



EVERGLADES REGION PORSCHE CLUB OF AMERICA

BOARD MEETING

Saturday, December 3, 2016

Chris Branston called the meeting to order at 5:08 p.m.

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

Apologies: None received

Minutes of the last Meeting:

The minutes of the last meeting (November 15, 2016) were approved as written.

Matters Arising

A discussion ensued about the club sponsorship program that was initially raised at the November meeting. A number of issues were identified that need to be explored before a decision on the program can be made, including: rate structure for the sponsorships, tax implications regarding club use of sponsorship revenues, the club's message to potential and actual sponsors, and whether or not a dedicated "sponsorship manager" is necessary. It was decided that Tom Pitser would need to be involved in structuring the program to ensure all tax requirements are met.

Tom Stuart offered to put together a presentation for the board on how the program could work for discussion at one of the upcoming Cars & Cocktails events. Tom mentioned that the info gathered by Google analytics on EGR website could be useful to sponsors.

Faith mentioned that a person who was interested in joining the club had accessed the EGR website but had difficulty navigating through the content. The question was raised as to whether others have similar difficulty on the website. Board members generally have no

problem navigating the website. Tom Stuart suggested that a 5 - 10 question survey could be put out to the members through Survey Monkey to learn about their experience in using the EGR website. Problems identified in the survey could then be addressed.

Reports from Board Members

Chris Branston (President)

- Chris reported that the club sponsored its largest rally ever earlier in the month and that this is a good sign of increasing interest in club social activities. There were 105 people for the annual Christmas party – a good turnout. Chris suggested that increasing interest may allow the club to sponsor larger events, perhaps one featuring one or more race car drivers. Chris proposed that interested members of the board get together on January 25th to talk about the upcoming year's social calendar.
- Chris offered a special thanks to Tom Stuart for the work he has done with the club website over the past year. The website has been completely revamped during that time.

Dave Noelken (Vice President and Club Liaison)

- Dave mentioned the upcoming BIG auto event in Cape Coral this spring. Dave will do an email blast to members in March reminding them of the event.

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 nearly filled. At least \$200,000 is expected to be raised for St. Matthew's house.

Steve and Faith Wassersug (North Area Organizers)

- Steve requested a January meeting to discuss dates for a number of north area social events and activities. Steve also suggested that the club website should highlight activities in the northern area to make them easier for northern area members to find.

Tom Stuart mentioned that Emailer 3.0 can be configured to target messages to specific member subgroups, such northern area members.

- Faith has spoken with Proforma about expanding the club apparel offerings. Faith is also looking for local suppliers. Presently, Faith has about \$900 worth of inventory left out of the original \$1,500 spring purchase.
- Faith is looking for a Fort Myers location for Cars & Cocktails. One possibility is the Harley Davidson dealership.

There being no additional business, the board adjourned at 6:00 p.m.

The next meeting of the board is scheduled for 6 p.m. on Wednesday, March 15th, 2017 at the Branston residence.