

**PCA Arizona Mountain Region
Board of Directors Meeting Minutes
March 15, 2023**

Minutes:

Attendees:

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

Unable to Attend

Bob Taylor – Immediate Past President

Agenda item 1 – Call to Order:

The Zoom Meeting was called to order by Lorraine Friedman at 7:03 pm MST.

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

Dave made the motion to approve the Agenda as written and Joel seconded the motion. Agenda approved with no changes. NOTE: When Linda joined, she asked that Dave do the Membership Report prior to the Treasurer report so she could gather some information. She needed the February Treasurer Report sent to her and E.C. emailed it to Linda.

Agenda item 3 – Approval of Meeting Minutes from the February 15, 2023, meeting:

February minutes were previously approved by the Board via email vote and posted to the AZM website.

Agenda item 4 – Membership Report Dave Vicioso:

- 5 new members in past month. 3 in Sedona, 2 in Prescott
- Lost one member that changed regions so net is up 4
- E.C. asked if Dave could produce the total number of members with a breakout by Prescott, Verde Valley/Sedona, Flagstaff and Lake Havasu that sums to the correct total. Need this for the new website and particularly important because the website is in PCA National website judging for website awards. Dave will get report to E.C. this week.
- Joel pointed out getting the correct chapter assignment sometimes requires calling the member. This is because while they are AZ Mtn members, their address is sometimes out of state. Some have 2nd homes in Arizona, so we need to find out what chapter makes the most sense for them to be assigned to.
- Lorraine mentioned the National Membership report that comes out mid-month targets a 5% membership increase nationally. However, PCA National only measures growth by members, not associate members. AZ Mtn is on track with national growth rates from a percentage perspective.
- E.C. moved to approve the Membership Report and Peggy seconded the motion. All in attendance accepted.

Agenda item 5 –Treasurer’s Report Linda Fuegen (discussed out of order):

- Checking Account balance start of the month of February: \$ 8,888.94
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- Income during the month was \$1,646.85 included sponsorships Peggy secured, income via MotorsportsReg for Blazn' M event and PCA quarterly payment.
- Expenses during the month were \$4,375.16 and included payment for one badge, balance due to Blazn' M Ranch for \$689.40, final payment to Bill Simon for the website project and an installment to the Friedmans for the loan covering the website project.
- Ending balance which aligned with Chase bank statement is \$8,160.63.
- E.C. asked what the outstanding loan amount remains to the Friedmans?
 - o Linda said four payments have been made of \$416.57 each thus far.
 - o Summary: Payments made: 12/8 \$422.67, 1/6 \$416.67, 2/13 \$416.67, 3/6 \$416.67.
 - o Total of \$1,672.68 paid back thus far. \$3327.32 remaining. 7 payments of \$416.67 and last payment of \$410.63. Payments complete Nov 2023.
 - o Joel moved to approve the Treasurer's Report, and Linda seconded the motion. All in attendance agreed to approve the report.

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

- Anniversary party coming on the 18th.
 - o 51 people have signed up. Budget was built on having 40 people to break even.
 - o Lorraine will have AZ Mtn merchandise samples at the party, will staff the table and will take orders from members. Will take cash, check, and also will have a square reader to take credit cards.
 - o Lorraine has examined pricing of similar clothing. Pricing set to make a little money but keeping prices as low as possible and cover expenses.
 - o The more people that buy, people see it, even more will buy.
 - o No fleece right now since getting samples takes over a month. So first round no fleece.
 - o Hats are not embroidered and not screened. An in between process. We can review the samples and determine if they are good enough for what we want.
 - o Joel asked if they are Hanes or some kind of beefy material. Lorraine said yes, brands are Hanes and Collegiate.
 - o The fleece for the future is Eddie Bauer. Will see those in the future. Hopefully cost will be around \$50 for the vest and \$75 for the jacket.
 - o Joel mentioned good to have those prior to the Picnic
- Jeff said Route 66 is all filled up.
 - o Was able to add rooms at the Holiday Inn. Question about lunch and dinner locations being able to take more people but pursuing.
- Alpine trip is up on the website and registration is live
- E.C. picked up the info from Octane Go Karts to decide about the June 2 event.
 - o E.C. said choice is do we just walk in with the public and hope we can race OR do step up and buy the group package where the race(s) are reserved. Requires a minimum guarantee of 10 people to get group pricing and our own race. E.C. will send all the information for the different packages to Jeff, Lorraine and Peggy so a decision can be made regarding the packages.
 - o Joel reminded everyone that PCA insurance will cover only the drive down.
 - o Package offer choice for attendees to choose a go kart race, virtual reality laser tag or ax throwing.
 - o 50% is due making the reservation and balance due a few days prior to the event.

