (expenses) and a surplus of \$1,678. Cash on hand for the current period is \$17,326. The club had a cash balance of \$15,645 as of March 31, 2016.

YTD: \$30,945 (revenues), \$26,718 (expenses) and surplus of \$4,227.

- Tom is continuing to work on a process for gathering the revenues and expenses for each club event in order to prepare informal event-specific P&Ls.

Jenny Branston (Rally Chair)

- Jenny reported that the Boca Grande rally had a great turn out.

- Sixteen couples have registered so far for the 2017 Weekend of the Year to be held April 28 – 30 in Sebring.
- October 25, 2017 is EGR's 20th anniversary. A lunchtime party was suggested to commemorate the milestone.

Gary Karnes (Cars on 5th Liaison)

- Gary reported that spots for the 13th annual Cars on 5th charity event to be held in Naples on February 11, 2017 are filling up fast. St. Matthew's house will again be the charity beneficiary of the event. At least \$200,000 is expected to be raised. Five hundred cars are expected at the event this year including 55 Porsches and 20 other German brands in the German section.

Donna Giasi (Social Chair)

- Donna reported on several club social events since the last meeting including the baseball game, Oktoberfest, and Labelle. Ideas for social event venues for 2017 include Ave Maria and Clewiston Inn.
- Donna raised the issue of how the club might express appreciation for restaurant venues that host club events. Among the suggestions was to feature the restaurant on the club website.
- Eighty-six club members have signed up so far for the Annual Holiday Party at the Longshore Lakes Country Club on Saturday, December 3rd.

Steve and Faith Wassersug (North Area Organizers)

- Steve is looking at a list of dates for the following possible events: Everblades hockey game, Koreshan State Park and a southwest Florida craft brewery tour.

- Steve also mentioned and would review proposed dates with the board for Florida Repertory Theater (small theater) for Sheer Madness, Pirate Cruise from Ft. Myers Beach for an evening, Mens' and/or Womens' FGCU Basketball Game. Steve will also identify potential sites for monthly Cars and Cocktails in the Fort Myers area.
- Faith mentioned opportunities to purchase EGR clothing at upcoming club events before the holidays.

Tom Stuart (Webmaster)

- Tom described Emailer 3.0, a new method to be adopted by the club for easier email communication with members. Seventy-five percent of PCA clubs use Emailer 3.0. The program automatically merges member contact information for the regional clubs. Because it relies on direct PCA membership information, it is the most up to date list available.
- Cars and Coffee has had record turnout, even in the normally slow summer months.
- The conversion of the EGR website to the WordPress format has been great. The site is nearly self-maintaining. The website now shows new members, where they are from, their car, etc. This information is gathered from PCA.
- Tom reported that a classified advertising tab has been added to the club website. This tab links to the Panorama classified area and the club is not directly involved in the listing or selling process.
- EGR participated in the PCA website contest this year for the first time. Judging is based on the membership size of the club, with standards being somewhat less for smaller clubs, like EGR. The judging results appear to be highly subjective, given the range of scores EGR received from different judges. Participation in the contest was a worthwhile exercise and the lessons learned will assist the club in its continuous improvement of the website.

Other Business

- *Tech Sessions.* There is interest among EGR members for tech sessions on routine maintenance and more advanced topics. Debold, F-1 and Auto Quest have expressed interest in conducting these sessions. The club has also asked Porsche of Naples/Fort Myers to host these sessions. The dealer is interested, but so far has been reluctant to pull service techs away from regular service work to do the sessions. The dealer has objected to competing shops conducting the sessions, so the club is currently in a bind on this issue. The board is very supportive of tech sessions and will approach the dealer one last time before going to the other shops.

There being no additional business, the board adjourned at 9:00 p.m.

The next meeting of the board is scheduled for 5 p.m. on Saturday, December 3, 2016 immediately prior to the EGR Annual Holiday Party.