

**PCA Arizona Mountain Region
Board of Directors Meeting Minutes
June 21, 2023**

Minutes:

Attendees:

Lorraine Friedman – President. Called in from Parade. Had to drop at 7:40 for an event. E.C. and Joel managed the balance of the meeting.

Joel Miculinic – Vice President

E.C. Mueller – Secretary, Webmaster

Keith Guidus – Proxy for Jeff Boehm

Unable to Attend

Jeff Boehm – Activities Chairperson

Linda Fuegen – Treasurer

Robert Taylor – Past President

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:

The agenda was approved as distributed. Joel will add his item under Ad Hoc/General discussion at the end of the meeting.

Agenda item 3 – Approval of Meeting Minutes from the May 17, 2023, meeting:

May 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 May: \$6,968.58
- Income during the month was \$2,489.31 including motorsportsreg for \$1,512.80, \$126.51 of merchandise sold and \$850 payment from DeYoung European for advertising on the website.
- Expenses during the month were \$1,535.17 and included \$1,000 to Findlay Center for AX rental, \$118.50 for AZM apparel samples and a Friedman loan payment #7 of \$416.67.
- The ending balance which aligned with Chase bank statement is \$7,922.72.
- E.C. moved to accept the Treasurer’s Report, Joel seconded the motion. Report approved.

Agenda item 5 – Membership Report Lorraine for Dave Vicioso:

- Note: the following is data from May reporting
- Seven new members, four Prescott and three in Lake Havasu. Three memberships expired, so net gain of four.
- AZM membership now at 275 total members. 185 Prescott, 42 Verde Valley/Sedona, 29 Flagstaff and 19 Lake Havasu
- E.C. noted an update to the posting and process on the New Member and Anniversary page on the website. (<https://azm.pca.org/about/membership-and-anniversaries/>). New members will be kept on the page for 6 months. Anniversaries will be kept in a rolling two-month fashion. Currently the New

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Members listed are May and June. By mid-July those will be updated to July and August anniversary dated members.

- National membership is down a bit. Currently at 102,443 primary PCA members. This is a net of 1,236 new members and 1,716 members expiring, 807 late renewals. Good news is test drive pre-memberships are up. 1,181 test drives in May which is up. AZ MTN has two right now.
- Joel pointed out that test drives can be a current Porsche owner who is thinking about joining our club. It is not always nor only someone looking to buy a Porsche and then join.
- Joel moved to accept the Membership Report, Keith seconded the motion. Membership Report approved.

Agenda item 6 – Activity Committee Report Lorraine for Jeff Boehm:

- July 21 drive to and event at Moscato
 - o It ended up Moscato in Camp Verde could not meet the pricing and terms of the event.
 - o So will be re-working ideas for a July event. Activities Committee to pursue.
 - o Possibilities
 - Flagstaff Snow Bowl and an after lunch at potentially Lumbermans Brewery or Silver Pines restaurant at Little America Hotel (where dinner and lodging was during the Lowell Observatory event last November).
 - Other options. Drive and dinner to Up the Creek restaurant in Page Springs. Look at the Belfry again in Old Cottonwood and perhaps Manzanita Restaurant in Cornville.
- Joel reminds us that insurance requests need to go in two-weeks prior or more to the event
- October wine tour
 - o Middle stop is confirmed
- Red Rock Picnic
 - o The count is up to 42-45 with Don Bell's guests being added to AZM 35 registered guests. With that total, added one more table and eight more chairs. Event rental now has four tables and thirty-two chairs.
 - o Still around \$16/person to cover furniture rentals which allows \$10 per person for food.
 - o E.C. will coordinate with Lorraine for grocery shopping prior to the event. Don is donating some gourmet knockwurst he purchased.
- Mt. Lemon Event
 - o Jeff is working on an event September 29 & 30 coordinating with Arizona Region for those not attending Rennsport
- Possible Garage Tour in the future
 - o Bob Frith to coordinate with a person in Prescott that has a collection
 - o Timing is TBD but likely in the fall.
- Joel suggested in next email blast/newsletter put something in for New Members Picnic
- November
 - o Switching gears for charity event from Food Bank event to focus on the veterans. More into to come including what group(s) to align with.

Agenda item 7 – Bylaws Update Approval Lorraine:

- Have received a total of fifty-four responses with forty-six being usable. (Must have proper name and membership number to be counted)

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- This is double the number of votes needed to pass the bylaws.
- Voting remains open until July 1

Agenda item 8 – Website Advertising & Social Media Update E.C. Mueller:

- Per as announced in Finance Report, Deyoung European Motors has agreed to be an advertiser at the Premier Level of \$850 per year and have made payment.
- The website has been adjusted to meet Premier Level sponsorship for Deyoung and removed Prescott Junction gratis ads from launch as they have never responded to inquiries if they wished to continue as a paying advertiser. Keith asked for the advertising deck as he knows Prescott Junction folks and has other leads. E.C. to email Keith the deck.
- Bob Frith is still working on the dealerships.
- E.C. continuing prospecting for new advertisers
- Web site analytics
 - o For the period of May 17 through June 20
 - o 271 users, down a little from the previous month. 235 are new users so about 36 visited the site more than once.
 - o Spikes in traffic continue to happen just after the email blast when announce events.
 - o Order of visited pages the past month
 - Home Page 342, Calendar Page 168, Classifieds Page 115, Gallery Page 91, Monterey Car Week Event Page 62, AutoCross Event Page 40, and News Page 35.
- Social Media Update
 - o June -- Reach went up dramatically to 6,324 from May of 750. -- up 750%. Autocross posts obtain the most activity. Reminder, reach does not mean that we have the stated number liking or following the page, means that the stated number of people have been reached including those content was shared with.
 - o June -- 389 engagements versus May 197 (200% increase); Page visits increased to 227 (278% increase)
 - o June -- We are posting more frequently; more folks are seeing the posts -- hard to comprehend is we are still obtaining the same level of interaction
 - o No change in June -- Autocross very popular, driving the majority of 27 comments and 6 post shares
 - o June -- 14 new followers, seven new page likes
 - o June -- Jeff Swain is maintaining new post rate at least 3-days per week

Agenda item 9 Ad Hoc Agenda Items

- Joel made the motion that the club send Linda Fuegen some flowers as she deals with her health issues. E.C. provided the second and motion passed. Lorraine will handle ordering for when Linda is back at home.

Agenda item 10 – Adjournment

- A motion to adjourn was made by Joel and seconded by Keith (as proxy for Jeff). The meeting adjourned at 7:50 pm MST.