

Santa Barbara Region Board of Directors Meeting

May 8, 2024

Virtual meeting via Zoom

The meeting was called to order by the President at 6:30 p.m.

Those present were: Steve Doll, Lorraine Gray, Jim Brown, Doreen Shinn, Art Shinn, Bob Clarke, Sue Kinsling, Randy Kinsling, Dennis Power, James Oldham, Glenn Crawford, Randy Fishwick and Dick Lange.

Minutes of last meeting were approved by the Executive Committee.

Vice President, Lorraine Gray:

A ladies' lunch is planned for June 7 at the home of Becky Jones, with 15 people accepting the invitation. Other events are being planned for July and August.

Treasurer, Jim Brown:

The Club has \$123,724 cash on hand which is ahead of last year. Jim has \$10,000 due in expenses, including Der Auspuff, the 60th anniversary celebration and trailer insurance. Jim advised that he keeps hard copies of all financials, and the Secretary as well as the website has electronic copies.

Secretary, Doreen Shinn:

An e-News mailing was done today advertising the raffle for the 60th anniversary celebration. Also information on the raffle was added to the MotorSportReg event page for the lunch. Dennis will prepare a flyer/entry form that Doreen can send out via e-News. The entry form is currently available in Der Auspuff and on the website.

COMMITTEE REPORTS:

60th Anniversary Ad-Hoc 6/24 – Dave Stone

Plans for our event are moving right along. Both Doreen Pankow and Randy Fishwick have stepped up to ensure the event is a success.

Doreen is attending to many of the details including finalizing a program for the day, coordinating the participants, creating a script for some of the speakers, finalizing the room layout and buffet arrangements and assisting Karen Turek and her committee with the creation of the table flower centerpieces. She also retained DSR Audio to provide the necessary audio-visual equipment. Attendance at the event will be limited to 150, the capacity of the room. Secure your reservation soon.

60th Anniversary banners have been received from the national office for display in the room. Dennis Power is working with Sir Speedy to create a large version of the 60th

Anniversary poster, which will be placed at the entrance of the room. The dealers are providing large signs with their logos also for display.

Scrapbooks, old issues of the Der Auspuff and regional/national awards have been retrieved from archives to be placed on tables for display to the membership. Rod and Sue will bring the Man and Woman of the Year trophies to display.

Randy is creating a video presentation of photos from past activities to be played with music before and during the meal. He is also coordinating with Burt Misevic, our guest speaker, who will also be utilizing a video presentation of the early years of the region.

All the arrangements are in place for our send-off from Santa Barbara Porsche. A continental breakfast will be served in the newly renovated Porsche showroom.

Plaques will be ordered for presentation to our dealers in appreciation for their sponsorship over the years.

Nick is receiving the raffle entries and duplicating the forms if multiple entries are indicated on any one form. He will also announce the winners at the event. We have currently received only 19 entries. Please consider entering. We will have to cancel the drawing if the minimum number of entries – 200 – is not met. If that becomes the case, we will have an alternate raffle for those attending the event, and checks will be returned to those who entered. The raffle flyer has been sent to all Zone 8 presidents for distribution to their memberships.

Steve advised that he has something showing all the Presidents going back to the 1960's that can be displayed at the lunch. Also a book of Mademoiselle Society events from the 1980's forward.

A comment was made that when a member sends in a check for the raffle (since checks won't be cashed until the raffle closes), they should receive an acknowledgement of receipt of the check.

Activities, Art Shinn:

The Porsche flag that was inadvertently left at Pence Winery after that event is being sent back to us by Pence. Both the Lake Tahoe event (5/20) and the Kernville event (6/19) are sold out. The Pine Mountain drive (8/17) and the Gimmick Rally (9/21) will soon be shown on MotorSportReg and will be in the July/August edition of Der Auspuff.

Randy Fishwick is putting together a tentative drive for later this year that will go over the Malibu Mountains. Steve is working on a breakfast (6/22) at Aloha Restaurant.

Advertising, Bob Clarke:

Most of our advertisers have paid and are current. Bob is following up on the ones who are slower to pay. We have lost one advertiser, Bruce Pence DDS, because he is retiring.

Membership, Sue Kinsling

New Members - 9
Transfer In - 4
Transfer Out - 0
Lapsed - 13
Life Members - 1
Total Primary Members - 829
Affiliate Members - 524
Total Region Membership - 1354
Test Drive Participants - 13

Insurance, Randy Kinsling

All the COIs for the Lake Tahoe Tour have been ordered and received. All is current for May. Randy will be ordering the COIs for the Kernville 6/19-20 overnight tour when Lionel advises him of the exact starting and ending points for the tour. Randy needs information (starting/end points) for any future women's events that involve driving.

Webmaster, Randy Fishwick

The <http://pcasb.org> home page has been updated with current events and the recent May/June Der Auspuff. Randy expects the classifieds page to be updated before the meeting this Wednesday.

Randy has gathered hundreds of excellent photos for the 60th anniversary event from our photographers past and present, along with a set of images from Burt Misevic from the 45th anniversary back in 2009. He is pulling together a virtual slide show video to be displayed at the anniversary event in July.

All future ladies' events should be posted on the website.

Social Media Sal Reyes:

Facebook:

Accounts Reached – 29,655 - +472%

Content Published – 19

Engagement – 3,432 - +76%

Followers – 1,423

Instagram:

Accounts Reached – 431 - +19.7%

Content Shared – 6

Followers – 945 – 1.7%

Most popular posting: Pence Winery Tour

For all upcoming future events, Sal asks that you continue to send those flyers to him along with specific instructions on when to post them. He assures you that many of our members rely on their social media feeds to stay updated on future events.

