

Santa Barbara Region Board of Directors Meeting

September 14, 2022

Virtual meeting via Zoom

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

Those present were:

Rod Hersberger, Steve Doll, Howard Rubenstein, Tom Sutphen, Randy Fishwick, Sal Reyes, James Oldham, Glenn Crawford, Robert Watt, Dave Stone and Dick Lange.

The minutes of the May 11, 2022, SBR Board meeting were approved.

President, Rod Hersberger

Rod noted we have several members absent from the meeting, who submitted written reports and are currently on the High Sierra Grand Tour.

He noted we have about \$2500 in funds available for a fall charity donation. He asked the board to send any proposals to Tom.

Rod said that there are several members who will help with the 60th anniversary celebration but requested suggestions for a leader.

There was discussion on beginning in-person board meetings perhaps before or after the Camarillo cars and coffee and each in attendance gave their input. Rod felt we would keep it as an online meeting for now.

Vice-President, Steve Doll

Rod discussed what would be reasonable for cost and type of advertising for non-members.

Steve presented information from the 356 club on this, and Dave referenced what had been done in the past. It was agreed that Porsche related 2-line ads would be accepted for a charge of \$15 per issue. Rod noted he would update Dennis on this.

Treasurer, Howard Rubenstein

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

He also noted that the variance from last year to this year was due to the timing of postage and printing costs for Der Auspuff.

Secretary, Tom Sutphen

Tom reported that the information noting no board election was needed this year, was included in the Sept/Oct issue of Der Auspuff.

After discussion on the man and woman of the year election, Tom noted he will get a ballot ready for distribution to Dennis and Rod.

Past President, Rem Laan (no report)

COMMITTEE REPORTS:

Activities Chair, (Art Shin/Lionel Neff)

Since both Art and Lionel were not able to attend the meeting Rod noted that the 10/2 Santa Paula Airport event is sold out and that he has and will send out member email blasts on the other upcoming events.

As Doreen is on the current High Sierra Grand Tour, we will postpone discussion of the Zone 8 Grand Tour to the next meeting.

Art submitted the following report for the meeting:

SBR EXPLORES THE DANA ADOBE CULTURAL CENTER

Thirty-eight SBR members, traveling in 21 Porsches, caravanned from Santa Barbara to Nipomo and visited the Dana Adobe State Historic Site on June 25.

Upon our arrival, we were greeted by three docents who provided the educational experience and the tours of the adobe structures as well as the recent addition of the cultural center. We listened with great interest to the history of the Nipomo Ranch and the Dana generations of owners and stewards of the land.

The Dana family made its presence felt for almost 200 years, and not just in the Nipomo area. One example is the connection between the Nipomo branch of the family with those at Dana Point in San Diego County. Part of that presence included the experiences of negotiating ownership rights with the Spanish owners, then the Mexican governments, and finally the California Republic's claims that the land grants were invalid and seized control of the properties – at least for a long while.

The docents were so considerate, relocating picnic tables from the sunny and warm back yard of the Adobe to inside the Cultural Center, a gracious gesture that was very much appreciated. By 3:00 p.m. the last of our members departed for home. It was a special day and experience for all.

TWO DOOR TWISTIES

Angel Martinez organized an outstanding road tour. The drivers rated this event as very successful. 37 Cars participated. No incidents reported.

BACKROADS DRIVE TO BOCCALI'S May 21, 2022

47 Porsches and 87 members participated in this event. We departed from Camarillo Outlets and drove 50 miles over the backroads of Santa Rosa Road, Stockton, Balcom Canyon, through Santa Paula and over the sweeping curves of CA-150 to Boccali's Pizza & Pasta restaurant in Ojai. Everyone enjoyed the delicious pizzas, pasta, lasagna, salad, garlic bread and beverages that were ready for us. I received a lot of positive feedback from our members. The only incident was that Doreen Pankow got a flat tire coming down Balcom Canyon Rd and stopped on Mountain Rd to wait for the tow truck. Mike and Cherie Sagraves waited with her until the tow truck arrived.

