

Santa Barbara Region Board of Directors Meeting

January 13, 2021

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, Bob Clarke, James Oldham, Glenn Crawford, Robert Watt, Dave Stone, Dennis Power, Sue Kinsling, Joe Neiderst, Rem Laan, Randall Fishwick and Doreen Pankow.

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

President, Rod Hersberger

Rod noted in his written report that there is little happening since the ongoing virus restrictions have curtailed our activities. The Region submitted Community Service and Enthusiast of the Year for national awards and Enthusiast in Zone 8 and will be submitting for the magazine and website.

PCA is still planning the Parade this summer from July 11-17 in French Lick, Indiana. The Arizona Region is planning a Treffen at Scottsdale on May 5-9.

Rod also noted that:

- He had submitted the annual Region Report Form for 2020 to PCA, which is required to receive payments from PCA.
- The change from Doreen to Steve Doll as Data Administrator was completed.
- He and Robert Watt feel we are in line with PCA's direction for social media.
- The donation to Unity Shoppe was made, despite a mix-up on the telethon appearance.
- All committee chairs agreed to continue through 2021.

Rod said he is now using PCA's cloud storage called Glovebox and is storing reports there. Rem suggested that our tax records and by-laws be kept there. Howard was going to send Rod some material to store there. James also asked to be included in copies for our archives.

There was some discussion on selecting a charity for the year and considering geographical diversity from past years. Rod noted he would send out a request for nominations in an upcoming enews.

Vice-President, Steve Doll

Steve noted that the PCASB masks should be in next week and will be available at upcoming club events for \$10@.

The Police/Sheriff possible local driver training location and coordinating with John on Goodie Store inventory to Cars & Coffee at discounted prices will be deferred to the next meeting.

He asked Glenn for an update and they had found after further review that Ventura County Fairgrounds is not a cost-effective location for an event.

Treasurer, Howard Rubenstein

The Treasurer submitted complete financial reports to the Board, for November and December 2020, including prior year and year to date comparison reports, prior to the meeting. He compared year end for the past 3 years and noted the Club's financial condition is healthy.

Howard noted that Chet needed \$400 for the postage fund, which was approved by the Board.

After discussion, it was agreed Howard would discuss with John Barrison to hold off on ordering more club jackets at this time, unless it is a prepaid order. He would also let John get the remaining jacket sizes to Randy to post on the website.

Secretary, Tom Sutphen

Tom noted that Rod had sent out, in an enews to all members, the letter explaining the reasons an election was not needed for Board positions for 2021.

COMMITTEE REPORTS:

Activities Chair, (Steve Doll/Doreen Pankow)

Steve said no new members had been recruited for the Activities Committee yet.

Rod noted that we have now received the \$1000 Wine Tour deposit refund.

Steve and Doreen presented an update on upcoming events pending COVID restrictions:

- 2/20 King Gillette Ranch Tour (sold out) (Steve Geldman)
- 3/20 Kern River (Nick)
- 4/17 Malamut Automobile Museum (sold out) (Steve Doll)
- 5/15 Gimmick Rally
- 6/19 Poker Run rescheduled from 1/16 (Doreen)
- 7/17 TBD change from Point San Luis lighthouse (Doreen)
- 8/21 Ocean Palms to Mountain Pines rescheduled from 11/21 (sold out) (Nick)

Future events after reduction in COVID restrictions:

- Ken 356 drive to repair shop.
- Espo Resto Shop visit
- New Member event (Steve noted Aloha restaurant has outside seating for about 50)

Advertising (Bob Clarke)

2020 turned out to be a good income year for our Der Auspuff advertising. Only one advertiser has not paid for 2020 and all advertisers want to be part of 2021.

We also have two new advertisers for 2021 with 1/4 ads each. They are: Konzept Motorwurks and Lori's Mobile Notary.

After discussion concerning reduced issues in 2020, Bob will make a recommendation on consideration of a discount for returning, paid in full last year, advertisers for 2021, which Rod and Howard will review for a recommendation for the next meeting.

Archives (James Oldham) no report

Motorsports (Glenn Crawford)

Glenn noted that 2021 is getting off to a good start. He will be going to Chuckwalla Raceway to be certified in lead/follow, which is what PCA is recommending for motorsports events at this time.

There was conversation about getting Region wide driving events like AX, DE & TT onto our website and social media platforms when announced as they fill up quickly.

He said that the current individual in charge of the California Central Coast Region events at the Santa Maria Airport has no plans to step down at this time.

Concours (Tara Brundrett and Robert Watt)

Concours - All applications and forms have been submitted to Santa Barbara City College with October 10, 2021 on their calendar. The estimated venue cost for SBCC campus is \$2,550 from SBCC Events as noted here:

- We rent the Great Meadow for the first 3 hours for \$1000.00 (non-profit price) 6-9am
- \$150.00 for every hour after that 9am-4pm (7 hours) = \$1050.00
- Coordinator is required for every event and they are priced at \$50.00 per hour, with 10 hours = \$500.00

Social Media: The poker run event was updated as canceled on Facebook and Kern River Drive is the only other active event, no C&C dates have been posted for this year until meetings can resume. Minimal posts to the new Instagram account until activities resume.