Editor, Dennis Power

The mailing of the May/June edition of Der Auspuff was delayed a few days owing to a temporary equipment breakdown at the printer's shop. This edition is part of the buildup for our 60th anniversary celebration as there is featured a thorough article by David Stone of SBR activities over the last 10 years. To complete our history, the magazine that covered our first 50 years is available to read and download on the SBR website. Preparation has started on the July/August edition for which the deadline for copy is June 1

\$700 has been requested for the USPS account for the next issue of Der Auspuff. This was approved.

Good technical articles are wanted for future issues of Der Auspuff.

Archives, James Oldham

Nothing to report. Thanks to those who retrieved the old yearbooks and memorabilia from the storage locker. Nothing was found for the first year of the club's existence. Health issues last month precluded him from doing very much. He is glad we have such a team spirit in our region.

Motorsports, Glenn Crawford

Working with Skip Carter of GPX on a Street Survival course in October. Glenn is talking to Dodger Stadium and Santa Anita Racetrack regarding using their parking lots.

Concours, Robert Watt and Tara Brundett

Beginning the process of planning a driving event to take the place of our Concours on Sunday, 10/6. Robert is currently searching for a park or venue where the drive will end and a catered box lunch served. The thought is to call it a "Concours Cruz" or "Cruising Concours".

Steve advised that only six Regions are doing a Concours this year.

Dealer Relations, David Stone

RUSNAK WESTLAKE PORSCHE

General Manager Mehran Forutan reports that their service department is posting all-time record numbers. The electric Macan is due to arrive this September. There are currently massive incentives on the Taycan of up to \$22,500.

Their next scheduled Cars & Coffee event will be held on Saturday, June 1st and will, unfortunately, conflict with our Camarillo breakfast meeting. Mehran said that they would be unable to re-schedule since it has already been advertised. He will ensure that future events will be held on alternate Saturdays to prevent the conflict.

SANTA BARBARA PORSCHE

Sales Manager Rene Verbrugge reported that sales have been “fantastic” in April as the delays experienced in March have ended and deliveries of new cars are now coming in regularly. He said that production of some models was delayed two weeks in Germany due to a lack of chips. This caused the boat schedules to be impacted. The entire western region of the U.S. was waiting for cars. He said that everything is back to normal now, and they are receiving deliveries almost daily. Rene said that they are receiving mostly 911 units that have been ordered and are delivering 2-3 at a time. Happy customers!

The dealership remodel is getting close to completion. The interior furnishings and décor are being installed, and the video system will be installed next week. The city has directed that additional drainage be added, so there is currently a “moat” around a portion of the exterior.

Rene was recently approached by 356 Registry representatives who are planning their annual West Coast Holiday event and draws entrants from all over the U.S with an expected 300 – 400 attendees during the event. It will be held October 17-20 in Santa Barbara. For the first time, Santa Barbara Porsche will be a titled sponsor of the event and will support one of the banquets and their Concours d’ Elegance that will be held at Santa Barbara Junior College.

Tentative plans have been made for a September Open House to celebrate the dealership remodel and will be combined with an evening 3rd Annual Oktoberfest. The specific date will depend upon the city permitting schedule and approval sign-off by Porsche officials.

Goodie Store, John Barrison

Steve has asked John to get a price on 60th anniversary hats. \$500 was approved to purchase 25 mugs. There was discussion of any possible other giveaways for the 60th anniversary – champagne flutes or wine glasses were suggested. Steve asked Sue to check with the committee for their thoughts.

Jim asked if John could have a pre-approved amount of \$2,000 so that he wouldn’t need to get Board approval for every expenditure. This was approved.

Public Relations, Dick Lange

Pictures of the following events have been posted in Panorama: Taste of Italy (April issue); Rock Inn (May issue); and Pence Winery (June issue).

Safety, Joe Niederst

Nothing to report.

Old business:

David Stone advised that he will be sending a press release on the 60th anniversary to KEYT in Santa Barbara.

Doreen advised that adding Cars & Coffee as an information-only item on MotorSportReg wouldn't be of much use unless people were directed to that site from other venues.

Bylaws update: Jim has tentatively updated the bylaws to reflect an audit of bank accounts by a Board member. Rod has reviewed these for the past four months. Steve will check to see what is required to make the change official.

New Business:

Steve has suggested asking the local (Ventura) radio station to advertise our 60th anniversary raffle. However, it was noted that this cannot be done because the raffle is limited to club members only.

Steve advised that the Mercedes Club has invited us and the Los Angeles region to participate in an event at the Malamut Museum. He will check with the L.A. region to see how they are promoting it.

Jim advised the Board that he will never send an ACH or bank wire based solely on a request via email: He will need to have an actual conversation with the requestor.

Jim asked if we still have our leased self-storage unit in Thousand Oaks – yes we do. Doreen Pankow has information regarding lease payments. We also have a trailer in Camarillo that contains a lot of stuff that Glenn Crawford uses.

Steve asked Jim whether it made sense for the club to have a Square Account – Jim said no because we would have to pay for it regardless of whether or not it was used.

Dennis reminded us that we have a Web store where items can be purchased – the company providing the merchandise collects all the revenue from this. Randy Fishwick will check to see if we can sell 60th anniversary hats through that site.

Steve suggested that we hold a board meeting after one of the Cars & Coffee events, since other people attending that event would be able to attend the meeting if they chose. He will check on possible locations.

Next meeting July 10 at 6:30 p.m.

There being no further business, the meeting was adjourned at 7:30 pm

Respectfully submitted by Doreen Shinn, Secretary

