

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
July 19, 2023**

**Minutes:**

**Attendees:**

Lorraine Friedman – President  
Linda Fuegen - Treasurer  
E.C. Mueller – Secretary, Webmaster  
Robert Taylor – Past President  
Jeff Boehm – Activities Chairperson  
Dave Vicioso – Membership Chairperson  
Peggy Vicioso – Social Chairperson  
Keith Guidus – Activities Committee Member

**Unable to Attend**

Joel Miculinic – Vice President

**Agenda item 1 – Call to Order:**

The Zoom Meeting was called to order by Lorraine Friedman at 7:03 pm MST. Lorraine kicked off the meeting reading a letter from Linda Fuegen expressing thanks to the Board for their gift when she was battling health issues the past few weeks.

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

The agenda was approved as distributed.

**Agenda item 3 – Approval of Meeting Minutes from the June 21, 2023, meeting:**

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

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

- Checking Account balance start of the month of June: \$7,922.72
- Income during the month was \$1,076.20 including motorsportsreg for \$926.20, Autocross walkup payments (2) total of \$120 and a badge donation \$30.
- Expenses during the month were \$1,692.91 and included \$100 to Arizona Region for U-Haul gas bringing equipment to AX, \$160 for replacement of E.C.’s EZ Up destroyed at the AX event, \$416.17 loan repayment to the Friedman’s, \$333.50 to Mad Shirts for gear samples, balance was a badge payment and miscellaneous expenses for AX. Treasurer’s full report filed.
- The ending balance which aligned with Chase bank statement is \$7,306.01.
- Lorraine noted that the AX broke even overall.
- Bob moved to accept the Treasurer’s Report, Peggy seconded the motion. Report approved.

**Agenda item 5 – Activity Committee Report Jeff Boehm & Peggy Vicioso:**

- Peggy:
  - o July 28 social and dinner at “Up the Creek is all set. Will now be a limited menu of four items to assure serving time. \$25 per person including soft drink, tip, and tax. No host bar and individual checks. The event sold out in just a few days.
  - o August 13 VIP Garage Tour Event in Prescott. Pangea will cater and deliver. We will rent tables and chairs. E.C. requested all the information for posting to the website. Peggy wanted approval

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
July 19, 2023**

for rentals and to charge \$29 per person for gourmet sandwich, chips, and cookie. The event is limited to 36 people on MSR. Linda made a motion to approve the budget submitted by Peggy. Jeff seconded the motion. Motion passed unanimously.

- August 26 Red Rock picnic. Sold out, all set.
- September 17: New Member Picnic. All set. Collaborating with caterer for cutoff date for lunch count. Jeff to provide MSR link, Peggy will update flyer and have for updating posting on website by Saturday this week. Also, will provide cutoff date to register once Peggy speaks with caterer regarding cutoff date for food orders.

- Keith

- October 14 wine tour. Keith provided info to Peggy, and she will make a flyer. Core info is up on the website now. Note there is Porsches and Pancakes that morning.

- Jeff

- September 29, local event for those not going to Rennsport. Working with Arizona and Southern Arizona regions on a three Region drive down to Tucson. Leave from Prescott to Camp Verde, to Payson and Globe then to Tucson. On the 30<sup>th</sup> meeting with the other two Regions and doing a drive up to Mt. Lemon. Will be on overnight event staying in Tucson the night of the 29<sup>th</sup>. Lodging location is TBD as are lunch and dinner locations.

- Keith and Lorraine

- November "Fill a Frunk" charity event for Veterans event. The concept is to provide backpacks filled with specific clothing and toiletry items as suggested by the Veterans Administration in Prescott Keith is connected with.
- Working on the mechanism to donate, pricing etc. and what to communicate to membership for donating.
- Shooting for 40 backpacks but believe can get more.
- Peggy believes additional sponsorship support to help procure the backpacks is possible. Other donations possibilities discount to consignment shops etc.
- The focus is to help the vets prepare for employment opportunities.
- Keith and Lorraine have a meeting with the Vets group on August 9.
- Email for the event will include a survey of members regarding how many are veterans.
- A question is how many female focused backpacks should be considered and getting a list of items for females.
- All items must be new, and nothing can be expired.
- Lorraine will get standalone email out this week as a heads up on this event. Keith suggested getting a photo of a Porsche with the backpack in the frunk.
- How to take donations remains TBD. The goal would be to take checks but also donations directly to the Square account. Add some money to the amount to cover any fees.
- Lorraine and Keith will provide info to Jeff, Peggy and E.C. to finalize communications. The first email will announce the event and do a veteran survey asking about service and branch. Actual donation method can be done later.
- A date will be selected for delivery of the items with all interested members able to drive the backpacks over in their "frunks."

-

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
July 19, 2023**

**Agenda item 6 – Membership Report Dave Vicioso:**

- Five new members: 2 Prescott, 2 Flagstaff and 1 Verde Valley/Sedona. Two expired.

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

- E.C. continuing prospecting for new advertisers
- Web site analytics
  - o For the period of June 21 through July 19
  - o Overall, the last couple of months have been averaging 260 to 271 users
  - o 235 average unique users.
  - o Traffic however is ½ or month below. This was due to emails this past month containing fewer links than prior driving less traffic.
  - o Spikes in traffic will always be connected to when email blasts when announce events and contain links.
  - o Order of visited pages the past month
    - Home Page 188 views vs. 342 last month. The order of other visited pages, Monterey Car Week (very strange), Calendar Page, Classifieds Page, Newsletter (this is due to monthly President’s email being turned in to newsletter and posted to the website), Gallery Page. Gallery goes up and down as mentioned in newsletter and as we add new photos.
- Social Media Update
  - o A counterfeit AZ Mtn Facebook page has appeared. Jeff will investigate.
  - o Jeff Swain is out of the country so no metrics report currently.

**Agenda item 8 Ad Hoc Agenda Items**

- Joel passed on for Lorraine to mention in the meeting the first insurance certificate for the Up the Creek event was wrong. The new one should be back by the 21<sup>st</sup>. Red Rock event insurance is all set.
- No insurance is needed for the August Prescott garage tour. Everyone is meeting there on their own.

**Agenda item 9 – Adjournment**

- A motion to adjourn was made by Bob and seconded by Lind. The meeting was adjourned at 7:56 pm MST.