GIMMICK RALLY April 23, 2022

39 Porsches and 78 members participated in our fun Gimmick Rally. As we departed from Rusnak/Westlake Porsche's parking lot, we were given a list of over 100 clues which we had to determine the correct answer by reading road signs, store names and billboards. We drove 70 miles over scenic roads through Thousand Oaks, Simi Valley, Bell Canyon and Calabasas and ended in Newbury Park at Borchard Community Park. Everyone enjoyed the delicious BBQ tri-tip and chicken lunch provided by Q-Time BBQ catering service. Following lunch, the answers were given to all the clues and cash prizes were provided to the top 3 participants who answered the most clues correctly. The Gimmick Rally is always a popular event with our members. Everyone arrived at the park without incident.

Advertising (Bob Clarke)

All 2022 advertisers have paid. We have a returning advertiser, PCARMARKET. They paid up for the rest of this year, and all the 2023 year for a full-page ad. Also, I will be sending SBAG a

\$5,500. bill for the 2022 SBR 44th Concours d 'Elegance. The bill will be sent to both Rene Verbrugge, and Bill Fogg, General Manager.

Membership (Sue Kinsling)

During August, 6 new members joined our region, 1 transferred in, 2 transferred out, 12 members failed to renew their memberships on time.

At the end of August 2022, our membership stood at 773 Primary, 494 Affiliate and 1 Life member. Total Region Membership 1268.

We had 1 Test Drive Participants

Webmaster (Randy Fishwick)

Randy discussed the comments he received back from the website contest submission. He said that after updating the software he plans to make some changes to visually enhance the look and usability. He had also noted that the site had been updated with upcoming events and he would be submitting an invoice for our web domain to Howard.

Social Media (Sal Reyes)

Sal said all is well and that he is getting useful information on event and activities updates and good feedback.

Editor Official Publication (Dennis Power)

The September/October edition of the magazine was out on time and covered all events that took place since the previous issue. Following up a suggestion from Rod, Dennis was pleased to acknowledge the great contributions from our photographers. The deadline for the November/December edition is October 1.

Rod added that he and Dennis discuss article ideas that come to fruition thanks to our great contributors.

Archives (James Oldham)

James was asked to update us on what he has been archiving and there was some discussion on what relates to our club/region and what does not.

Motorsports (Glenn Crawford)

Glenn was excited to announce that the October 10th Tri Region (SBR, LAR & GPX) High Performance Driver Education (HPDE) event at Streets of Willow is shaping up nicely and asked that we please spread the word. He would love to see our members take advantage of such a great program.

Concours (Robert Watt and Tara Brundrett)

Robert noted the following:

- We met with Rene at Porsche Santa Barbara on Saturday, Sept 3rd to review show details.
- Everything is proceeding as planned, this is the number of entries to date:
 - 21 Concours
 - 14 Display
- 3 Confirmed Vendors plus our Goodie Store, John plans to liquidate old stock
- Awards have been selected and the order placed, expense will be approx. \$985 based on current entries.
- New "Division" signs had to be ordered for class changes, cost will be approx. \$95.00

- Rentals for tables and umbrellas will be approx. \$977
- Ordered participant wrist bands and table coverings from Staples Office Supply, expense for reimbursement \$65.25
- The Montecito Motor Classic was postponed until spring of 2023.
- We have experienced another conflict due to the Luftgekult event on the same day in San Pedro, some are not attending as a result.
- We are hopeful for more participation and plan to advertise heavily on social media and an announcement during the Togetherfest at Porsche Santa Barbara on Saturday, September 24th.
- An events announcement was also placed in the local Independent online publication for the community to attend.

He also noted that the detail clinic was held to a full house and considered a success with both members from our and other regions.

Dealer Relations (David Stone)

RUSNAK WESTLAKE PORSCHE

General Manager Keith Goldberg reported that they will be moving to the new building beginning Friday, September 9th. A VIP preview event will be held on Saturday September 17 by special invitation sent out to select customers. The Grand Opening will occur in November at a date yet to be determined. Keith intends to host an exclusive open house event for PCA-SBR members only in the coming weeks, which will be announced to the full membership.

