

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
February 15, 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

**Agenda item 1 – Call to Order:**

The Zoom Meeting was called to order by Lorraine Friedman at 7:04 pm MST.

**Agenda item 2 – Approval of Board of Directors Meeting Agenda**

We skipped approving the agenda via a motion but Lorraine asked for any additions or changes. None were offered and Agenda was followed for the meeting.

**Agenda item 3 – Approval of Meeting Minutes from the January 18, 2022, meeting**

Bob made the motion to approve the minutes from the January BOD meeting. Joel provided the second and all attendees approved the minutes.

**Agenda item 4 –Treasurer’s Report Linda Fuegen (discussed out of order):**

- Checking Account balance start of the month of January: \$ 11,015.19
- Income during the month was \$1,617.85 and includes the donation from Bob Taylor for website development.
- Expenses during the month were \$1,744.10 and included \$400 to City of Prescott for Picnic, \$400 deposit for Blazn’M event and \$200 deposit for 5<sup>th</sup> Anniversary Party at Manzanita Grill/Centennial Center.
- Ending balance which aligned with Chase bank statement is \$10,888.94.
- Invoice coming due to Bill Simon for approximately \$3,100.00. Training Videos and Search optimization are final deliverables and are expected to complete this week. E.C. will advise Lorraine and Linda when good to pay invoice.

E.C. moved to approve the Treasurer’s Report, and Joel seconded the motion. All in attendance agreed to approve the report.

**Agenda item 5 – Membership Report Dave Vicioso:**

- PCA shows us a total of 263 members. Two new members in January and one lapsed. E.C. asked Dave to email him the total member count and the breakout totals that sum to the total by chapters; Prescott, Verde Valley/Sedona, Flagstaff and Lake Havasu. That way the numbers on the website can be updated.
- Lorraine commented on the latest national reports pointing out that nationwide, PCA grew by 1,100+ members in January. Would love to see a report that shows percentage increase as well since numbers only can be skewed due to size of the regions.

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

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**Agenda item 6 – Activity Committee Report Peggy Vicioso & Jeff Boehm**

- Blazn' M event is tomorrow night. Count is 20 people. E.C. has Blazn' M contact person info and will distribute tickets to participants.
- Route 66 trip: Route is setup and hotel is setup. Flyer is built and on the website. Members can reserve rooms now. The MSR link will be ready on Friday for announcing the trip.
- Working on the Alpine trip. Jeff is reviewing restaurants etc. with Bob Frith to determine stops.
- June Go Kart trip is pending determining when K1Speed remodel will be completed. They moved location and continue to wait for local government approval of the new location. E.C. is trying to reach CEO Dave Danglard for an update. Other possibilities can be explored if someone has an idea. Alpio is all set for a place to stop on the way down
- Anniversary party is all set. Loaded on website as is flyer. Will be one more activity committee meeting prior. Prizes are picked up. Prescott Junction provided \$160 in gift cards Those cards will be given to those sitting at the winning trivia contest table. Linda picked up the swag from Porsche North Scottsdale. Those items will be combination of door prizes and potential bid on some too. TBD.
- New Member/Member Picnic.
  - o Peggy is working on a Hawaiian theme and having Uncle's Hawaiian's food truck cater it. They do not normally do catering but will do this event for us. All are encouraged to check out their truck and food prior. More info at <https://uncleshawaiiankitchen.com/> To help with their food planning we can list available items on our MSR event signup to quantify food plan for them. Peggy will be calling them to work out details including beverages. Regular entrée price is \$12.99 and includes dessert. Peggy will confirm pricing and any volume discounts.
  - o May also assign current member to new members to assure they are welcomed and get introduced to others. Creating ambassadors for this role to be discussed further. Joel suggested sending out an email to new members alerting them to upcoming events. Note that emails to Prescott members (especially new members) have driven participation at Porsche & Pancakes.
  - o There will be activities at the Picnic too like Cornhole.
- Request to Activities Committee: Lorraine asked that a photo of the club's cars be sent to Alex at Prescott Junction for use on their Facebook page. He has asked for it to be of the cars parked in their lot however, some members don't drive their cars there due to steep entrance to the parking lot. So, can be any shot. Lorraine will check out shots on club's SmugMug. Lorraine will also give Alex a flyer for the 5<sup>th</sup> Anniversary Party.
- E.C. updated that Don Bell cannot host a member event at his house in October. Jeff suggested to ask him about August. E.C. will pursue a date in August with Don.
- Don Halford (new to Activities Committee) suggested doing a Mormon Lake drive again. It was pointed out that a Flagstaff centered event is needed on the calendar. E.C. has reached out to Dave Fitzgerald in Flagstaff for suggestions.

