

**PCA Arizona Mountain Region
Board of Directors Meeting Minutes
November 16, 2022**

Minutes:

Attendees:

Bob Taylor – President

Phil Mullen – Vice President

Linda Fuegen – Treasurer

Joel Miculinic – Absent

Steve Sweet – Absent

Lorraine Friedman - Secretary

E.C. Mueller - Sedona/Verde Valley Chapter Chairperson

Jeff Boehm – New Activities Chairperson for 2023

Agenda item 1 – Call to Order:

The Zoom Meeting was called to order by Bob Taylor. at 5:59 pm. Bob will leave the meeting and Phil Mullen will take the gavel mid-meeting.

Agenda item 2 – Approval of Board of Directors Meeting Agenda

Bob Taylor asked if everyone received the agenda, all attendees said yes. Lorraine Friedman made a motion to approve the agenda, Linda Fuegen seconded the motion and all in attendance approved. Bill Simon's presentation will adjust the order of the agenda, and this was approved as well.

Agenda item 3 – Approval of Meeting Minutes from October 19th, meeting

Linda Fuegen made the motion to approve the minutes from October Meeting, Lorraine seconded, and all in attendance approved them.

Agenda item 4 – 5 Treasurer's Report- Linda Fuegen:

Linda provided a detailed report for the club's banking position as of 10/31/22. The opening balance \$ 5,527.59 current balance is \$ 12,992.32. There were two \$200 deposits for returns, and a loan deposit of \$ 5K (promissory note with no interest) to fund the new website. Withdrawals were made for a trophy \$22.68, and the recurring amount for Zoom of \$14.99. Linda balanced the account to its ending month balance and highlighted upcoming expenses which have been paid by check and not cleared. Most notable \$3,100 to Bill Simon for the initial web design.

The Debit vs Credit Card question from last meeting was reviewed with our Chase Officer. Linda explained if we change to a credit card, we will need a personal guarantor. Chase recommends we stay with the current debit card process.

Linda made a motion to purchase a Card Reader for the club at \$ 49.99. Linda explained we could purchase the card reader and then pay a transaction fee when used. All in attendance are in favor of the purchase. She will go forward and purchase the reader and we will have it for the Holiday Party and all future events.

Linda also discussed the club financial position and asked that we wait until the Holiday Party is concluded and the auction results are confirmed. At the next BOD meeting we can decide how much the club can donate to the Prescott Food Bank from the proceeds of our auction after all the expenses are paid.

Bob Taylor also reminded us that he committed to donate to the club to help pay for the new website. Linda will advise Bob of the amount needed at year end.

**PCA Arizona Mountain Region
Board of Directors Meeting Minutes
November 16, 2022**

Agenda item 6 – Membership Report:

Joel sent the board his Membership Report, and Lorraine read it into the record. We have 1 new member, 1 transfer out, 1 transfer in, 2 lapsed members, and 6 renewals. The Region recap is 171 Prescott, 41 Verde Valley/Sedona, 27 Flagstaff, and 16+1 (Nov) from Lake Havasu. Total Membership= 255 as per our records. EC made a motion to accept the membership report, Lorraine seconded the motion and all in attendance voted to accept it.

Agenda item 9 – Website Discussion and Demonstration (* out of order due to guest speaker)

EC introduced Bill Simon, Bob Taylor welcomed him, and they launched the explanation of the new website, its format and how it will work. Our site will be comparable to the format of the Pocono Region site. Bill explained that he has already started to collect data and information that will be used on the new site. Lorraine has supplied all the past minutes from board meetings, and Bill has accessed our photos from smug mug on our current site to get ready for loading our new website when it's ready.

Bill had us all go to poc.pca.org and we were able to view the Pocono site that our pending site will be like in functionality. We spent about an hour with Bill going thru the features, pages, dropdown menus and other available features our new site will have. EC pointed out that we'll have opportunities for sponsorship and advertising, Bill pointed out where on the site these will likely be included. Advertisers want pages where the most 'clicks' are made so viewing is maximized. We talked about social media, forms, a map for region boundaries, and other pages available to us to populate on our site. Bill spoke about the difference between looking at the site on a phone vs. on a computer. On a phone the view is stacked, but all the same content is available. Bill pointed out things that we will install that when clicked the user will automatically go to other sites, i.e., the PCA national website. We will also be populating content automatically on the site in all areas from changes made in a single area to limit the upkeep needed. The most used sections will likely be the calendar and activities pages. We will also have a section for members to run advertising for cars, and car gear to other members who may be shopping. We can also automatically include other regions sales items to widen the search for sales items. You will be able to join the club from the website by clicking a link; you will also be able to send a message to the club or a club officer from the site as well. We will also have ability to upload photos from our phones to be included on the site (after review from the webmaster).

Lastly, we discussed the viability of a newsletter and the expense of a printed version. Bill mentioned that the printed version is a money loser for the Rocky Mountain club, but they still sustain a printed version. We should look at a version that is posted on our website in some format for affordability (at least to start).

Jeff Boehm asked if the Pocono region charges members a fee in addition to the PCA member fee. Jeff's old region had an additional fee. Rocky Mountain does not, and EC was aware that Oregon didn't either. Bill didn't know about the Pocono region. Phil asked about next steps and EC reminded us we had the outline of what is going forward on the site on the invoice document from Bill presented at the Oct meeting. Bill reiterated that it would be an ever-changing site that can grow as our needs change. There will be lots of space to add things. Bill will do tutorial videos for viewing on "how to" do certain things. EC and Jeff Swain (member volunteer) will be trained to keep the site updated.

EC asked the board members to send him a list of potential sponsors so that a list can be developed and fees assigned so that we can estimate a revenue stream from advertising for 2023.

**PCA Arizona Mountain Region
Board of Directors Meeting Minutes
November 16, 2022**

EC also reviewed the possibility of having an online store to sell AZM “SWAG” to our membership. EC mentioned that the current website will be updated until the new one is live. We will post the newly elected officers on the existing site with new pictures taken at the holiday party.

Agenda item 7 – AZM Result of Elections

These were sent prior to the meeting for the board members information. An emailer will go by Friday to the general membership on the election results.

2023

President- Lorraine Friedman

Vice President – Joel Miculinic

Treasurer – Linda Fuegen

Secretary- EC Mueller

Agenda item 8 – Activity Committee Report

Jeff Boehm confirmed the Wickenburg trip in January which is already scheduled, insured, and firmed up. EC will confirm the February drive & lunch plans with Steve Sweet and confirm them. March will be the 5th Anniversary Party which will be confirmed and planned after the Holiday Party to be sure we want to use that venue again. There is an activity meeting being scheduled in the next week or two to firm up more of the plans for 2023 with the new team leaders.

Agenda item 10 – Holiday Party Update

This party is completely set up and Peggy will be confirming the details in an email to us this week.

Agenda item 11 – 5th Anniversary Party Update

More planning and discussion on this party will be made after the holiday party. We discussed the venue for the holiday party, and we also discussed changing the party to a drive and a cocktail & hors d’oeuvres event. There is concern about cost and financing so soon after the website and end of 2022 expenses. Also concern about the diminished participation for our social events and how to increase the number of members who join us. The activities committee will continue to propose ideas for this event and present them to the board. Brainstorming is required!

Agenda item 12 – General Discussion

None needed

Agenda item 13 – Adjournment

Lorraine Friedman made a motion to adjourn, and EC seconded it. The meeting was adjourned at 7:49pm.