

Santa Barbara Region Board of Directors Meeting

May 10, 2023

Virtual meeting via Zoom

The meeting was called to order by the President at 6:34 p.m.

Those present were:

Rod Hersberger, Tom Sutphen, Rem Laan, Art Shin, Lionel Neff, Bob Clarke, Sue Kinsling, Randy Fishwick, Sal Reyes, James Oldham, Dave Stone, Randy Kinsling, and Dick Lange.

The minutes of the March 8, 2023, SBR Board meeting were approved.

President, Rod Hersberger

Rod noted he would put out an enews on anyone wanting to group up to drive to the Porsche Parade.

He also noted he would find out what grace period we may have before moving up to the next region size.

Rod, in discussion with Susan, felt that having a driving event end or begin at Latitude 34 may be a good option in the future. He also felt that Reunion Kitchen having a special breakfast for us would be too costly and as the members seem to enjoy chatting around the cars, this will be dropped for now.

He also said that he has been asked to serve another term on the PCA Audit committee as well as serve as Zone 8 Treasurer.

Rod, in discussion with Dave Stone and Rene at Santa Barbara Porsche, noted that Santa Barbara Porsche will be hosting an event, by invitation, celebrating Porsche's 75th anniversary on 6/10.

Rod will also do an enews blast closer to 6/10 for Rusnak Porsche's 75th celebration.

He was also pleased to note that Schneider Autohaus had donated funds to cover the room rental for the new member event in July.

Vice-President, Steve Doll

As Steve was not able to attend, Art presented the recommendation of the ad-hoc committee reviewing charities, which proposed to give \$1,000 each to the following organizations: Boys & Girls Club Carpinteria, Girls Inc. Carpinteria, Maritime on the Move Nature Camps, Gold Coast Veterans, Blue Light Canine Foundation, Boys and Girls Club of Conejo Valley. After a brief discussion a motion was passed to approve this recommendation. It was agreed that after Howard writes the checks, a plan will be put together for presenting to the six organizations.

Treasurer, Howard Rubenstein

Howard submitted complete financial reports to the Board, for March and April 2023, including prior year and year to date comparison reports, prior to the meeting.

He also noted that the PCA refund in April was based on our new and renewal members in the 1st quarter of 2023. Additionally, last month the club received \$500 for an event (Day Away/Drivers Education) that was in October 2022 and there were no expenses for said event.

Secretary, Tom Sutphen

Given Tom's agenda on nominees for next year, Rod noted we already have nominees for three of the four 2024 officer positions and we will be working on additional nominees.

Past President, Rem Laan

Rem noted he had nothing to report.

COMMITTEE REPORTS:

60th Anniversary Ad-Hoc 6/24

David noted that there had been multiple meetings and that it is anticipated the main raffle prizes may include a Treffen trip, cruise and Porsche Experience, details of which are being finalized. It is anticipated that with Bob Clarke's help we will also have other raffle items from our vendors and that both Santa Barbara Porsche and Rusnak will be major supporters of the event. He also noted that we need to select charities we will be supporting, and Rod mentioned several, including Unity Shoppe, area food banks and Many Mansions. It was agreed that the charities should be decided on at our next meeting.

Activities Chair, (Art Shin/Lionel Neff)

- 5/20 Gimmick Rally (Jerry & Pam Lasnik)
- 6/10 Porsche Cars of NA 75th Anniversary at dealers
- 6/13 Rootin' Tootin Drive to Buckhorn (Lionel & Dori)
- 6/16-6/24 PCA Porsche Parade @ La Quinta (PCA)
- 7/22 New Member event @ Monarch Club (Rod & Doreen)
- 8/16 Wrightwood Mountain Drive (Lionel & Dori)
- 9/28-10/1 Porsche Rennsport Reunion (Porsche)
- 10/8 SBR Concours d'Elegance or other (Tara & Robert & Lisa)
- 10/16 HPDE Event@ Streets of Willow GPX and LAR (Glenn)
- 10/21 Kernville overnight? In planning (Lionel)
- 11/9 Nethercutt Museum (Steve Geldman)
- 12/10 Holiday Brunch – Spanish Hills CC (Rod & Doreen)

Lionel reported that the Paso Robles event was beyond expectations. He reviewed the upcoming events, some of which are already sold out and noted that he will be testing the route for the Drive to Buckhorn, given the storm damage to some of the roads. Randy noted if the start location changes a new COI will need to be completed.

