

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
May 17, 2023**

**Minutes:**

**Attendees:**

Jeff Boehm – Activities Chairperson  
Lorraine Friedman – President  
Linda Fuegen – Treasurer  
Joel Miculinic – Vice President  
E.C. Mueller – Secretary, Webmaster  
Bob Taylor – Immediate Past President

**Unable to Attend**

Dave Vicioso – Membership Chairperson  
Peggy Vicioso – Social Chairperson

**Agenda item 1 – Call to Order:**

The Zoom Meeting was called to order by Lorraine Friedman at 7:01 pm MST.

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

Lorraine added an agenda item to give an update about club apparel and will do so in the Adhoc, General Discussion at the end of the standard agenda. The agenda was approved with this addition.

**Agenda item 3 – Approval of Meeting Minutes from the April 19, 2023, meeting:**

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

**Agenda item 4 –Treasurer’s Report Lorraine Friedman for Linda Fuegen:**

- Checking Account balance start of the month of February: \$5,845.60
- Income during the month was \$1,582.80 including merchandise sold, payment from PCA National, and motorsportreg payments.
- Expenses during the month were \$459.82 and included payment for expense reimbursement to Peggy Vicioso for supplies and a Friedman loan payment.
- The ending balance which aligned with Chase bank statement is \$6,968.58. Note actual balance is approximately \$1,000 less as the Findlay Center has not yet cashed the check for the autocross.
- Lorraine noted that the MSR money for autocross payments has yet to come in and that there will be two people paying at the event. Linda will be at the autocross to handle on-site payments.
- The current AX participant count is 41. Bob Frith and Phil Mullen will decide if they will allow additional walkup participants. That will depend on cancellations leading up to the event.
- The event is profitable with that number of participants.
- Joel moved to accept the Treasurer’s Report, E.C. seconded the motion. Report approved.

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

- Note: the following is data from April reporting
- Two new members, one Prescott and one in Flagstaff. One membership expired in Flagstaff. So net gain of one.
- Now at 271 total members. 184 Prescott, 42 Verde Valley/Sedona, 29 Flagstaff and 16 Lake Havasu

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
May 17, 2023**

- Lorraine noted that May has been extremely active and is not included in these numbers. May shows 6 transfers coming in and we have a person on test drive too that may join after getting a car.
- Lorraine has a personal goal of getting to 300 members by end of year
- Membership Report approved.

**Agenda item 6 – Activity Committee Report Jeff Boehm:**

- Holiday Party
  - o Jeff, Peggy, and Lorraine visited the Hassayampa Inn as a site inspection for the December 2023 Holiday Party. Planned out basic menu and the rooms are very nice.
  - o Joel mentioned that recent visits to the Hassayampa restaurant by himself and friends have not been that great relative to food and service so we should keep an eye on this and make sure it's not an issue for us.
  - o Lorraine will alert Peggy about this and make sure the number of servers for our event is enough.
- Flagstaff event
  - o Early July event continues to be work in process. Chapter leads Dave Fitzgerald and John Churchill owe the Activities committee the Event Form and details right now. E.C. will ping them again to get the form in to the committee.
- Go Kart event June 2<sup>nd</sup>
  - o Due to low registration numbers, (less than 10 to get group pricing at Octane), the Go Kart event is postponed until the fall. Likely the proximity of the Autocross date affected this event.
  - o Emails will go out alerting those that signed up of the cancelation and the event will be removed from the calendar on the website until a new date is established.
  - o Date in the fall is TBD but will look at October 6 and October 13. Decision on date will be addressed at the next Activities Committee Meeting.
  - o Joel will cancel the insurance
  - o Lorraine had some members ask what they get for \$60 even though it is listed on MSR. She emailed them the info that is on MSR.
- Don Bell Red Rock Picnic
  - o All set. E.C. will send photos and info to Peggy to create a flyer and will post the event to the calendar on the club's website.
- Autocross
  - o All set. See info in Treasurer report section
- Alpine Trip
  - o Lost a couple of people so there remains some spots. Currently the bulk of participants are non-AZ Mtn. members.
- September 17 - Annual New Member Picnic at Goldwater Lake.
  - o All set with deposit. Detail planning continues
- September 28 – October 1 Rennsport Reunion VII
  - o Plan is to see who all is going and set up a caravan to drive up to Monterey
- October 21 - Wine Tour event form received from Keith.
- November
  - o Lorraine is working on the Food Bank events

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
May 17, 2023**

- Additional Events:
  - o Bob Frith and Jeff Boehm are working on a garage tour in Prescott. It is a location the club went to 4-years ago or so. Joel has been and it is a great collection. Thinking July or August but no firm date. If held when hot, hold in morning as location does not have air conditioning.
  - o Joel asked about the Touchmark car show. Lorraine provided details that is not the event she was expecting and hindsight being 20/20, would not have sent out the prompt to members or rounded a few up to go in their cars. She is going to pursue the gym as an advertiser and E.C. will send Lorraine the updated Advertising Packet to share with them.

