

Santa Barbara Region Board of Directors Meeting

November 11, 2020

Virtual meeting via Zoom

The meeting was called to order by the Vice President at 6:33 p.m.

Those present were:

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

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

President, Rod Hersberger

Rod noted that although the coronavirus doesn't seem to be dissipating, the Club has settled into a routine of dealing with it while complying with PCA, County and State requirements.

Our twice monthly Cars & Coffee has proven popular and Rod expects the current structure of this activity to continue for a while.

He also noted the two drives this fall - Wine Country Tour and Mystery Drive and two sold out drives on November 21st (Ocean Palms to Mountain Pines) and Steve Geldman's February 20th drive to King Gillette Ranch. The Poker Run on January 16th should also prove popular and it has no vehicle limits.

Zone 8 is not having an in-person region presidents' meeting in December. Two Zoom meetings on November 17th and 25th will be held instead. There will be no awards banquet in January either. SBR has canceled our normal December banquet as well.

Rod thanked Board members for their contributions, noting among others Robert's work to create an Instagram Account and Randy's work on the PCASB webstore.

There was a discussion on how to involve more new and existing members. Rod noted that he sends all new members a personal email and that Sue also sends them a letter. There was further discussion on what was being done. He asked that further thoughts be forwarded to him on this.

He also noted that he continues to hand out Window Cards at the Cars & Coffee and that anyone needing more cards should let him know.

Vice-President, Steve Doll

Steve noted that the handoff on chairing the Activities Committee had occurred and that he was working on recruiting some new committee members.

He also noted he is working on an April activity to the Malamut Museum

Treasurer, Howard Rubenstein

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

Secretary, Tom Sutphen

There was some discussion on the letter Tom had written which outlined the By Law sections that determined no election for 2021 officers was needed.

COMMITTEE REPORTS:

Activities Chair, (Doreen Pankow)

Steve Doll and Doreen met to discuss his role as Chair of the Activities Committee, requirements for PCA & SBR communication, and process for organizing an event. Nick and Doreen will continue to provide Steve support and advice as needed next year as they are still committee members.

Doreen noted that Steve needs to replace her as Data Administrator so he can send out all member emails for upcoming events. Rod said he would take care of this.

Doreen noted:

- Wine Country Tour Deposit: we've received confirmation that we will receive a \$1000 refund this month from Petros Winery and the remaining \$1000 is being used as a deposit for our Nov. 2021 Wine Tour.
- 2020 Activities:
 - 65 participants for the Sept. Back Roads Drive Thru Wine Country
 - 53 participants for the Oct. Magical Mystery Tour
- 2021 Activities:
 - Event flyers are posted on PCA SBR's website for Jan, Feb & March
 - Steve has volunteered to chair the April 2021 driving tour.
- The 11/21 Ocean Palms to Mountain Pines is sold out
- The 2/20 King Gillette Ranch Tour is sold out

Doreen noted that the July event to the Point San Luis lighthouse may need to be cancelled or changed.

Doreen will contact Kent Bodine on any possible date for the 356 drive

Under "New Business" it was agreed that the activity fee will be reduced from \$10 to \$5 and will be evaluated again once the pandemic and related restrictions have ended.

Advertising (Bob Clarke)

All advertisers but two have paid for the 2020 year. Bob has been unable to get email or voice responses from either of them, so they will be dropped for the 2021 year. He has some good advertising prospects for next year. That said, Bob felt we did rather well for an uncertain year in business, thanks to our loyal advertisers.

Bob will be working with Dennis on advertiser needs with respect to the size and makeup of the magazine.

Archives (James Oldham)

Glenn acquired and set up a shelving unit in the storage unit, and he and Doreen did a magnificent job in arranging it. James now has easier access to the archives and the concours stuff is also readily accessible. The autocross equipment is at the back since we're not currently using it.

He also noted that rent is paid up through January 2023.

Motorsports (Glenn Crawford)

With COVID rules still ruling our environment in 2020, it's been a social distancing lead/follow year so far. Lots of available AX's, DE's (without newbies and instruction), Time Trials and Club Racing just outside our region. When in-car instruction is allowed again, Glenn encourages everyone who wants to drive on a track to endeavor to become "Solo" qualified, so the next time this happens they won't be shut out and left sitting in the garage.

There was discussion on managing some events at Santa Maria Airport, which Glenn was going to investigate.

The cost of holding an event at Ventura County Fairgrounds was again noted as too high.

There was also discussion on other Zone 8 region events, which Rod noted he will continue to send out via email blast.

Concours (Tara Brundrett and Robert Watt)

Robert noted that the formal application for the 2021 SBR Concours has been submitted to Santa Barbara City College (SBCC) and October 10th, 2021 is reserved.

SBCC required an additional COVID-19 Addendum which has been submitted to Rod Hersberger for review by PCA National and awaiting a response. Randy Kinsling noted that the Hold Harmless wording may create an issue. Rod noted he would touch base with his contact at PCA.

Robert noted the club is now on Instagram, @pcasantabarbara - <https://www.instagram.com/pcasantabarbara/> and that we already had over 100 following us. He asked if PCA had some direction on what they wanted with this and other social media. Rod said he will get some information at his next Zone 8 meeting. It was also noted that Facebook is now linked to the new Instagram account.

The virtual concourse event was not done.

Dealer Relations (David Stone)

RUSNAK NEWS

Most of you have heard that Carl Bell left his sales position at Rusnak Westlake several months ago. He elected to pursue some management experience and is now employed as the sales manager at the Rolls Royce/Bentley dealership in Thousand Oaks. David met with him last month in his new position. He still owns a Porsche and intends to remain in the club. He may bring a Rolls to a breakfast meeting one day. Keith Goldberg, the GM, said that a replacement representative to the club will be named soon.