Rod added that the Finish Line event had about 30 attendees and how this and some other events we do are unique in our Zone and beyond.

Lionel asked Rod to send out an enews blast on the Buckhorn Drive.

Advertising (Bob Clarke)

Bob reported that two advertisers were dropped, The Timbers Restaurant, and Ding Masters, both with business card size ads.

He noted that we have a new advertiser, Final Details Ceramic Coatings, wanting a 1/4-page ad. He said we haven't received the 2023 advertising payment from Rusnak. Bob has talked to Dave Stone, who has contacted Keith Goldberg. He feels this will soon be resolved. Most of our regular advertisers have paid. He is always following up on those who haven't paid yet. Some of them need gentle reminders, which is usually an in-person visit from him.

Bob noted that he is working on another new advertiser wanting a half page ad.

Membership (Sue Kinsling)

Sue reported that during April, 5 new members joined our region, 1 transferred in, 4 transferred out, 8 members failed to renew their memberships on time.

At the end of April 2023, our membership stood at 808 Primary, 508 Affiliate and 1 Life member. Total Region Membership 1317.

We had 0 Test Drive Participants.

Webmaster (Randy Fishwick)

The PCA SBR Website has been updated with current events through August 2023.

Randy noted that the Google based SBR Events Calendar and Other Events have been added back to the Events dropdown on the website. The Google based calendars had been temporarily dropped due to display issues when using Apple's Safari browser. However, they appear to be working fine now. The website's main page has always maintained the primary calendar. The Google based calendar will soon be used on the main landing page, which will change the format of the website somewhat.

He's currently updating the website with information from the latest Der Auspuff. This includes the classifieds and President's column.

Randy reiterated that will be changing over to only a Google based calendar for ease of website administration and noted that PCA prefers Google calendar.

Social Media (Sal Reyes)

Sal reported:

Facebook - 1,237 followers. Events calendar updated.

Instagram - 762 followers on DE flyer uploaded.

Sal also noted the very positive feedback he is seeing from other clubs (some outside the US) on our photos and events.

Editor Official Publication (Dennis Power)

As Dennis is out of town, Rod discussed the proposal from CTP Solutions to print our magazine, which had been distributed to everyone in advance of the meeting. After discussion, noting the quality, service and extras that Sir Speedy has been providing, evidenced by many at the meeting, a motion was made and unanimously passed that we continue with Sir Speedy.

Rod also noted that Dennis has prepared an article on the celebration of the 1973 911 RS model at the Finish Line event.

Archives (James Oldham)

Archives had nothing significant to report.

Motorsports (Glenn Crawford)

Glenn reported that our March 27th DE with LA & GPX went well but was lightly attended, so he is not expecting any revenue. The next HPDE class is on Sunday Oct 15 and on the track on the 16th.

He included in his report a solicitation for any ideas on how to increase SBR attendance.

Concours (Robert Watt and Tara Brundrett)

Robert reported that the application was withdrawn for SBCC West Campus Lawn venue for October 2023

As Robert was not at the meeting, Rod noted that an alternate "Drive & Shine" event is being considered for this date.

Dealer Relations (David Stone)

RUSNAK WESTLAKE PORSCHE

General Manager Keith Goldberg said that sales continue to "thrive", and that the number one model sold is typically the Macan. Their inventory has been building, and he currently has over 80 units in stock and ready for delivery. He said that the dealership is always looking for quality technicians as the service department keeps getting busier. The dealership co-hosted the very successful Finish Line event this past Sunday, which celebrated the 1973 911 RS models.

