

Santa Barbara Region Board of Directors Meeting
September 13, 2023
Virtual meeting via Zoom

The meeting was called to order by the Vice-President at 6:37p.m.

Those present were:

Steve Doll, Howard Rubenstein, Tom Sutphen, Art Shin, Bob Clarke, Sue Kinsling, James Oldham, Glenn Crawford, Robert Watt, Dave Stone, Randy Kinsling, and Dick Lange.

The minutes of the July 12, 2023, SBR Board meeting were approved.

President, Rod Hersberger (no report)

Vice-President, Steve Doll

Steve reported on behalf of Rod that nominees to date for the Board are:

President - Steve Doll

Vice-President - Lorraine Gray

Treasurer - Jim Brown

Secretary - Doreen Shinn

Treasurer, Howard Rubenstein

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

Secretary, Tom Sutphen

Tom reviewed the election process to date and noted we have until 9/15 to close the nominations.

He also stated that the ballot and information on the nominees will be in the November/December issue of Der Auspuff.

Past President, Rem Laan

Nothing to report.

COMMITTEE REPORTS:

60th Anniversary Ad-Hoc 6/24 (no report)

Activities Chair, (Art Shin/Lionel Neff)

- Update on upcoming events:
 - 9/28-10/1 Porsche Rennsport Reunion (Porsche)
 - 10/7 Porsche Santa Barbara Octoberfest and new Cayenne Introduction
 - 11/9 Nethercutt Museum (Steve Goldman)
 - 12/10 Holiday Brunch – Spanish Hills CC (Rod & Doreen)

Art said they have 35 members signed up for the Nethercutt and want to get at least 60.

Advertising (Bob Clarke)

Advertisers are up to date with their payments, except for the 3rd quarter payment due from Rusnak. He noted that Dave Stone's report will give an update on the General Manager change at Rusnak.

Dealer Relations (David Stone)

David went over the General Manager change at Rusnak as noted in his written report below.

RUSNAK WESTLAKE PORSCHE

General Manager Keith Goldberg was transferred to the Pasadena store in late August. He has been replaced by Mr. Mehran Forutan, the former General Manager of the Pasadena facility. I sent a PCA-SBR letterhead correspondence to Mr. Forutan requesting an introductory meeting and extending an invitation to him and his wife to attend our annual Holiday Luncheon in December. I am awaiting his response.

SANTA BARBARA PORSCHE

Sales Manager Rene Verbrugge reported that orders and sales have continued to be strong. They set another all-time sales record for the month of August. Two of the units recently sold included a 2023 911 Turbo S and a 2023 718 Cayman GT-4 RS. Both cars were sold at MSRP.

The long-awaited remodel of the Porsche showroom is currently underway. Sales offices were moved to the Mercedes Benz side of the showroom. Porsche showroom space will be increased significantly as the current outdoor patio display areas will be enclosed. Much of the demolition has been completed and the re-building phase will begin soon. They hope the project will be completed by the end of the year. A "Grand Opening" is tentatively planned for March of 2024. The dealership continues to receive additional vehicles from PCNA requiring Rene to dealer trade for future allocations as the remodel has caused limited space to store inventory.

The 2nd Annual Santa Barbara Porsche Oktoberfest is scheduled for Saturday, October 7th from 4:30 pm to 7:00 pm at the Sandpiper Golf Club. This will also serve as the launch of the new Cayenne. Our cars will be parked on the lawn, and the festivities will be held in the clubhouse. Rene has arranged for the same excellent caterer as last year, and it's rumored that door prizes will be awarded. Reservations are required through Ada Schultz, Santa Barbara Porsche. See the recent E-News notice.

Membership (Sue Kinsling)

Sue reported that during August, 9 new members joined our region, 0 transferred in, 0 transferred out, 8 members failed to renew their memberships on time.

At the end of August 2023, our membership stood at 811 Primary, 513 Affiliate and 1 Life member. Total Region Membership 1325.

We had 3 Test Drive Participants.

Sue discussed a Halloween Women's event on 9/21 at 4pm and obtaining updated email addresses. There was some discussion on ways to get email addresses and promote the event. She also mentioned that a rescheduled whale watch trip is being planned.

Webmaster (Randy Fishwick)

Tom summarized Randy's written report:

- PCASB.org has been modified with new information from the current Der Auspuff.
- The President's column has been updated, along with the Board Meeting Minutes.
- I added the Call for 2024 Officers Nominations to the Club News section.
- I direct most email to the pcasb_webmaster@outlook.com account, where I then forward it to the appropriate board member(s).
- One exception is email intended for Rod, which goes to his personal Gmail address as requested.
- The membership emails go to Sue's personal email address, but I can change that if she'd prefer.

Social Media (Sal Reyes)

Tom noted the growth in social media as noted in Sal's report.

Sal reported:

Instagram

Postings: 9

Followers: 836 (+52)

Accounts reached: 600

Most popular posting: Alternative Vehicle month (Camarillo)

Facebook

Postings: 8

Followers: 1288 (+34)

Accounts reached: 16.4K

Most popular posting: New Member Recognition and Scenic Drive.

All upcoming events posted on FB.

Editor Official Publication (Dennis Power)

Dennis's written report stated -The September/October 2023 edition of Der Auspuff was out on time and has some good features, thanks to the authors and photographers. The "Rootin' Tootin' Buckhorn Experience" by Lionel Neff and "New Member Recognition Event" by Doreen Pankow showcase the kinds of travel and social programs our club does well. Gary Krueger, Bill Hallier, and Randy Fishwick are among the talented photographers who contributed.

As Treasurer Rubenstein may report, we are looking for cost savings on producing the magazine. I got quotes from three printers who can meet our specifications and none of the proposals suggested we could do much better cost-wise than we are now with Sir Speedy. I will continue to explore ways to reduce costs, but they are not likely to be significant. The deadline for the November/December issue is October 1.

Archives (James Oldham)

Archives had nothing new to report,

Motorsports (Glenn Crawford)

Glenn noted he has been busy. He summarized the upcoming 10/16 event at Willow Springs and is working on events for 2024.

Concours (Robert Watt and Tara Brundrett)

Robert noted was discussion of a drive to the SB Porsche Octoberfest event, but the timing is tight.

There was discussion about a 2024 Concours, which is somewhat dependent on the Zone having the Concours series. Locations were discussed with SBCC seeming to be the best value.

Goodie Store manager (John Barrison) (no report)

Insurance (Randy Kinsling)

Insurance has nothing to report. No COI ordered for Rennsport as all folks are going on their own and not as a SBPCA group.

Public Relations (Dick Lange) (no report)

Dick noted after many months of getting our Region events in Panorama, they have reduced the page amount for this. He is hopeful we will be in the next several issues.

Safety (Joe Niederst) (no report)

Old business: none

New Business: none

Steve discussed what the committee (Steve, Bob and Art) reviewing costs for the magazine have done. He noted some ideas gathered from other regions, including:

- Soliciting regional and national companies
- Prizes to members who bring in a certain number or amount of advertising or new members over a fixed period of time.

He noted that he is working on adding another member to the committee and should have more to report at the next meeting.

Steve also brought having an in person meeting sometime in 2024 midday for north and south members.

Next meeting November 8th 6:30p.m.

There being no further business, the meeting was adjourned at 7:13p.m.

Respectfully submitted by Tom Sutphen, Secretary