

Santa Barbara Region Board of Directors Reports

July 13, 2022

In lieu of meeting

In lieu of a meeting the following reports were submitted:

President, Rod Hersberger (no report)

Vice-President, Steve Doll (no report)

Treasurer, Howard Rubenstein

Howard submitted complete financial reports to the Board, for May and June 2022, including prior year and year to date comparison reports, prior to the meeting.

Secretary, Tom Sutphen

Tom submitted to Dennis to note in the magazine that there would be no election this year as all Board members are finishing the first year of their two-year terms.

Past President, Rem Laan

Nothing to report

COMMITTEE REPORTS:

Activities Chair, (Art Shin/Lionel Neff) (no report)

Advertising (Bob Clarke)

All advertisers have paid for 2022. One advertiser has been dropped, Compass Real Estate, Stephen Bullard. We also have another advertiser starting in the next issue, PcarMarket who will have a full-page ad.

Membership (Sue Kinsling)

During June, 15 new members joined our region, 4 transferred in, 3 transferred out, 9 members failed to renew their memberships on time.

At the end of June 2022, our membership stood at 777 Primary, 492 Affiliate and 1 Life member.

Total Region Membership 1270.

We had 0 Test Drive Participants

Webmaster (Randy Fishwick)

Our website has been updated with current events and the latest Der Auspuff publication.

We received the results of this year's PCA Web Contest. Unfortunately, we didn't make it into the top three for Class IV, placing fifth out of the ten websites entered in that category. However, our total score of 92.25 out of a possible 100 wasn't bad overall.

They also provided some potentially helpful comments. One comment stated that we didn't have a Goodie Store link, while we do in fact have a link to our PCA SBR Webstore. Perhaps I should change the name. Another stated that we shouldn't include personal E-mail addresses and phone numbers, which is true, although I believe I only posted those where requested. Ideally, we should use a separate email address or alias for club business.

I do agree that our website is getting a little long in the tooth at this point, and I am working on an updated version using something called Bootstrap version 5.

Regarding our webstore, we haven't had a lot of purchases this year, so perhaps we should update our offerings. I'd be happy to work with someone else in the club more fashion aware than I on choosing what clothing articles we offer. Please email me if you have some ideas at ourboxster@outlook.com.

Social Media (Sal Reyes)

Facebook following has increased to over 1,100 followers. Instagram is approaching 600 followers.

Thanks to all our photographers for doing such amazing job capturing those special moments at each of our events & monthly meets.

Editor Official Publication (Dennis Power)

The July/August edition of Der Auspuff was printed and in mailboxes on time. The paper stock was more substantial than usual owing to the national paper shortage that prevented Sir Speedy from getting our usual paper. No one complained. The issue was full and had good articles by Jerry and Pam Lasnik, Doreen Pankow, Robert Watt, and Matt Stone. The photography remains a high point, thanks to Bill Hallier, Randy Fishwick, Robert Watt, and Gary Krueger, among others. The September/October issue is in preparation. August 1 is the deadline for receipt of material for that edition.

Archives (James Oldham)

Archives has nothing significant to report.

Motorsports (Glenn Crawford)

Looking forward to doing a class at the new Rusnak Porsche building in Westlake Village. David Stone working with Keith to get accepted and calendared. Our next Drivers Education event is at Streets of Willow on October 10th.

Concours (Robert Watt and Tara Brundrett)

- Registration is now open for both the Detail Clinic & Concours.
- We are seeking donations for a silent auction.
If board members have suggestions or contacts that would be willing to contribute, please let me know.
- I am working with Bob Clark to invite club advertisers to join us with vendor display booths, we would like to have 6 or more.
- Confirmed with John Barrison that we will have a Goodie Store on-site to sell the remaining inventory at discount for liquidation.
- A caterer has been selected and an initial deposit of \$917.00 has been paid.
- I am requesting board approval for (Board will review for approval via email)
 - The purchase of two 10'x10' Pop-Up Canopies at \$143.00 each

- The cost to rent canopies is approx. \$200 each. We need at least two for the event which can be used for future club activities and the 45th Concours next year at the same venue.
 - for rentals of \$977.50, Quote A (attachment sent to Board)
- Insurance has been obtained for the event, thanks Randy Kinsling!

Dealer Relations (David Stone)

RUSNAK WESTLAKE PORSCHE

General Manager Keith Goldberg is on vacation until July 15th. I attempted to get some information from Sales Manager Michael Rubin but received no response. I will reach out to Keith upon his return for an update on the new building and any plans for their grand opening event(s).

SANTA BARABARA PORSCHE

Sales Manager Rene Vergrugge reported that sales and orders have remained strong during the past reporting period. The dealership received two of the 1750 World-Wide allocations for the 2022 Sport Classic 911 that will be out soon. It will look like a 911 Turbo with a wide body but without side intake vents or spoiler. There will be 150-200 allocated for US delivery. One allocation went to the owner of the dealership. It will be a paint to sample car in Bahama Yellow. The second order has been sold, but the color has not yet been decided. Rene recently spec'd out a paint to sample 2022 911 GTS-4 in dark olive metallic. It was sold to a Santa Barbara customer who will soon take delivery. He said that the paint-to-sample option is currently priced at around \$11,000.

They continue to sell 25-30 cars a month with high demand for the 911, Taycan and Macan. Two thirds of the new Macan currently on the way to the dealership have been pre-sold. Their Macan Launch event last month was a success with about 30 customers in attendance. Most had already seen the new model, but there were lots of test drives taken, good food in abundance and good conversation among the participants. The new electric Macan is due out in late 2023 and will debut as a 2024 model.

They had a meeting with Santa Barbara City officials today about the dealership remodel. Because they are expanding both the service and sales departments, another study will be required to ensure there is sufficient exterior water drainage surrounding the dealership. Once that is determined, approval should occur quickly. Expansion of the service department has been on-going, and they hope all will be completed by the end of the year. PCNA assists dealerships with the required expense of remodeling if done according to Porsche AG's guidelines. The financial assistance comes in the form of increased hold-back monies for on-going sales over time.

Rene confirmed that Santa Barbara Porsche continues to be one of very few California dealerships that sells their cars at MSRP. It reflects the owner's philosophy, which is applauded and rewarded by PCNA.

Goodie Store manager (John Barrison) (no report)

Insurance (Randy Kinsling)

The Insurance certificates are in place thru July 13, 2022, the Two-Door Twisties event. The July 23, 2022, Chili Cook-off event will not need a COI nor will the Pre-Concours Detail Clinic

event. The 10-9-2022 Concours event COI is also in place which was ordered early due to dealing with a Public Agency and their requirements to obtain a permit for use of the facility.

I have yet to order the 8/20/2022 Mullin Automotive Museum Tour COI which I will order in early July and the Sept 14-20 American Magnificent Southwest event has been cancelled.

The waivers are currently being scanned and now being retained digitally both with Rod's "Glove Box" PCA storage area and a thumb drive which I maintain for various (COIs, Observers Reports and waivers) any other insurance documents which I believe need retention.

Public Relations (Dick Lange) (no report)

Safety (Joe Niederst) (no report)

Old business:

- 2022 National Magazine Contest Submission

New Business: none

Next meeting September 14th, 6:30 p.m.

Respectfully submitted by Tom Sutphen, Secretary