Rusnak Westlake Porsche will also soon be hosting “No Substitute Saturdays” at the dealership again. John Koehler, our regional PCNA representative, transferred to Texas and has been replaced by Jim Kennary.

All the Porsche dealerships will be celebrating 75 years of Porsche on June 10th. Each dealership will host their own event. Rusnak Westlake will be holding an open house that day from 10:00 am – 2:00 pm open to the public. They will serve food and drinks throughout the day. Street parking will be available.

He noted that Keith will check with the accounting department as to the delay in payment of our Der Auspuff advertising first quarter bill.

David advised Keith of our 60th Anniversary celebration plans and requested Rusnak sponsorship. He was open to the idea; however, a dollar amount was not discussed.

SANTA BARBARA PORSCHE

Sales Manager Rene Verbrugge reported that orders and sales have been “fantastic” during the past few months. They currently have 8-10 Macans and Cayennes in stock as well as a Panamera Hybrid. A Grey Boxster S that he personally ordered is enroute and available for sale. The non-ordered 911 cars they have received have typically sold within 48 hours. Wait times for ordered cars have been cut in half.

Rene said that John Koehler did an outstanding job serving the region for the past 18 years. Most PCNA representatives are transferred every 3-4 years, but John was so well liked and did such a great job that he was left in place. The decision to transfer was his, in part, as he wanted to slow down a bit. He and his wife moved to Dallas, and his area of responsibility will be smaller.

Rene has known John’s replacement, Jim Kennary, for many years as Jim has served both the mid-west and northwest areas during his 15-year career with PCNA. He said that Jim is a very personable and capable man who will serve the area well. Rene will provide his contact information soon.

Porsche has recognized SBAG as an “Opportunity Dealer” because they do not mark-up their cars from MSRP. They have been provided with additional inventory and recently sold two GT-3 RS and two GT-4 RS cars that they received. They also sold two, limited edition 911 SC (Sport Classic) models to long-term customers at MSRP. Both sold within hours of arrival, and he received many inquiries. MSRP for the SC is between \$250-260K. He said that a northern dealership was asking \$250K over MSRP for the one they had in stock. One of the new owners has agreed to loan his car to the dealership for display purposes. Only 350 911 SC cars were provided to the United States.

The dealership remodel is moving forward, and the work in the service department is almost completed. Demolition of the showroom will begin soon, and the Porsche offices will move to the Mercedes Benz side. The completion date is unknown.

For the 75th Anniversary of Porsche on June 10th, Rene has planned to celebrate with our region by invitation. He will host a continental breakfast at the dealership and suggested that we take a drive which will end at the Sandpiper Golf Course where there will be room for 40 cars to park on the lawn. There should be room for an additional 15 cars in the parking lot. The course will be open to the public, which will limit our participation. Lunch will be served to our group during the celebration. He asked that the names and e-mail addresses of those participating be sent to him soon so that he can send email invitations.

We briefly discussed our plans for the upcoming 60th anniversary celebration of the region in 2024. Rene was enthusiastic about sponsoring the event, including hosting a continental breakfast at the dealership and providing at least the requested payment.

Goodie Store manager (John Barrison) (no report)

Insurance (Randy Kinsling)

Randy reported the requested COIs through June 13, 2023, have been requested and received. The COI for the new member event to the Monarch Club for 7/22/2023 will be requested in early June.

Public Relations (Dick Lange)

Dick noted that submissions are made each month for Panorama and a couple are in queue.

Safety (Joe Niederst) (no report)

Old business: none

New Business: none

Next meeting July 12th 6:30 p.m.

There being no further business, the meeting was adjourned at 7:11 p.m.

Respectfully submitted by Tom Sutphen, Secretary