Rusnak Porsche entered the Porsche Restoration Challenge held at the Werks Reunion in Monterey this year. They decided to build an older car to pay tribute to the new Heritage Edition Targa. They purchased a 2022 model in the special red color and a 1980 911SC Targa from a local owner for the transformation. Sam Abergel oversaw the complete, ground-up nuts and bolts restoration using special Porsche craftsmen and local vendors. Many parts were replaced with NOS or fabricated when unavailable. Much of the work was done by Rusnak Master Mechanic Mark Leach. The project took several months, and the results are stunning. The cost of the restoration was \$180K, not counting the cost of the donor car. Both cars were on display on the showroom floor before the restored car was shipped to Monterey for the competition. Judging was based on the quality of restoration as well as the amount of publicity and exposure the project was given by the dealerships. While everyone at the event thought the Rusnak entry was outstanding, there had been limited exposure during the restoration process and reveal, preventing the win. Rusnak held a showing of the car to a small audience on August 5th and produced a video of the build process that can be found at www.youtube.com/watch?v=EPLYCzhKpJk&c=29s. The car is currently on display at the Porsche Experience Center in Carson but will return to the showroom in a few weeks. It will ultimately be sold as will the new Targa. There are several interested parties, including Mr. Rusnak. The restored car is expected to sell for at least \$300K.

SANTA BARBARA PORSCHE

Sales Manager Rene Verbrugge reports that orders and sales continue to be very good. Sales are occurring across all models. Demand for the Taycan remains strong, however the factory is limiting production to the GTS models, due to a shortage of parts. Rene currently has only two new Cayennes in stock. A delivery of sold cars is due on 9/14/22.

Plans for the upcoming Oktoberfest at the dealership on September 24th are in place, and they have received more than 200 reservations to date. One commemorative coaster will be sent as a “ticket” to those who made reservations. Rene asked that if you have made a reservation,

recontact the invitation website and indicate the number of Porsches you plan to bring. Rene hosted this event for 30 years while working at Carrera Motors in Bend, Oregon. The last year it was held there, 1400 people attended. He plans to make it an annual event at SBAG. There will be two large buffets of German food, an Oom-pah band that has played at Disneyland; a Wine and Beer Garden; a Porsche car show he will judge and award an engraved beer stein to the owner of the car he selects, and an opportunity to meet fellow enthusiasts and enjoy a festive evening. All Porsches will be parked on the lot in front of the showroom for the display. He looks forward to a good showing from SBR. The Central Coast Region has also been invited.

Rene recently met with Robert and Lisa Watt and made the arrangements for the SBAG display at our Concours d' Elegance. They look forward to sponsoring the event.

The dealership remodel plans received final approval from the city. New lifts have been installed in the service area and flooring will be installed this winter. New storage buildings have been erected, and the remodel of the showrooms will begin in the spring of 2023.

Goodie Store manager (John Barrison) (no report)

Insurance (Randy Kinsling)

The insurance COIs are ordered for High Sierra Tour 9/12-14 (and received), Porsches & Planes 10/2 (not received) and for the 44th Concours d' Elegance 10/9 (and received). No COI is necessary for Detail Clinic 9/10 as no driving or October Chilifest 10/15 as no driving. He will order the 11/19 Wine Country Drive COI in a few weeks. That will bring us up to date when I receive the 10/2 COI which I followed up on today with Charlotte.

Public Relations (Dick Lange)

Dick noted the following have been shown the respective Panorama issues:

- July Joe Schneider's Life Achievement Award
- August covered our drive to Boccali's.

And the following have been submitted:

- September's submittal is for the Ronald McDonald's donation.
- October's submittal is the Two-Door Twisties.
- November's submittal is the Mullin Museum.

He commented that the great photography has been a benefit in getting these into the magazine.

Safety (Joe Niederst)

Safety has nothing new to report.

Old business:

Rod noted no response has been received on the 2022 National Magazine Contest Submission

New Business: none

Next meeting November 9th, 6:30 p.m.

There being no further business, the meeting was adjourned at 7:15 p.m.

Respectfully submitted by Tom Sutphen, Secretary