Dealer Relations (David Stone)

RUSNAK WESTLAKE PORSCHE

General Sales Manager Keith Goldberg reported that the dealership renovation and expansion remains on schedule for the first quarter of this year. He is hopeful that there will be minimal disruption to sales and service during construction. He said that sales have been good during the past two months. His 911 allocations are “pretty much sold out”. Taycan sales and orders are “doing as expected”.

Mr. Goldberg has not yet selected a salesperson to be the liaison to the region. One will not be selected until they can attend our meetings and events again.

SANTA BARBARA PORSCHE

Sales manager Rene Verbrugge provided the following information: The dealership set an all-time new car sales record in December, nearly doubling the number from 2019. Preowned sales are up 110% for the year. He is very pleased with these results, considering the pandemic and the two-month shut down earlier in the year. He said that they have been able to secure a few more allocations for 2021 911's with the help of John Koehler, the District Manager. One of the cars was a special build that he personally ordered. It is a 2021 Carrera S and a tribute to the 964 with paint to sample (Amethyst), Pebble Grey interior and a 7-speed manual transmission. The car is on the showroom floor and getting a lot of attention. He invited any interested club members to stop by. He said that Taycans are selling well, and customers are ordering other models regularly. He wishes Porsche would provide more allocations to the dealers.

Also, Carl Bell left the Rolls Royce/Bentley dealership in Westlake and is now employed as a salesman at Woodland Hills Porsche. I spoke with him last week, and he is very happy to be back selling the Porsche brand. He is impressed with the management staff and believes that it will be a good place to work. He intends on taking out a business card advertisement in the Der Auspuff.

David noted that Porsche will be producing a limited-edition 25th Anniversary Boxster and a rear drive Taycan.

Distribution (Chet and Joan Yabitsu)

Chet submitted the following report: On 22 Dec 2020, 786 copies of the Jan/Feb Der Auspuff issue were mailed at the postage cost of \$368.11. This left a balance of \$154.29 in the SBR postage account at the Thousand Oaks post office.

Assuming that the next March/April issue postage may be around \$400, we suggest an additional funding of \$400. (This funding was approved under the Treasurer's report). This results in a total budget of \$554 with a comfortable cushion for unforeseen incidents.

Editor Official Publication (Dennis Power)

The January/February issue was out a week early to avoid any problems encountered over the holidays. A few minor typographical errors were missed, but all in all it came out fine. In the absence of events to report on, the editor is grateful to all those who submitted articles and recollections of past tours they had taken.

Counting the front and back covers, 32 pages were printed. Of these, 8 1/2 were taken up by ads (27%), 9 1/2 pages if you count the PCA National ad (30%). There was a brief discussion and Rod felt this was within an acceptable range at this time.

The March/April issue is in preparation and, again, members are stepping forward to provide content in the absence of reports on SBR events.

Dennis noted he is working on the submission of our magazine for national award consideration when PCA announces that the nomination period is open.

Goodie Store manager (John Barrison) No report.

Insurance (Randy Kinsling) no report

Membership (Sue Kinsling)

During December, 6 new members joined our region, 0 transferred in, 2 transferred out, 8 members failed to renew their memberships on time.

At the end of December 2020, our membership stood at 764 Primary, 488 Affiliate and 1 Life member. Total Region Membership 1253

We had 8 Test Drive Participants and 20 PCA Juniors

All is going well with membership holding fairly steady and only 1 comment on a missed listing of a new member in Der Auspuff.

There was discussion on what to do with past issues of Panorama, Sue had accumulated. Sue was left to decide which suggestion worked best for her, given current COVID restrictions.

Past President (Rem Laan) no report

Public Relations (Dick Lange) no report

Dick noted that with the cancellation of events due to COVID he is struggling to find content. There were some suggestions made that Dick was going to consider for future submissions.

Safety (Joe Niederst) no report

Webmaster (Randy Fishwick) Facebook (Robert Watt)

PCASB.org has been updated with the following:

- Current Events
- The Jan/Feb edition of Der Auspuff
- The current President's Column
- New Webstore Graphic
- New Member Photos
- Last, but not least: "In Memoriam" posts for Ted Lighthizer and now Michael Brovsky

Randy noted he is working on the submission of our website for national award consideration when PCA announces that the nomination period is open.

After discussion, it was decided to note on the website that members interested in attending Board meetings may contact Rod, the President, for information on attending the meeting.

Old business: still pending

- PCA ability to count email and links visits spring 2021.
- Evaluate activity fee after pandemic and restrictions are lifted.

New Business:

PCA Sim Racing was discussed. Glenn noted that no members had shown an interest to him. He had also purchased some of the equipment needed and noted that costs could be an issue. Randy Fishwick said he had watched the webinar and agreed with the complexity and cost but thought it might be something we could provide the link to for our members.

After the meeting, Steve Goldman's report was received: Gillette drive is still on. Steve's guess it will be a go regardless. Murphy Auto Museum is the big draw and that's a go regardless. They will open doors only for PCA. Full protection required to enter. Two separate museum 15 min tours with 25 people at a time and 25 waiting in parking lot then switching. King Gillette, if open (I assume it will be), will be a self-guided tour. I will send out ranch info in final email to group. Currently 50 people in 26 Porsches confirmed and paid, with a wait list of 24 people in 13 Porsches.

Next meeting March 10th, 6:30 p.m.

There being no further business, the meeting was adjourned at 7:28 p.m.

Respectfully submitted by Tom Sutphen, Secretary