**Agenda item 7 – Website Advertising & Social Media Update E.C. Mueller:**

- Deyoung European Motors has agreed to be an advertiser at the Premier Level of \$850 per year. We will assist Darren with graphics etc. We will begin placing the Deyoung logo in the footer of email blasts for a minimum of two and up to four email blasts per month as well.
- No response to Bob Frith from the dealerships to schedule discussions about their advertising going forward. The new dealership in Peoria is confirmed and the ownership group is the same as Chandler. So, it is a great opportunity for us but need to get the connections.
- Joel noted that Chandler is holding a 75<sup>th</sup> Anniversary event. (as are most Porsche dealers). Joel will send the invite to Lorraine and E.C.
- E.C. has not heard back from Prescott Junction after connecting with a contact and sending the advertising information to the email provided. E.C. will ask Peggy for help determining if they are going to continue as advertisers.
- Web site analytics
  - o Sitting right at about 335 users
  - o Spikes in traffic come when we announce events. Note that for the past month, the most visited page was the GoKart event page at 259 visits. More visits than the home page since we place the event page link on MotorsportReg.
  - o Order of visited pages the past month
    - GoKart Event page, Home Page, Calendar Page, Gallery Page, Classifieds Page, AutoCross Page, Alpine Tour Page.
  - o E.C. had the Board bring up a browser to show the new Page for Anniversaries and listing of New Members. The strategy going forward will be to add a comment regarding website content to all email blasts, so we drive more traffic to the site.
- Social Media Update
  - o Last 28-days reaching about 750 people. Does not mean that we have 750 liking or following the page, means that 750 people have been reached including those content was shared with.
  - o 197 engagements, meaning people clicked on a photo, a link, liked it, left a comment etc.
  - o Which means about 22% of the time when we post on Facebook someone interacts with the content.
  - o Over the last month, reach is up 1,100%, postings are up 2,200%. Overall visits up 85%.
  - o #1 posting for engagement is autocross
  - o 4 new Likes, 8 new followers
  - o Jeff Swain is targeting a new post at least 3-days per week
  - o If we don't have news regarding our region, will watch for general Porsche news that we can repost.

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
May 17, 2023**

**Agenda item 8 – Bylaws Update Approval Lorraine:**

- The updated Bylaws need to be posted on the Region’s website within 60 days including descriptions of what has been changed. So must be up on the website by June 19.
- The membership must vote on the changes. Logistically must be able to ascertain the vote of each member so not to duplicate votes.
- 10% of the membership must vote to have a quorum and of those voting a majority is required to pass.
- Primary AND associate members may vote.
- E.C. will get the doc Lorraine provides posted to the website. E.C. will create the survey on Survey Monkey for people to vote Yes or No accepting the changes. E.C. to provide Lorraine with the Survey Monkey link to have in the email blast along with the link to the updated bylaws document located on the website.
- Targeting email blast for June 16. (**NOTE:** Since this meeting, this was completed, and the email blast was sent on May 24 to the members. Vote tally is in process as of this writing).

**Agenda item 9 Ad Hoc Agenda Items**

- NEW PCA Digital Membership Card
  - o Lorraine attended a PCA National webinar about the new digital membership card. It will allow members to search for members in any region. It is scheduled to come out at the end of 2<sup>nd</sup> quarter this year.
  - o It will work on Google, Android, and Apple platforms. It allows the owner to place in their Apple, Android, or Google wallet on their phone.
  - o It includes a QR code that can be scanned for the member’s information.
  - o The back side of the card allows instant click to the PCA website. They are also working on a way to add the region’s website to the card.
  - o More info to come
- Update regarding apparel
  - o Lorraine checked on embroidery instead of the heat transfer and screening of items.
  - o Embroidery adds \$22.50 per item on top of the item’s base cost versus \$10.75 for a net increase having embroidered items of \$11.75 each.
  - o Example. Short Sleeve t-shirt that is screened is currently sold for \$20. It would now be \$30 for members.
  - o The hats would go from \$20 cost now to \$32.50 so would sell for \$35.
  - o Embroidered vest cost \$48.50 and sell for \$55
  - o Embroidered jacket cost \$54.50 so would sell for \$60-\$65
  - o Embroidery will be normal logo, NOT the 5<sup>th</sup> anniversary logo
  - o Can add embroidered name, title etc. to these items.
  - o Lorraine is ordering some samples and will order a couple of vests for Jeff and E.C. to use first as samples
  - o They have a new process coming online that is cheaper than embroidery and better than the samples we have now
  - o The PCA website has a good guide for pricing too. This confirms we have prices that are reasonable.

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
May 17, 2023**

- Since supplier does not do fulfillment, can pick stuff up and give to chapter leads to help with distribution.
- Like the anniversary party, the New Member picnic will be a strong event to sell apparel items at
- **NOTE:** After this Board Meeting it was learned from the supplier pricing for embroidery had increased. Here is the updated data for vests and jackets.
  - Embroidered vest cost \$57.50 and sell for \$60-\$65
  - Embroidered jacket cost \$62.50 so would sell for \$70
  - Price for hoodie style sweatshirt is TBD

**Agenda item 10 – Adjournment**

- A motion to adjourn was made by E.C. Mueller and seconded by Joel. The meeting adjourned at 8:20 pm MST.