Sales have been very good at the dealership. Keith said that they currently have no new 992 cars in their inventory but have other special cars including a Boxster Spyder, a Cayman GT-4, the new 718 4.0 GTS, the Cayenne GTS and the Cayenne Coupe.

Plans for the major re-model of the dealership is now on track to begin during the first quarter of 2021. It will be business as usual during the renovation.

SANTA BARBARA AUTO GROUP NEWS

Sales Manager Rene Verbrugge reported that sales have been brisk and that they set a new sales record last month. Porsche allocations remain tight, and he has “ten customers for each allocation they have”. He said that of the 201 Porsche dealerships in the United States, 169 had no 992’s in stock. He has received phone calls from dealers throughout California requesting cars from him. He currently has one new 992 Targa, one 992 C4S and three standard 992 demos. He has no plans to send off his inventory without a trade. He is taking new customer orders daily and said that the patient customer who gets on the list has the best chance of getting a new Porsche.

Rene discussed the used Porsche market. He said that prices have not been updated in the last 90-days, and most new car stores are not currently buying cars at auctions. Generally, cars valued at more than \$40K are not moving well, and the market has softened.

Rene said that Porsche has several new models coming out for 2021. He could not disclose what those might be at this time but believes they will be well received by Porsche enthusiasts.

He said that the planned update of the Porsche showroom has been put on hold, and Porsche is not pressing as hard as they had been to get it done.

Distribution (Chet and Joan Yabitsu) no report

For the Nov./Dec 2020 issue of the Der Auspuff magazine, 1000 copies were printed of which 791 copies were mailed at a postage cost of \$370.56. This postage left a \$222.40 balance in the SBR club account at the Thousand Oaks post office, which is not sufficient to cover the mailing of the next magazine issue.

Chet recommended that the SBR Board of Directors approve \$300 to supplement the existing \$222.40 to cover the mailing of the next magazine issue. The total will then be \$522 which should assure a safety-net cushion to accommodate any unforeseen postage cost increases.

A motion was approved under “New Business” to approve the \$300 supplement, which Howard will handle.

Editor Official Publication (Dennis Power)

Dennis noted that the November/December issue worked out well. He has set a deadline for December 1st material so he can make the planned January 2nd publishing date.

He and Bob discussed advertising layout, amount and are working on this for future issues.

He noted that the return address had been removed in his submission, but the printer thought he had forgotten it. He evaluated “return to sender” but that would add postage costs, so the return address will be removed on future issues.

Randy Fishwick said he is getting the ads into the website and is working with Dennis with new ads as they come up.

Goodie Store manager (John Barrison) No report.

Insurance (Randy Kinsling)

The insurance COIs are up to date. The COI for the tour “Ocean Palms to Mountain Pines” on 11/21/2020 has been received.

Randy noted there is a new procedure for ordering COIs, instead of completion a PDF form any sending it as an attachment to a request, there is now an online procedure on the PCA National’s website to complete for the COI order. This new procedure worked successfully to obtain the most recent COI.

Membership (Sue Kinsling)

During October, 4 new members joined our region, 2 transferred in, -1 transferred out, 10 members failed to renew their memberships on time.

At the end of October 2020, our membership stood at 760 Primary, 488 Affiliate and 1 Life member. Total Region Membership 1249

We had 8 Test Drive Participants and 20 PCA Juniors

Past President (Rem Laan)

Rem discussed the request from Unity Shoppe he had received. After discussion it was agreed to contribute \$2500 at the annual telethon on December 12th, which should also be doubled by another organization and will also provide some event exposure for the club. It was further agreed that the funds would be paid after 12/31/20.

After discussion it was agreed that Rod would update members on the toy collection for the Unity Shoppe at our December Cars & Coffee events and he would also get some volunteers with SUV’s to haul the gifts.

Public Relations (Dick Lange) no report

Safety (Joe Niederst)

Joe brought up the Tire Rack young driver event and felt there was a need for that. After discussion, it was felt that this might be an event that the Ventura County Fairgrounds might be interested in. It was also asked where the Santa Barbara or Ventura Police do their drive training and if that might be a place for this kind of event. Steve Doll said he would check on both ideas through his contacts.

Webmaster (Randy Fishwick) Facebook (Robert Watt)

Our website <http://pcasb.org> has been updated with current content, including the November/December Der Auspuff and club events.

A link to our new Instagram site <https://www.instagram.com/pcasantabarbara/> has been added to the website. Thanks again to Robert Watt for creating the Instagram site for our region.

The new Santa Barbara Region Webstore is now online at <https://santabarbara.pcawebstore.org>. There's a link to it from the Club News section currently. A permanent link to the webstore will be added to the website's menu soon.

Randy also noted that he has posted Glenn and Steve’s contact links, the minutes and ads after receiving them on the website.

With the completion of the online webstore, it was agreed that we would work with John on liquidating the inventory at a discount. The first step to bring the inventory to the Cars & Coffee events. Steve agreed to contact John.

Old business: no updates on these items

- PCA cloud document storage available around first of the year.
- Incorporating National Website benefits when completed
- PCA ability to count email and links visits spring 2021

New Business:

Discussion included:

- Reducing the event activity fee, which is noted under Activity Chair
- Request for \$300 for postage, which is noted under Distribution

James brought up consideration to have/sell PCASB masks, which Rod said he would review.

James also brought up Espo Resto, a woman owned shop in North Hollywood, as a possible event, which Steve said he would look into.

Next meeting January 13th, 6:30 p.m.

There being no further business, the meeting was adjourned at 7:52 p.m.

Respectfully submitted by Tom Sutphen, Secretary