

**Santa Barbara Region Board of Directors Meeting  
January 8, 2020  
Gold Coast Veterans Foundation, Camarillo**

The meeting was called to order by the President at 6:31 p.m.

Those present were Bob Clarke, David Stone, Randy Kinsling, Doreen Pankow, Nick Liakas, Barry Carson, Robert Watt, Rod Hersberg, Tom Sutphen, Howard Rubenstein, Dick Lange, Glenn Crawford, Randall Fishwick and Rem Laan.

The minutes of the November 2019 SBR Board meeting were approved.

**President, Barry Carson**

**Vice-President, Rod Hersberg**

Rob is working on visiting the Porsche Experience for a Saturday breakfast event.

**Treasurer, Howard Rubenstein**

The Treasurer submitted complete financial reports for 2019 December and Year end reports to the board prior to the meeting.

**COMMITTEE REPORTS:**

**Activities Chair, Doreen Pankow**

Doreen discussed the upcoming MLK weekend trip charges, attendance and noted there may be a small loss on this event due to the lower attendance. Activities event planners have been assigned for all months in 2020.

**Advertising (Bob Clarke) No report.**

**Archives (James Oldham) No report.**

**Motorsports (Glenn Crawford) No report.**

There was discussion on autocross at the Parade and possibly holding an autocross event at Santa Anita.

**Concours (Tara Brundrett and Robert Watt)**

There was discussion on the costs and benefits of proposed Concours sites for October 11, 2020, which included:

**Site A**

Carpinteria State Beach Park/Linden Field

\$2,500 + \$175 Permit fee

\$19-\$55 per hour for Park Aide Staff (this is to assist with car placement) Approx. 4 hours total

\$100 fee for onsite Caterer providing lunch

**Site B**

Santa Barbara City College - West Campus

Cost \$1,000 + facility staff @ \$50 per hour

TBD - Culinary catering onsite or outside catering of our choice

Robert noted that he is waiting on costs for a third site and another location was discussed that he said he would investigate. He also noted that he planned to invite neighboring region PCA clubs.

**Dealer Relations (David Stone)**

Dave noted that there was pushback by a current dealer in soliciting the Valencia dealership and that the High Desert chapter has already engaged them in advertising. It was the consensus that no further action would be taken.

**Distribution (Chet and Joan Yabitsu)**

A \$500 SBR check dated 16 Nov 2019 was deposited in the Club's account at the Thousand Oak post office. This deposit increased the account balance for the Der Auspuff mailing postage to \$999.75. On 23 Dec. 2019, 812 copies of the Jan/Feb Der Auspuff issue were mailed at a postal cost of \$394.61, leaving a balance of \$605.14 for the next March/April issue.

**Editor Official Publication (Nick Liakas) No report.**

**Goodie Store manager (John Barrison) No report.**

**Insurance (Randy Kinsling)**

The insurance requests for COIs are current as they may be as PCA National master policy renews 2/1/2020. COIs after 2/1 are still outstanding.

**Membership (Sue Kinsling)**

During November and December 5 new members joined our region, 0 transferred in, 1 transferred out, 13 members failed to renew their memberships on time.

At the end of December 2019, our membership stood at 784 Primary (505 Affiliate) and 1 Life member. Total Region Membership 1290

We had 2 Test Drive Participants and 21 PCA Juniors

**Public Relations (Dick Lange) No report.**

**Safety (Joe Niederst) No report.**

**Past President (Rem Laan)**

The Region Red Book has been completed for the year and the club's submission to PCA for the Region of the Year award.

Rem reported back from the President's Meeting that review of handling the Goodie Store is being done at a regional level.

**Webmaster (Randy Fishwick) Facebook (Robert Watt)**

The Board schedule for 2020 is now on our website's calendar.

The calendar is maintained on our Gmail account using Google calendar, which automatically updates on our website.

Our PCASB.org website has been recently updated with current events, President's Column, Club News, Der Auspuff online, and multiple "Photo Of The Week" winners. The "Contact Us" section has been updated with our new board members.

Facebook: <https://www.facebook.com/PCASBR/> Robert Watt has taken over day to day upkeep on our Facebook page, including posting upcoming events and photos he or others have taken. Steve Goldman, John Alfenito and I occasionally post photos from PCA and other Porsche related events we've attended.

Randy requested to get the Board's consensus to okay the occasional request to include events and appropriate beneficial information for our members from our advertisers on our Facebook page. It was also discussed how we could incorporate this into value added for our advertisers in the future. It was agreed that the process and value be further reviewed by the Board.

### **New Business:**

In reviewing the net operating loss for the 2019 year, there was discussion on revenues and expenses. It was noted that dealer advertising rates were increased recently, and it was decided that rates would be kept the same and reviewed late this year.

The Board approved that to simplify event charges, they would be shown as a total cost with the meals, lodging and events noted as needed. It was noted that given the lead time for publication, that this will be implemented around mid-year.

The Board approved and authorized Howard to cut a bimonthly check of \$400 to keep the postage balance for the club magazine at an appropriate level to cover the bimonthly mailing costs.

The Board approved and authorized Howard to write a \$5000 check to our 2019 Charity of the year the Boys and Girls Club of Greater Conejo Valley. Date and details of the presentation are to be determined.

Rem noted he would review with Howard on putting our tax related records on the PCA cloud server as available to the regions.

The Board approved and authorized Howard to write a check for the \$1000 deposit to La Cumbre County Club for the Holiday Brunch to be held on Dec 13, 2020.

Kent Bodin has agreed to organize an event, probably in April, for a gathering of older Porsches. Further information will be distributed to all members.

The Board approved to have the letter Dave drafted reproduced on letterhead with envelopes and provided to new Porsche owners for distribution by our dealers. Dave and Nick will handle this.

There was minimal response to the Dodger Stadium tour so that will be dropped from the activity calendar this year.

There was discussion of the upcoming Porsche Parade and our involvement by our members. No further action is needed at this time.

There was discussion on training event organizers on how to use someone Linda from LA on Motorsportsreg.com. It was decided that Steve Goldman would be considered for training others

and that Linda from the LA area could be used if needed. It was noted that event organizers need to be aware of the site fees to include in their event registration costs.

Nick noted that he will be including mid-week RUF events into the activities calendar in the future.

**Old business from November meeting not discussed to be included in March meeting:**

Suzi will research how to handle reimbursements for club expenses incurred by board members and report back at the next meeting.

Rem will work with Glenn in developing strategies for increasing motorsports participation among members. Conducting a ground school is one consideration.

Dave will check with Rusnak to see if they can help facilitate such a visit after Rod checks into visiting the Porsche Experience for a Saturday breakfast event.

There being no further business, the meeting was adjourned at 8:07 p.m.

Respectfully submitted by Tom Sutphen, Secretary