



**EVERGLADES REGION PORSCHE CLUB OF AMERICA**  
BOARD MEETING

Thursday, February 1, 2018

Dave Noelken called the meeting to order at 6:10pm.

**Present:** Dave Noelken, Chris Branston, Tom Pitser, Bill Shelton, Phil Castronova, Becky Harle, Jenny Branston, Tom Kring, Gary Karnes, Steve Wassersug, Faith Wassersug and Peggy Archer.

**Minutes of the last meeting**

The minutes of the last meeting were approved as written.

**Discussion of PCA Zone 12 and President's Webinar** (Dave Noelken)

Dave discussed a recent call in which he participated with the new zone 12 rep and the other zone 12 regional presidents. The new zone 12 rep is Lisa Lewis. She is the past president of the Citrus Region PCA.

Zone 12 includes 10 chapters in Florida, Puerto Rico and the Virgin Islands. There are over 7,021 primary and affiliate members in the zone, a 7% increase over 2016.

Zone 12 seems to be focused mainly on driving events including 24 Hours at Daytona and 12 Hours at Sebring. Dave would like to explore zone support for a broader spectrum of events in the future.

Zone 12 had a surplus in the treasury for 2017. Pending advice on relevant tax issues, the zone intends to distribute half of the surplus to the regions in the near future. EGR could be in line to receive around \$3,000 in that event.

Dave also participated in a "Presidents 101" webinar. One of the important points of discussion was the need for liability insurance for clubs participating in driving or "moving" events. Such events include rallies, autocross, instances in which members are driving their cars to and/or from a club-sanctioned event, and tech sessions and the like where a car may be on a lift. Insurance can be obtained from PCA for these events at no cost to the club.

Dave initiated a discussion about the possibility of the Board creating a “Development” chair position. This position would be focused on raising support for the club’s non- driving events. Porsche of Fort Myers/Naples only provides support for driving events. The Board decided to table the issue for now.

Dave also raised the possibility of the Board creating one or more “board member at large” positions. These board members would not have a specific portfolio, but would be tasked with overseeing particular projects as needed. After discussion, the Board voted to create one new position now and to consider additional positions in the future as needs dictate.

### **EGR Financial Report** (Tom Pitser)

For the period ending December 31, 2017, the club had revenues of \$47,147 from all sources and expenses in the amount of \$51,120. The club ended the year with a deficit of \$3,973. However, cumulative surpluses of revenues over expenses for prior years left the club with an account balance of \$21,394.

Revenues and expenses recorded individually for all major club activities show that some had deficits and some had surpluses. It is the policy of the club that pricing (the amount paid by participants in the event) for each club activity should match expected club expenses for each activity. However, it is not always possible to precisely estimate expenses and revenues.

### **Discussion on Growth**

(Dave Noelken)

Dave presented the 20 year membership and retention history for EGR. A total of 1,790 individuals have joined EGR since its founding in 1997, but less than 50% remain active members today. Retention for 2011 and 2012, during which Porsche Naples gave away 1-year memberships to customers, is 27% and 35% respectively. Retention for 2013 - 2015 is significantly better. Going forward, we should be as focused on retention as we are on growth.

(Phil Castronova)

EGR now has its highest membership tally ever, with 549 primary members and 320 associate members for a total membership of 869. This is a 15% increase in membership over 2017. Membership in 2016 also saw a 15% increase over the prior year. All of this growth has been as a result of club efforts – the local Porsche dealer no longer provides a free 1-year membership to new car buyers.

PCA’s new membership system automatically provides new club region membership and renewal information to Phil. This makes it easier for Phil to send out welcome emails.

Phil is working on a new EGR pamphlet to provide information to prospective members about the club. A “QR” code (otherwise known as a matrix barcode) will be printed on the pamphlet. Scanning the QR code with a smart phone will automatically bring up the EGR website.

A discussion ensued about how to welcome new members to the club. Ideas included:

- Organize semi-annual new member meetings
- Target new members at regular member events and outings
- Organize special new member events and outings
- Provide name tags and dedicated seating for new members at regular member events
- Organize a new member-only meeting prior to a regular “cars and cocktails” event

It was decided that a new member meeting held prior to a regular “cars and cocktails” event was the best option.

### **Discussion on Engagement**

(Dave Noelken)

Dave presented a summary of 2017 event participation.