**Agenda item 7 – New Website Update**

- Lorraine asked if there is any data on the website use yet. Not yet as E.C. has not yet received log in info to Google Analytics.
- Lorrain commented that at Porsche & Pancakes members expressed they liked the website.

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- E.C. suggested to Lorraine that once we send out a new email announcing the Route 66 event, could we also highlight the Club having a Facebook page? And it is easily accessed via the club website in the top navigation bar by clicking on the Facebook logo. Lorraine said yes but would like to promote Anniversary Party first.

**Agenda item 8 – AZM Gear for 5<sup>th</sup> Anniversary + New logo**

- 5<sup>th</sup> Anniversary logo created by Donnie Blackburn. Don't have the final artwork for camera ready but Lorraine will have Donnie update.
- Apparel plan: Get samples built of items Lorraine sent out in her email in various sizes so at the anniversary party people can see and try on and then order.
- The hat can be sewn or ironed on. Suggestion is to have it sewn on. Some will be apparel only, without AZ MTN identity but will give members an idea what can be ordered.
- E.C. suggested a sand-colored hat to align with our branding on the website. The patch would look great on a sand-colored hat.
- The 5-year anniversary logo will be for this year. Apparel can be ordered with regular logo or anniversary logo.
- Lorraine checking on patches run minimum. Might have to run 300. Joel said to get sample of patch first then decide if have enough uses for them and if quality is up to what we want. Patches were made in the past that were not high quality. Peggy pointed out if good, nice to have for giveaway.
- Eventually take orders on the website. Deliver goods at events. Once we have feedback on samples.
- E.C. showed the very popular mug from Oregon Region as another example of an item AZ MTN could make that could also be very popular in AZ MTN.
- Lorraine will handle the sample for the Anniversary party including having the credit card capability and an order form members can fill out.
- Hat cost \$8 plus embroidery for \$8 is \$16 cost. Thus, sell for \$20. Important prices are low enough to stoke demand. March BOD Meeting we will set prices.

**Agenda item 9 – Progress on Track Events**

- Bob Frith and Phil Mullen have been researching. At Porsche & Pancakes people expressed interest.
- Currently we have Arizona Region track events on the website and explanations of event types.
- AZ Region has offered to bring their Autocross equipment up if we can determine a venue.
- Findley Center is a possibility but prior contact with them they were not interested. Jeff will connect with Bob Frith on Friday to discuss further.
- Some people are not familiar with Autocross. We can do a communication, when applicable, explaining and demonstrating via video.
- Joel suggested reaching out to Jon Takahara who races and autocrosses and get his input.
- Joel also said the Yavapai County Sheriff's Office has a training course too. Unfortunately, the course is only available to Law Enforcement agencies. <https://www.ycsoaz.gov/I-Want-To/Info/Reserve-YCSO-Driving-Track/Reserve-the-Track>
- There is also a horse track with a huge parking lot in Prescott Valley. However, it may not have enough pavement.

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**Agenda item 10 – Should we start a CLUB TALK in the region?**

- A communication app for the Region to use. Posting board, chat etc. however runs on an email engine through PCA? Used to connect members with questions, opportunities, needs etc.
- Kinda like NextDoor
- If email based, might have privacy issues.....need to check it out.
- The AZ MTN website does NOT use PCA based email. It uses a GoDaddy based email which the region pays a subscription to use.
- E.C. asked Bill Simon and he is NOT familiar with it.
- Jeff and Lorraine will investigate

**Agenda item 11 – General Discussion**

- Lorraine will create a list of names for suggested “ambassadors” that can seek volunteers, partner with new members etc. The list will be sent to the Board for input. The list can be specific to chapter locations too.
  
- Holiday Party
  - o Do we have a place? Are we using Centennial Center?
  - o Currently have on the calendar as Saturday, December 2 at Centennial.
  - o Peggy says she would like to pursue a different venue and bring options back to the Board
  - o E.C. will remove the Holiday Party on the website calendar for now.
  - o Note Prescott tree lighting is scheduled for December 2 this year
  - o Group agreed a Friday or Saturday night is best
  
- Event scheduling on weekdays or weekends
  - o Bob asked about weekday events in light of Blazn’ M being on a Thursday and having lower turnout than hoped.
  - o Discussion ensued. Previous inquiries with members comes out about 50/50. Some want weekdays (retirees) because they have weekends for grandkids etc. Others work jobs and want weekends.
  - o Also, weekday drives have been preferred due to traffic.
  - o Result of the discussion was to be sure we have a selection of weekday and weekend events for socials and for drives.
  - o Historically, Sundays have been avoided.
  - o Activities Committee will take into consideration during planning and work to have one event per month on a weekend.

**Agenda item 9 – Adjournment**

A motion to adjourn was made by Bob Taylor and seconded by Joel Miculinic. The meeting adjourned at 8:29 pm MST.