

Santa Barbara Region Board of Directors Meeting

September 8, 2021

Virtual meeting via Zoom

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

Those present were:

Rod Hersberger, Howard Rubenstein, Tom Sutphen, Bob Clarke, James Oldham, Glenn Crawford, Robert Watt, Dave Stone, Dennis Power, Randy Kinsling, Sue Kinsling, Rem Laan, Dick Lange, Joe Niederst, Randy Fishwick, Lionel Neff, Art Shinn, Jeff Waxman, Marty Blumenthal

The minutes of the July 2021 SBR Board meeting were approved, with a clerical correction.

President, Rod Hersberger

Rod and his wife attended the Werks Reunion and the Concorso Italiano in Seaside, CA last month as well as spending time at Laguna Seca. He noted that the Werks Reunion was good with hundreds of cars for judging and in the paddock and that cars spanned all eras, with a couple of his favorites being two Heritage Edition Targa's. He said the Concorso was only average compared to other years with nice cars but not much that was special.

At the Camarillo C&C Rod had the privilege of presenting Nick Liakas with the trophy for second place nationally for best magazine for 2020 in our region size. Zone 8 representative Jeff Peck was also present to hand Nick the award for Enthusiast of the Year for Zone 8, which is no small honor in a Zone this size.

He noted that Doreen has things in hand for our holiday brunch on December 12th at the Spanish Hills CC. Howard and Rod agreed the region will subsidize each attendee's \$85 cost by \$20.

Rod started his two-year term on the PCA national audit committee last month, which will require 12 to 15 meetings a year.

He thanked everyone for the leadership they bring to your various board assignments.

With Covid not going away yet, we will hold off on in-person breakfast at this time. Rod said he will also touch base on SB restaurant seating in advance of a change.

With Doreen retiring from Activities Chair and Steve helping in the interim, Rod introduced Lionel Neff and Art Shinn as Co-chairs beginning in 2022, whom he had met with earlier in the month.

There was discussion on a fall charity, and it was agreed Howard would review our finances and we would make a decision at our November meeting.

In response to Robert's request for a social media coordinator, Rod was going to make a request to membership for recommendations for this volunteer position.

Vice-President, Steve Doll (no report)

Treasurer, Howard Rubenstein

Howard submitted complete financial reports to the Board, for July and August 2021, including prior year and year to date comparison reports, prior to the meeting. He also included a review of charitable contributions over the past 4 years.

There was discussion on income for advertising, costs of Der Auspuff and what balance to carryover from year to year. As noted in the President's report Howard was going to provide additional information in advance of the meeting, for the fall charitable contribution.

Secretary, Tom Sutphen

Tom presented the nominees from the nominating committee, which is the slate of current officers and discussed the election process which notes that mailing the ballots is all that is required. After discussion it was agreed that the mailing of the next issue with the ballot included, would be sufficient.

There was some discussion on the voting process for SBR Man and Woman of the Year and it was noted that the ballot had the correct information for this.

Rod and Dennis will work on the bio page information that will be published along with the ballot.

Tom noted that he cannot tally ballots as he is running for office, so Past President Rem Laan and someone not running will tally. Tom noted he would send an update ballot with Rem's mailing and email address in place of his to Dennis to publish in the Nov/Dec Auspuff

COMMITTEE REPORTS:

Activities Chair, (Steve Doll/Doreen Pankow)

Rod did a brief update on upcoming events which included:

- 9/11 Angel Martinez Collection visit (sold out) (Rod)
- 9/14-20 The Majesty of America's Southwest (sold out) (Nick)
- 10/2 356 only drive (Kent Bodin)
- 10/16, 10/17 Mt. Wilson observatory drive (sold out) (Nick & Ron Mulick)
- 11/20 Wine Country Tour (sold out) (Stan & Una McKnight)
- 12/12 Holiday Brunch at Spanish Hills CC (Rod & Doreen)

Advertising (Bob Clarke)

Bob was pleased to report that all our 2021 magazine advertisers have paid in full, and he is soliciting some new advertisers.

He noted that we gave out some items from the Goodie Store to new members at their event. After discussion about what items remain in the Goodie Store Bob agreed to call John to get an inventory.

Membership (Sue Kinsling)

During August, 5 new members joined our region, 0 transferred in, 3 transferred out, 10 members failed to renew their memberships on time.