Twenty-four events required registration and member detail is available on 15 of them. Two hundred and ten members participated in at least one of these 15 events, representing about 25% of our total membership. Total participation is likely higher since we lack some of the data. Going forward, the Board and event planners should be thinking about how to engage the remaining 75% of members. Member e-surveys may help to define this.

The Board reviewed and endorsed the Event Participation Guidelines that were developed after the December 2017 board discussion.

To streamline Board review of the social events calendar, the Social Chair, Northern Area Organizer and Rally Chair should meet prior to scheduled board meetings and build consensus on the next 6 months’ events. This has been a standing practice and should continue.

Apparel (Faith Wassersug)

Faith observed that the club website does not generate a lot of merchandise sales – people want to see and feel the items. Faith carries and displays a variety of items at club events and generates sales while there, but it is not feasible for her to participate in every club event. She asked if others would be willing to retain a small inventory of club merchandise for display and sale at events Faith cannot attend. Others agreed and will coordinate with Faith on this.

Faith also observed that women’s clothing and heavier items such as fleece are hard sells. Overall, informed by a review of the apparel available on other clubs’ websites, Faith believes

the club has a good mix of items available. One area for additional exploration may be casual jewelry.

The club has previously explored the possibility of using a smart phone credit card reader service. These services eliminate the need for handling cash and checks for the purchase of items at club events. Peggy Atcher spoke positively about her experience with Square (a smart phone credit card reader company) in the Chicago region. One of the added bonuses of the Square service is the data on sales, costs and inventory captured and made available to users.

The Board agreed to revisit the credit card reader issue.

#### Rally/WOTY (Jenny Branston)

Jenny reported that 23 couples have signed up for this year's Weekend of the Year ("WOTY") in the Florida Keys, April 27 – 29th. The event includes lunch at the Schnebly Winery and Brewery, a tour of the Coral Castle Museum and a stay in Marathon.

#### Concours/Shows (Peggy Atcher)

Peggy is interested in exploring the interest of EGR members in concours, which have not been a regular focus of the club in the recent past. Peggy would like to start with a "wash and shine" level concours before moving to the more serious concours classes. One suggestion was to combine a concours with an EGR "cars and coffee" or one of the club's social outings.

Peggy talked with a representative of Gold Coast PCA about their members participating in an EGR concours. Gold Coast PCA has their own large annual concours in the Miami-area Brickell neighborhood and it might be difficult to get their members to travel to the club's area for an EGR-sponsored concours.

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

Five hundred and seventy-five cars are registered for the 14<sup>th</sup> annual Cars on 5<sup>th</sup> charity event this year. German brands registered include 60 Porsches, 9 Mercedes Benz cars and 5 BMWs. One hundred and twenty-five Ferraris will also be displayed.

The charity event raised \$250,000 for St. Matthew's House last year. The goal for 2018 is \$300,000. All of the money raised goes to charity. All of the car clubs participating in the event pick up all of their own expenses. St. Matthew's House is a very active participant in the event, with plans to send around 300 people to work the show.

### Autocross (Tom Kring)

Tom reported that the autocross school scheduled for Feb 11<sup>th</sup> sold out in 3 days. Tom is planning 3 or 4 more autocross events this year, including one in combination with Gold Coast and Suncoast.

Porsche of Fort Myers/Naples has confirmed its continued support for autocross recently with Dave and Tom.

### Social (Becky Harle)

Becky raised the possibility of an on-line survey of EGR members to gain insight into what types of social events members want. One option is Survey Monkey. There is a \$35 one-survey-per-month option and a yearly \$435 unlimited survey option. The monthly option will be further explored.

### North Area Social (Steve Wassersug)

Steve mentioned several of the scheduled events in the north area including:

- Pizzas and Porsches at AutoQuest, February 13<sup>th</sup> and April 19<sup>th</sup>
- Everglades hockey night at Germain Arena, March 21<sup>st</sup>
- Florida Repertory Theater, March 24<sup>th</sup>
- Ding Darling kayak trip, April 14<sup>th</sup>
- Koreshan Historic State Park, April 21<sup>st</sup>

There being no further business, the meeting was adjourned at 9:50pm.

***The next board meeting is scheduled for Thursday, May 3<sup>rd</sup> at 6pm – location to be determined.***