

Santa Barbara Region Board of Directors Meeting
September 9, 2020
Virtual meeting via Zoom

The meeting was called to order by the Vice President at 6:35 p.m.

Those present were:

Rod Hersberger, Steve Doll, Howard Rubenstein, Tom Sutphen, Doreen Pankow, Bob Clarke, James Oldham, Glenn Crawford, Robert Watt, David Stone, Dennis Power, Randy Kinsling, Sue Kinsling, Dick Lange, Joe Neiderst, and Randall Fishwick.

The minutes of the July 2020 SBR Board meeting were approved.

President, Rod Hersberger

Rod reported earlier via email:

- Thanks to Steve Geldman, the Club had a successful Motoring to Malibu event on August 22. Doreen and Ted were there helping.
- Congrats to Nicolas Liakas and contributors to Der Auspuff for first place in our size region. Dennis Power is keeping the tradition of excellence alive with Messenger. Randy Fishwick continues to maintain our outstanding Club website.
- We started C&C this month in Camarillo and we had about 40 vehicles.

Steve Doll ran the meeting for Rod.

Rod noted at the meeting that he had sent out a notice of our Santa Barbara Cars & Coffee for this Saturday.

Vice-President, Steve Doll

Dennis briefly commented on the content for the magazine and deferred to his report later in the meeting.

There was discussion on including classified ads for members in the next Der Auspuff issue and the consensus was to consider this. Rod noted that he could put this on an email to members but wanted to make sure he has all the items in hand so he can manage the frequency of emails to members. Randy noted that he can also note on the website that we are accepting classified ads for the magazine.

Steve presented his findings that costs would be too high on a possible event at Ventura County Fairgrounds.

Treasurer, Howard Rubenstein

The Treasurer submitted complete financial reports to the Board, for July and August 2020, including prior year and year to date comparison reports, prior to the meeting.

Howard noted that the PCA refund was received for new and renewal members acquired in the 2nd quarter 2020 and that Motoring to Malibu, which was the Club's first event since February, was a financial success.

He reported that PCA believes their cloud document storage will be available around the beginning of the year. He has transferred our records to Carbonite with Rod also having access.

Secretary, Tom Sutphen

Tom reported that a review of the By Laws confirms that even with the changes in officers President and Vice President this year, the terms of two years continue.

Rod asked Tom to write up a letter that that can be available to membership explaining that there is no need for an election this year.

After discussion, due to the unique circumstances of this year, there will be no ballot for SBR Man and Woman of the year. Current officers are serving two year terms per the revised by-laws, so no election is needed.

COMMITTEE REPORTS:

Activities Chair, (Doreen Pankow)

PCA Event Planning Guidelines were implemented successfully at the Motoring to Malibu Drive on 8/22:

- Members were required to wear masks outside of their vehicle.
- Most members printed out and pre-signed both the insurance and Communicable Disease waivers and brought them to the event
- Gloves were worn to collect cash and waivers
- Extra masks, gloves and hand sanitizer were available

We are proceeding with Sept, Oct., and Nov. drives with optional BYO picnics at end of the drives.

- 9/19 Back Roads through Wine country (Doreen)
- 10/17 SBR's Cosmic Event: Explore Mount Wilson Summit (Nick)
- 11/21 Ocean Palms to Mountain Pines (Nick)

Nicolas and Doreen put together the attached 2021 Activities list listed below- all drives/events are subject to change dependent on CA State coronavirus requirements.

- Will add Motorsport activities when known
- Will select an event to become the New Member Recognition event once we know that inside eating is allowed.
- Will add 356 Drive when repair shop owners are open to tours
- Tentative 2021 Activities list
 - January 16 Poker Run
 - February 20 Tour King Gillette Ranch
 - March 20 Kern River
 - April 17 TBD
 - May 15 Gimmick Rally
 - June 19 Wrightwood
 - July 17 Point San Luis Lighthouse
 - August 21 Palms Restaurant
 - September 11 Pre-Concours Detail Clinic
 - September 18 Taft Oil Museum
 - October 10 PCA SBR 44th Concours d 'Elegance
 - October 16 Mullin Auto Collection/Museum
 - November 20 Wine Country Tour

- December 5 Motor-4-Toys
- December 12 Holiday Brunch

Doreen noted that the storage unit contract was up for renewal and will need to be reviewed.