At the end of August 2021, our membership stood at 746 Primary, 483 Affiliate and 1 Life member. Total Region Membership 1230.

We had 0 Test Drive Participants and 10 PCA Juniors

Webmaster (Randy Fishwick)

Randy noted the following:

<https://pcasb.org> has been updated with upcoming events.

Der Auspuff and related content has been updated on the home page.

Classifieds has been updated with Doreen Pankow's 993 Bumper advertisement.

The "SBR Member Media" section of the home page is now displaying a Steve Goldman "Palms to Pines" event image.

Nothing has been received from the Goodie Store to post on the classified page.

Editor Official Publication (Dennis Power)

Dennis reported that the 40-page, September/October 2021 issue of Der Auspuff has shipped and should be in members' mailboxes before the time of the board meeting.

Regarding distribution to advertisers and others he noted that Mike Dunwell of Sir Speedy Printing has been very helpful in arranging for shipping from his shop. Most are going out by mail: 50 to Rod Hersberger for Santa Barbara advertisers, 10 to the editor for new members and requests for extras, 10 to Sue Kinsling for new members and to bring to Cars & Coffee, 10 to Bob Clarke for new advertisers and others, 5 to Monaco Motors in Canoga Park, and 1 each to the Rusnak Auto Group office in Pasadena and PCARMarket in New York. We are especially grateful to Chet Yabitsu who receives 50 hand-delivered copies for his distribution to Rusnak in Thousand Oaks and Lavaggio in Agoura Hills.

The deadline for the November/December issue of the magazine is October 1. Dennis noted he needs the Holiday event flyer and the revised ballot.

Archives (James Oldham)

James had nothing significant to report.

Motorsports (Glenn Crawford)

Glenn noted with Covid continuing and no location available locally it may be a while before we have our own event. He said the posting of related events in the magazine and website should get some more members involved.

Concours (Tara Brundrett and Robert Watt)

There was discussion on the date conflict with the polo club event and whether to change our date or not. Robert agreed to start a dialogue with the other event leader to see what options, including a joint concours, might work.

Social Media

Facebook - 785 Fans

Instagram - 399 Followers

Dealer Relations (David Stone)

RUSNAK WESTLAKE PORSCHE

As of this writing, General Manager Keith Goldberg has not responded to my request for an update. However, it was noted that the new dealership building is under construction.

SANTA BARBARA PORSCHE

Sales Manager Rene Verbrugge recently returned to work after tearing his Achilles tendon during a spirited game of tennis. His leg is in a cast, and he is navigating with crutches, but he is back on the job.

He reports that sales are strong despite the limited inventory. New car deliveries are slow due to ships being “out of sync”. Their next delivery is not scheduled until the third week of September.

Taycan sales continue to be very good with the rear-wheel drive model in demand. They currently have a new Taycan Cross Turismo (a sold car) on the showroom floor for customers to see. Other cars of interest in stock include a 25th Anniversary Boxster, a 2017 Turbo S Cabriolet and a 2021 GT Silver 911S Coupe with 1000 miles.

The start date for the dealership remodel is scheduled for December with completion by June 2022.

OTHER INFORMATION

Dave attended the unveiling of the Taycan rear-wheel drive car at both dealerships held on July 29th by Rusnak and July 30th by Santa Barbara Porsche. Both dealerships hosted nice events with gourmet refreshments and test drives for the attendees. Several SBR members attended both events.

Distribution (Chet and Joan Yabitsu) no report.

Goodie Store manager (John Barrison) no report.

Insurance (Randy Kinsling)

Randy reported that the Certificates are current through September, and he will order the October COIs next week.

Past President (Rem Laan) no report

Public Relations (Dick Lange)

August’s Panorama published our submittal on our Many Mansions Charity gift. In addition, Dick has submitted the New Member Event and the Palms to Pines drive for publishing.

Safety (Joe Niederst)

Joe noted there is nothing new to report from the safety perspective. He did note that the Ventura Police Administrative Division may be a contact for using their training location for a future driving event.

Old business:

Other relevant items would be carried forward on the agenda.

New Business:

There was discussion on Life members qualification, history etc. After discussion it was decided that Rem and Dave would review criteria for this for future consideration. It was agreed that a plaque at the Holiday event would be presented to a member recognizing service to the club.

Next meeting November 10, 6:30 p.m.

There being no further business, the meeting was adjourned at 7:48 p.m.

Respectfully submitted by Tom Sutphen, Secretary