

Santa Barbara Region Board of Directors Meeting
March 9, 2022
Virtual meeting via Zoom

The meeting was called to order by the President at 6:32p.m.

Those present were:

Rod Hersberger, Steve Doll, Howard Rubenstein, Tom Sutphen, Rem Laan, Art Shinn, Lionel Neff, Bob Clarke, Sue Kinsling, Randy Fishwick, Sal Reyes, Dennis Power, James Oldham, Robert Watt, Dave Stone, Randy Kinsling, Dick Lange, Joe Niederst,

The minutes of the January 2022 SBR Board meeting were approved.

President, Rod Hersberger

Rod introduced Sal Reyes and thanked him for joining.

He noted that he had received the plaque for Joe Schneider's lifetime achievement award and was working on a date for the presentation.

Rod also said that badges were now directly available to members from SB Trophy on the website. He sent an enews announcement regarding this to members on January 25th.

Vice-President, Steve Doll

Steve turned the discussion over to Art who explained their reasoning for recommending the new McDonald House at the Ventura Hospital. It was noted that only 8% of donation dollars go to administration charity costs. After discussion a motion was passed to donate \$5000 to this charity. Rod will work on scheduling the presentation.

Steve brought up a McDonald House walk fundraiser that we should let our members know about. We discussed the value of supporting local charities. After discussion it was agreed that for charities we have supported in the past, we would, when requested, inform our members of special fundraising events they are having.

Treasurer, Howard Rubenstein

Howard submitted complete financial reports to the Board, for January and February 2022, including prior year and year to date comparison reports, prior to the meeting. He noted that the first two events of the year had a net profit.

Secretary, Tom Sutphen (no report)

Past President, Rem Laan (no report)

COMMITTEE REPORTS:

Activities Chair, (Art Shin/Lionel Neff)

Art discussed a few events and the online event registration system. As the total cost for setup and storage for speed waivers was a bit unclear, he said he would do more research and present that at the next meeting.

There was further discussion on a few new events noting that there may be two events in July, a mid-week drive organized by Angel Martinez and the return of the chili cookoff by Terry Middlebrook.

In discussing a possible event for PCA Juniors, it was noted that they have been involved with as Junior judges in Werks and other events.

The breakfast at Aloha Steakhouse currently has 38 signups and room for up to 75. It was noted that there usually are a number of signups closer to the event.

John Barrison said he would talk to his contacts at The Timbers about the possibility of hosting a similar breakfast event.

Advertising (Bob Clarke)

Bob reported that all advertising bills were sent out in January and February and payments are coming in and we have one new advertiser, The Timbers Restaurant in Goleta.

Regarding the Goodie Store items, he noted he will be glad to work with John Barrison and feels we can give some items away to members at our events. Also, we could give some items to our advertisers as an appreciation for their support.

Bob checked with the Board to clarify if he was on track with his billing for Rusnak.

Membership (Sue Kinsling)

During February, 4 new members joined our region, 1 transferred in, 2 transferred out, 20 members failed to renew their memberships on time.

At the end of February 2022, our membership stood at 747 Primary, 479 Affiliate and 1 Life member. Total Region Membership 1227.

We had 0 Test Drive Participants

Webmaster (Randy Fishwick)

Randy reported that the region's website had been updated with current events, new photos, and information gleaned from the April-May Der Auspuff. It has also been entered into the 2022 PCA Website Contest.

Editor Official Publication (Dennis Power)

Dennis reported that a revised distribution procedure was set up for the March/April edition and it seemed to work well. President Rod continues to receive copies of the magazine to distribute personally to the three principal advertisers in Santa Barbara. What's new is that copies for the principal advertisers in Ventura County are mailed directly to them, rather than hand delivered. Additionally, we are now printing 900 copies per issue rather than 1,000. It's good to have a modest cost savings, but the principal reason for the slight reduction is that we were printing many more copies than we needed.

The deadline for copy for the May/June issue is April 1. Production has already begun for that edition. Good stories and photographs are always welcome.