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- Linda asked if we could ask people at the Anniversary Party if they would be interested in such an event. Group agreed we will talk it up and see what the interest level is.
- Peggy asked if we are still interested in going to Alpions prior to Octane. And, the optional dinner at Chilleens on the way back. Note that Chilleens does have a \$50 room charge.
- Joel interjected a question regarding the Route 66 trip. A friend of his from the Chicago Region is going with Joel and Bonnie Sue. Joel asked if they can drive their BMW X5 rather than their Macan. Answer is drive the Macan.
- Dave Fitzgerald is working on a July Flagstaff event. Potentially the Ski Bowl gondola and/or brewery.
 - Joel mentioned the mountain track called the Canyon Coaster Adventure Park. Aggressive ride down the hill. <https://canyoncoasteradventurepark.com/>
- August 26 is date for picnic at Don Bell's house in Sedona.
 - Club will provide the main course such as bratwurst, hamburger and chicken. Also the condiments and the buns. Attendees will be asked to bring the side of the choice. Chips, salad etc. Club will also provide soft drinks and water. Price will be to cover the main course and drinks which is TBD. More discussion at next Activities committee meeting. Will also need to rent about twenty-four chairs and 3-4 tables. Attendees will be capped at 35. Don lives off Lower Red Rock Loop Road in Sedona over Oak Creek across from Baldwin Peak. Beautiful views, he has Porsche Race cars to see and an amazing BBQ setup.
- September 17 is the Annual New Member Picnic at Goldwater Lake.
 - Peggy has spoken with Uncle's Hawaiian to include drinks and dessert in quote. At about \$17.99 per person cost. Have cost to bring truck out too but since picnic is usually \$25 per person, we are in good shape.
 - Peggy needs to know space number at Goldwater Lake so Uncle's Hawaiian can go see it and how truck will sit and if there is flat ground. It is called the Goldwater Lake View Ramada. No other info on the parking passes which Linda has already received.
 - Choices for Uncle's Hawaiian food will include fish, veggie and mixed plate which includes teriyaki pork and chicken.
 - ½ payment due two weeks prior. Balance at the event. Peggy will send details to Linda.
- Saturday, October 21st is the Wine Tour that Keith and Beth Guidus are putting together. Tour includes stops in Dewey, Prescott and Chino Valley.
- Peggy presented the latest on the Holiday Party.
 - Examined three locations and decided on the Hassayampa Inn on Sunday, December 10. Peggy shared the menu via Zoom Chat.
 - Menu:
 - Appetizers
 - 1. Mini Duck Confit Quesadillas
 - 2. Wild Mushroom Tart
 - 3. Prosciutto Wrapped Prawns (gluten free)
 - Spinach Delite Salad
 - Main Course
 - 1. Alaskan Cod - White and flaky Alaskan cod with a lemon beurre blanc
 - 2. Baseball Sirloin - Grilled 8 oz sirloin with a jalapeño demi-glace
 - 3. Hassayampa Chicken- Herb breaded sautéed chicken topped with sautéed artichoke hearts, garlic, capers and diced tomatoes in a white wine butter sauce

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- 4. And Portobello Mushroom (Vegetarian/Vegans)- Grilled Portabella mushroom filled with grilled vegetables, roasted red peppers and spinach.
- Dessert
- • Historic Lemon Bar Classic lemon tarts with powdered sugar and raspberry sauce
- or
- • Brownie a la mode Warm brownies with vanilla bean ice cream
- or
- • Caramel Churro and Banana Gelato Churros topped with banana gelato and caramel sauce
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- Plated sit down dinner. Chicken is \$10 more than other meals right now due to Chicken shortage
- Comes to \$51 cost per person plus tax and gratuity. If spend \$500 at bar, waive \$200 bartender fee. Last year spent over \$500 at Centennial Center so should be OK to waive the \$200 bartender fee.
- Peggy sent budget to Lorraine and Linda and included some money for entertainment. No sponsors figured in yet.
- \$66.86 if no chicken. More for chicken.
- In the Marina Room. Hassayampa decorates. They have local talent for carolers etc.
- Downtown lights will be up.
- Parking looks good with a couple of options including a lot behind the Elks Lodge.
- \$500 deposit needed by March 22nd to secure the date. Peggy will get with Linda to secure a check for the Hassayampa and get the contract handled.
- Joel requested that we look at more decent liquor choices, so attendees have a choice of top shelf for drinks too.
- Joel moves to approve the deposit and commitment to the Hassayampa for the 2023 Holiday Party. Jeff seconded the motion and All in attendance agreed to approve the motion.
- Peggy will check on block of rooms at Hassayampa or elsewhere as well. Probably a block of 5 or so will work.
- Decision is TBD if club will subsidize the price of the Holiday Party. About break even budget currently is done with 65 people at \$70 including subsidy dollars from National.
- Peggy took the group through the budget details.
- Joel suggested Sky Daddy or Steppenrock for example as local entertainment. Usually, \$200 or so. But need to move quickly. Joel will reach out to Peggy.
- There is room in the Marina room for dance floor, but it is a \$150 charge. Most do not believe dancing is needed. Conversation is most important.
- Peggy showed photographs from the Hassayampa website of the Marina room and described where the party will take place.
- Lorraine is very familiar with the Marina Room and believes it will be very good for the party.
- Autocross update:
 - Jeff reported that the Findlay Center in Prescott has agreed to be the venue for a rental price of \$1,000
 - The planned date is Sunday, May 28. Same day as Indy 500. Lorraine commented Arizona Region suggested this date.

