

**PCA Arizona Mountain Region
Board of Directors Meeting Minutes
January 18, 2023**

Minutes:

Attendees:

Bob Taylor – Immediate Past President
Lorraine Friedman - President
Joel Miculinic – Vice President
Linda Fuegen – Treasurer
E.C. Mueller – Secretary, Webmaster
Dave Vicioso – Membership Chairperson
Jeff Boehm – Activities Chairperson
Peggy Vicioso – Social Chairperson
Jeff Swain – Webmaster – partial attendance
Bill Simon – Website Creator – partial attendance

Agenda item 1 – Call to Order:

The Zoom Meeting was called to order by Lorraine Friedman at 7:00 pm MST.

Agenda item 2 – Approval of Board of Directors Meeting Agenda

Linda made the motion to approve the agenda with one addition suggested by E.C. that the Parade will be added in the General Discussion portion of our meeting tonight. E.C. seconded the motion to approve the Agenda, and all in attendance accepted the agenda.

Agenda item 3 – Approval of Meeting Minutes from the December 14, 2022, meeting

Lorraine suggested that we publish the scribed minutes to the BOD and then publish on the new website. If a change is made when we vote to approve at the next board meeting, changes can be made to the published version. The board agreed to adopt this habit going forward.

Linda made the motion to approve the minutes from the December Meeting, Joel seconded, and all in attendance approved them.

Agenda item 7 – Membership Report Joel Miculinic (discussed out of order):

PCA shows us a total of 262 members. 4 new members in December: 3 in Prescott, 1 in VV/Sedona. 1 transfer in, no transfers out, no lapses, not test drives and 8 renewals. The chapter breakdown is Prescott 172, VV/Sedona 41, Flagstaff 30, Lake Havasu 17.

E.C. mentioned that the new website will use the AZ Mountain chapter breakout numbers and their sum for the total members on the website so math works out. Total on website will be sum of the pie chart figure. Region numbers are typically very close to the National PCA numbers.

EC moved to approve the membership report, and Linda seconded the motion. All in attendance accepted.

Agenda item 6 –Treasurer’s Report Linda Fuegen (discussed out of order):

Linda conveyed the Checking Account total at \$ 11,015.19 at the end of December and this reconciles with our Chase Account Statement. Some checks are being written now for upcoming event deposits for the Centennial Center, The BlazinM Event, and for the MC hired for the 5th Anniversary Celebration. We are getting checks from Porsche Scottsdale for the Anniversary and some “swag” to raffle as well. We have the final payment for the website development to pay, and the loan outstanding is still being paid monthly. Bob Taylor added that his company will donate \$1,000 to help offset the final payment to Bill Simon.

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Joel moved to approve the Treasurer's Report, and Bob Taylor seconded the motion. All in attendance agreed to approve the report.

Agenda item 8 – Activity Committee Report Peggy Vicioso & Jeff Boehm (discussed out of order)

Peggy stepped in for Jeff Boehm since he was delayed in getting on the call. The next event at BlazinM has already been circulated, Wickenburg is coming up this coming Sunday. The Anniversary Party planning for March is well underway. Peggy secured 4 sponsors @ \$200 each to help support this event. We have a fun agenda with interactive games, etc. to have some team building and a competitive spirit for the trivia. We have also solicited for gift certificates as prizes for the winning table.

Joel asked if we had confirmed the Goldwater Lake Ramada for the New Member picnic in September. Linda confirmed that is it paid for and confirmed. She has the parking passes as well. We will plan a more interactive type picnic so the new members get to know others in the club, and members don't just sit with people they know.

Bob Taylor mentioned that we need to remember the PCA subsidy payments so that we remember to apply for them.

The next Activity Committee Meeting is 2/2/23 and there will be many updates for the calendar at the next board meeting. Alpine Tour and Durango are in the planning stages.

We strategized the Wickenburg trip changes for inclement weather. We agreed to let members know they can drive any car if the weather is too cold for their Porsche. Joel reminded us to make sure we let him know about the insurance so it can be adjusted before the trip is canceled, as always, we need to keep Joel updated so the insurance is accurate.

Agenda item 4 – Website Updates and Features- Bill Simon

Bill walked us through the new site in 'soft launch' format. Bill explained where the photos came from, and how the site is set up for easy updates and additions. EC mentioned that Bill is also developing "how to" videos so that others who follow in club positions can learn how to do updates and additions as well. We should be able to execute the site ourselves once the site is formally launched. Bill discussed the things important to include on the site to satisfy PCA who is hosting the site, and to update our calendar for activities and other data and content that needs updates regularly. We will be able to track visitors to the site and what pages have the most traffic so that we can attract sponsors once we are up and running.

There are many features installed behind the scenes to make the site interact with data from other sources. More 'plug ins' will be purchased affordably as we find we need other content updated automatically.

Agenda item 5 – Website Discussion – EC Mueller

EC explained the timeline and Sponsorship opportunities. Until the site is live and working so we can assess traffic, EC suggests we take existing supporters and use them on the site for free for a month or two until we can present opportunities and see who will come on as permanent supporter/sponsor. We agreed to use Porsche N. Scottsdale, Immaculate Detail, DeYoung European Motors, Prescott Junction Restaurant and/or Porsche Chandler. At the Wickenburg drive E.C. will discuss more regarding Porsche Chandler with Bob Frith. Joel suggested Discount Tire as a sponsor, but that will take time to sort out once we have a rate card and establish prices for time and size of ads.

Lorraine is working with Lori DeCristo (Zone 8) to see what the rules are for the dealerships to give Regions \$\$\$. EC will develop a book with rate card and sponsorship opportunities once we get some data on page views, etc.

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We will send a “teaser” on 1/23 to talk about the website launch to membership.

We will send another email on or around 1/26 about the actual launch and start getting feedback. Lorraine to coordinate this with EC for exact timing.

Agenda item 9 – General Discussion

EC joined a President’s Webinar about PARADE 2023 with the national chairs. They solicited help with getting the word out to members and promote PARADE in our region. The date for registration and hotel bookings is Feb 1. The Events registration starts April 5th. We will email the registration information ASAP. We will figure out how to promote PARADE on our new website. Dates are June 18-24th, 2023.

Bob Taylor complimented the current board on the progress and new energy we have created for the club. He is happy to see us continue to gain volunteers and new events.

Agenda item 10 – Adjournment

A motion to adjourn was made by EC Mueller and seconded by Linda Fuegen. The meeting adjourned at 8:40 pm MST.