Archives (James Oldham)

James noted that the Central Coast's magazine was nicely done and appears to take some cues from Der Auspuff.

Motorsports (Glenn Crawford)

Dennis requested some photos from the upcoming day at Willow Springs for the magazine and it was noted that the LA region has a good photographer. Rod said he would contact Suesan Carter (GPX) on sharing of photos for this event.

Dave brought up that PCA usually has some financial support for this. Rod said he would check with our Zone Rep on this.

Concours (Robert Watt and Tara Brundrett)

The Santa Barbara Concours date of October 9th, 2022, has been confirmed and posted on the Zone 8 calendar. To date, there are only 3 other regions listed on the calendar for a total of 4 so

far which includes SBR. More details to follow, after the Zone meeting this month to determine if a Zone 8 series will take place as it is believed we need about 6 concours to have a zone series.

Social Media (Sal Reyes)

The Social Media Chair position transitioned over to Sal Reyes who has now taken on those responsibilities.

Facebook - 936 Followers

Instagram - 520 Followers

Rod asked Sal to write a few sentences about accessing our Facebook and Instagram pages, which Rod can send under Sal's byline to our members.

Dealer Relations (David Stone)

RUSNAK WESTLAKE PORSCHE

General Manager Keith Goldberg reported that good progress on the building continues. They anticipate completion in July and occupancy in August.

SANTA BARBARA PORSCHE

Sales Manager Rene Vergrugge reported that sales and orders continue to be strong. The six Macans that had been held up at the port for certification were finally released and four have been sold. As a result of the boat disaster last month, Porsche has placed two additional cargo vessels into service. Three boats with inventory for his dealership are due to arrive in April. Dealer allocations for the rest of 2022 have been delayed about two weeks due to the situation in Ukraine and the boat disaster. Porsche wants to see how things play out before committing to production numbers.

Rene said that the recent reports in the media about Porsche shutting down production as a result of the war in Ukraine have been exaggerated. He received a letter from PCNA indicating that production of the 911 and 718 will not be affected. Cayenne production will also continue, and Macan and Panamera lines will be built at the Leipzig facility. He said that only the Taycan line will be shut down completely and should last for about a 7-day period. There still exists a semiconductor issue, but this has not impacted Porsche as much as other brands. Porsche has done an excellent job keeping the dealerships informed through PCNA, and he keeps his staff up to date so that they can address customer concerns about production and deliveries. As a result, their clients are staying in the pipeline for cars they have ordered and being patient for delivery.

The building remodel was delayed due to the establishment of a new Santa Barbara City department that further reviews any applications for new building or remodel. Final drawings have been approved and the project is back in planning. Work is expected to begin during the summer months.

On a personal note, Rene has ordered a new Taycan and expects delivery in April. He will be selling his 2016 Cayman Black Series, most likely through a luxury car auction. He will be using the Taycan as his daily driver for his 112-mile round trip commute to and from work.

Distribution (Chet and Joan Yabitsu) no report.

It was noted that distribution has been turned over to Dennis and Howard

Goodie Store manager (John Barrison) no report.

John said he is working on reviving the Goodie Store with new items

Insurance (Randy Kinsling)

Randy noted he has ordered both COIs for the Monterey Spring Fling 3/22-24 and the Gimmick Rally 4/23 in February. He followed up PCA National today so hopefully both COIs will arrive shortly.

He noted at the meeting that he had not yet received the two COI's and that the Day away at Willow COI should add us as an additional insured. Rod said he would touch base with PCA national on these items.

Public Relations (Dick Lange)

Dick said that his submission on the Sweetwater event should be in the next Panorama.

He also said he would submit photos and information on the Lifetime Achievement Award.

There was further discussion on an article on this and Rod said he would look into this.

Safety (Joe Niederst) (no report)**Old business:**

It was noted that both the website and magazine had been submitted to the 2022 national contest.

New Business: none

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

There being no further business, the meeting was adjourned at 7:30 p.m.

Respectfully submitted by Tom Sutphen, Secretary