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- Working with Arizona Region (they suggested the date) to rent their equipment for \$200 and provide guidance and assistance. Their members will receive an invite.
- Jeff and Lorraine have additional meetings regarding autocross scheduled for March 26
- There remain details to work out including safety/security since the lot sits on Glasford Hill road and is accessible by the public. May need volunteers. Also parking, food availability etc.
- Jeff reported that there is meeting planned on March 26 to continue working on this.
- A maximum entry of 40 persons. May run a dynamic clinic in the morning and then do the competitive autocross in the afternoon.

Agenda item 7 – New Website Advertising Proposal and Web Traffic Report E.C. Mueller:

- E.C. presented the Advertising proposal. This is a discussion document. Final rates to be determined following discussion and the Board having an opportunity to study the proposal. E.C. will send the information out to all Board members following this meeting.
- E.C. worked with Bob Frith and met with multiple other regions to talk about rates to help determine what AZ Mtn should charge. We found most regions had other platforms of communication such as printed or digital newsletters, calendars, email blasts etc. In all cases their “advertising” rates were for the newsletter and other ads were “included” in that price such as ads on the website.
- Determining ad rates for our much smaller region and much smaller reach since we have fewer communication platforms were all taken in to consideration.
- Reminder we put four advertisers on the site end of January at no cost so we could thank them for their support of the club while we worked on rates. We told them all we would be back to them at the end of March. Those four: Porsche North Scottsdale, DeYoung European Motors, Immaculate Details and Prescott Junction restaurant.
- The Arizona Region rates were shared. They have 2,000 members and multiple platforms so that helped put into perspective when looking at web traffic to the new site since launch.
- Pricing proposal was presented with a high and low target number for three levels of advertising on the website
- Discussed if sponsors can be exclusive for a category. Do not want to do that unless they pay a higher rate. Do not want to limit the number of advertisers overall. Might offer one category per chapter location but want to make sure additional advertisers that want in can be added.
- For now, will keep exclusivity in our pocket. If an advertiser brings it up, we can discuss the bump in price that gets them that exclusivity.
- Continued through the proposed pricing brackets for the three tiers of advertising
- Board members are asked to get back to E.C. with questions and opinion on pricing levels. Please respond by March 24. The deck will get updated and placed into a pitch piece to go out to potential advertisers with by end of March. Current advertisers will be contacted first.
- Daniel from Goosehead Insurance and Matthew from Immaculate will be at the Anniversary Party so will start discussions with them there.
- Lorraine mentioned she spoke with Touchmark, the gym in Prescott. They are having a car show coming up and are another advertising possibility. Lorraine will pass on to E.C. more information as the car show date is confirmed. Joel cautioned that the club did do an event with Touchmark previously and the challenge is to make sure their date does not conflict with other car club shows in the area.

Ad Hoc Agenda Items

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- Other car shows and events were brought up such as the Veterans Car Show, Cars & Coffee etc. the AZ Mtn club may try to support.
- Calendar came up. Holiday Party and New Member Picnic will be added to the Website Calendar and save the date flyers will be made by Peggy.
- Ambassador idea
 - o Lorraine talked about trying to establish people willing to be ambassadors to new members
 - o Lorraine will create a list of those willing to do it
 - o Need to determine ambassadors by chapter locations. Dave Fitzgerald and John Churchill are willing to take on the Chapter Leadership so they can be ambassadors up there.
 - o We need to contact Kingman, Parker and Lake Havasu members prior to the Route 66 drive and invite to join us for dinner. Lorraine is will do that and alert them so those interested can be added to the food count.
- Lorraine detailed that every five years the club needs to review the bylaws.
 - o Joel explained there was a group that reviewed and updated the bylaws around January of 2020 but they were not issued to the club.
 - o Lorraine stated latest version she has is dated 2018. Note that changes must be communicated to full membership.
 - o Joel will send what he has to Lorraine when it was updated back in 2020. He will also check with Steve Sweet if he recalls status of issuing them when they were completed.
 - o Lorraine will form a committee to finalize them, get agreement from the Board and then will go out to the membership. Joel and Lorraine will speak offline and report back to the Board at the next meeting.

Agenda item 8 – Is there an update regarding starting a CLUB TALK in the region? Jeff Boehm:

- E.C confirmed Bill Simon knows nothing about Club Talk
- Jeff talked to his former region in Minnesota. They host their own website and their own email.
- AZ Mountain email is hosted on Go Daddy. Jeff will research if other solutions like Club Talk available that might work on the Go Daddy email platform.
- Jeff will investigate group emails type solutions.

Agenda item 9 – Adjournment

A motion to adjourn was made by E.C. Mueller and seconded by Jeff Boehm. The meeting adjourned at 8:55 pm MST.