As Doreen is retiring from Activities Chair at the end of the year, it was passed by the Executive Council that Steve Doll will take over chair at the end of the year. There was further discussion of member(s) interested in serving on the Activities Committee. Doreen also noted that she and Nicolas will train/mentor members for their first events.

It was agreed that the \$1000 deposit for the cancelled 2020 Holiday Brunch will be applied to 2021's event.

Doreen will provide an update on the refund of the Wine Tour deposit event cancelled from earlier in the year at our November meeting.

Advertising (Bob Clarke)

Bob will meet with Dennis to review the list of current advertisers.

Bob and Dave will meet at the 9/19 activity with the Santa Barbara Porsche GM and Sales Manager to discuss their pending advertising item.

Archives (James Oldham)

James noted that he and perhaps Glenn need to review the storage unit size. After discussion, James agreed to take over the responsibility of the storage unit contract, size and organization needs from Doreen. They will set up a time to meet at the site to handle that and present the Board with new contract costs for approval.

Motorsports (Glenn Crawford)

Glenn noted that the word has been getting out that driving events are available for the experienced but turn out has been very low. CCCR AX's are great and close at Santa Maria Airport with hotel close if desired. Only a few SBR members have participated recently.

Driver Education (DE) & TT has been even harder, CCCR, San Diego and Grand Prix all have or have had events from Laguna Seca to the Willow tracks but only a few SBR members turn out. With no in-car coaching it is restricting newbies ability even though private schools are popping up to bridge that gap.

Rod noted that PCA is slow to adapt lead/follow given safety and logistics concerns. Glenn reiterated the safety issue on lead/follow with some on track experience he has had.

It was agreed that in-car training events, may have to wait until a Covid vaccine is in place.

Concours (Tara Brundrett and Robert Watt)

Robert noted that dates have been confirmed for 2021 as follows;

- Pre-Concours Detail Clinic Saturday, September 11, 2021
- 44th SBR Concours (Retake) Sunday, October 10, 2021

He has also confirmed the date with the college and the new application process to secure Santa Barbara City College West Campus Lawn is scheduled to begin in October 2020.

Robert proposed a "Virtual Concours" for the month of October where an email goes out for members to submit a favorite photo from a past SBR Concours event to share on Facebook like has been done with various Porsche models in recent months. After discussion, it was agreed that Robert would submit his plan to Rod, Steve and Randy for review and implementation.

Dealer Relations (David Stone)

David will be interviewing the drivers Doreen has selected of the four new Porsches provided by PCNA and SBAG for our Wine Country Tour event on September 19th. A story, including interviews of the drivers, will be provided by David for the Der Auspuff as a supplement to the main article for the event.

Distribution (Chet and Joan Yabitsu) no report

Editor Official Publication (Dennis Power)

Dennis received word from PCA National that our magazine Der Auspuff was Best in Class (Class IV, 400 to 799 members in the region) and was eligible for the Betty Jo Turner Award (best overall). We have received such recognition in the past owing to the fine work of John Alfenito and, most recently, Nicolas Liakas. He noted that the award will be mailed soon. He also noted that he had received comments/suggestions from the Betty Jo Turner Award review that he can incorporate into future issues.

Thanks to the help of Rod, Randy, Nicolas and Doreen three issues of the semimonthly newsletter Der Auspuff Messenger were produced and distributed to all members via a link in an email from President Hersberger. A fourth issue will be sent on September 15. No additional Messengers are planned as attention focuses on the full magazine. The newsletters were also included on the SBR website. The goal was to keep in touch with members, report on events that members undertook during the shutdown and keep our principal advertisers/sponsors visible.

He noted that the November/December issue of the magazine is in preparation and the intention of the editor is to begin publishing on a bimonthly basis at that point. No further newsletters are proposed. After discussion it was agreed to continue with the bimonthly issue of the magazine.

There was discussion concerning including member anniversaries in the magazine as had been done in the past and the consensus was to include them, space permitting.

After discussion, it was agreed that the Board minutes, which have been included in the magazine a few years in the past, would be posted on the SBR's website.

After some comments on the inability to tell how many people have looked at our emails or links, Doreen noted that PCA suggested that they should have the ability to count that sometime in spring of 2021.

Goodie Store manager (John Barrison) No report.

Insurance (Randy Kinsling)

Randy noted that Doreen has the insurance COI for the 9-19-20 event. He will be ordering the COI for the October event.

Membership (Sue Kinsling)

During July, 3 new members joined our region, 2 transferred in, -1 transferred out, 13 members failed to renew their memberships on time.
At the end of June 2020, our membership stood at 753 Primary, 489 Affiliate and 1 Life member.
Total Region Membership 1243
We had 4 Test Drive Participants and 20 PCA Juniors

During August, 8 new members joined our region, 0 transferred in, -2 transferred out, 13 members failed to renew their memberships on time.
At the end of June 2020, our membership stood at 749 Primary, 487 Affiliate and 1 Life member.
Total Region Membership 1243
We had 6 Test Drive Participants and 20 PCA Juniors

Past President (Rem Laan)

Rem noted via email that the PCA window cards (for members to put under windshield wipers of Porsche cars they don't recognize) were printed and delivered to Nicolas Liakas. A big thank you to Dennis Power for the design.

Rod noted that he has the cards and will bring to the Cars & Coffee's to give to members to distribute. He also noted we could give some to independent repair shops that service Porsches.

Public Relations (Dick Lange)

Dick said he is seeking guidance from the publishing staff of Panorama on submittals for the "From The Regions" section

Safety (Joe Niederst)

Joe brought up the possibility of another Tire Rack teenage driver training. Doreen noted we are having difficulty finding a location with the loss of using Camarillo Airport. Glenn also noted that the restrictions on in-car training may restrict this until a Covid vaccine is produced.

Webmaster (Randy Fishwick) Facebook (Robert Watt)

The PCA SBR Website has been updated with many upcoming events now that we have a better understanding of COVID-19 related requirements. This includes warnings to our members that masks are required outside of their vehicles.

We've now gathered member's photos of most every production Porsche model and posted them for display on Facebook as well as Flickr via links from <https://pcasb.org>.

A photo of John Alfenito's beautiful blue 2016 GTS Club Coupe - photographed by John - is now on display at the bottom of the PCASB.org webpage as "Photo Of The Week". This image came out of our request for members photos of their water cooled 911's.

Our region's website placed 7th in the class IV category of the PCA 2020 Website contest this year. While we placed the highest of any Zone 8 website in any category of the contest, there's room for improvement over the coming year, which segues into our next topic...

On July 21st Randy attended PCA's Region Focus #31 - "Region Website Committee Insights" where they discussed upcoming changes to PCA national's website. This will apparently be a complete redesign of PCA national's website using a new web framework that allows for easier maintenance and a more consistent web interface. He was most excited to hear that the regions will be able to use this same framework for their own websites if they choose to do so. Randy will look seriously at this option, as it sounds like it will allow us to create a website that closely

matches the new national site's design. More importantly, it should be simpler to maintain and allow other board members to maintain their own sections of the website if they'd like. For example, Rod Hersberger would be able to update the "President's Message" as often as desired.

Goodie store update: At former Der Auspuff editor John Alfenito's suggestion, Randy submitted an image of our current SBR logo to Sticker Mule for a redraw to create a vector .eps file with Pantone colors. This is the format required by "What's Up Promotions" to place on any clothing they will assist us in marketing. "What's Up Promotions" handles the product fulfillment for the PCA National webstore. He hopes to have the newly redrawn image by the meeting, and if approved will provide it to What's Up Promotions for future online goodie store orders.

Randy asked for guidance on what items to put on the website and the consensus was to select from the best sellers according to What's Up Promotions and what is available on a few of the clubs already in the system.

Randy noted Glenn wanted a link to his contact information on the website ad Rod has. Steve also noted he wanted the same.

He noted he had put classified ads on the website and asked Dennis to share the classified information in the magazine so he can match it on the website.

Rod noted his appreciation for all the work Randy has done this year.

Old business: none

New Business: none

Next meeting November 11th, 6:30 p.m.

There being no further business, the meeting was adjourned at 7:34 p.m.

Respectfully submitted by Tom Sutphen, Secretary