

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
August 16, 2023**

**Minutes:**

**Attendees:**

Lorraine Friedman – President  
Joel Miculinic – Vice President  
Linda Fuegen – Treasurer  
E.C. Mueller – Secretary, Webmaster  
Robert Taylor – Past President

**Unable to Attend**

Jeff Boehm – Activities Chairperson  
Dave Vicioso – Membership Chairperson  
Peggy Vicioso – Social Chairperson  
Keith Guidus – Veterans Event, Activities Committee

**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:**

The agenda was approved as distributed. Joel will add his item under Ad Hoc/General discussion at the end of the meeting or during depending on if covered in process.

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

July 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 July: \$7,306.01
- Income during the month was \$962.40, all from motorsportsreg
- Expenses during the month were two Friedman loan repayments of \$416.67 each, Autocross cones of \$200, reimburse Bob Frith for helmet liners at Autocross of \$16.46, reimburse Lorraine Friedman for gift purchase of \$89.13, and table and chair rental for Prescott garage tour of \$196.62. Total expenses of \$1,335.55.
- The ending balance which aligned with Chase bank statement is \$6,932.86.
- 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 July reporting
- Four new members, three Prescott and one Verde Valley/Sedona. Thirteen expired but we expect some to renew later. Lorraine reaches out to members reported as expired to check on their status and intent.
- AZM membership now at 271 total members. 185 Prescott, 42 Verde Valley/Sedona, 27 Flagstaff and 17 Lake Havasu
- National membership is rebounding a bit and now at a 5% growth rate. Growth is from new members; lack of renewals continues to be higher than desired.
- Linda moved to accept the Membership Report, Joel seconded the motion. Report approved.

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

- Update on 2024 Event planning – Activities Committee meeting report from last week
  - o Investigating Strawberry>Payson>Holbrook>Painted Desert>Petrified Forest>La Posada
  - o Short weekday lunch drive to Payson and other nice drives within 2-3 hours roundtrip.
  - o No Alpine Tour in 2024, best to take a year off
  - o Route 66 on for sure due to its high demand
  - o Will revisit Durango/Silverton trip, likely for April or May
  - o No Go Karts in Phoenix. Will need to process refunds for those with payments still held in MSR from event canceled earlier this year.
  - o Will investigate monthly social dinners in Prescott. Joel stressed this would be helped if a Prescott Chapter Chair could be established.
- Autocross Complications and substitutions
  - o Autocross discussions continue. Challenges with construction of hotel in the Findley Center parking lot. TBD what space will be available once complete. Also aligning with Arizona Region’s schedule when they are not holding their AX events so they can help us.
  - o Lorraine attended a PCA National webinar on “Street Survival” program. It is a dynamic driving instruction program PCA supports financially for new drivers, primarily teenagers. <https://streetsurvival.org/> May offer another option or replacement for AX in 2024. More to come on this.
- Update on Fall 2023 Events – Activities Committee meeting report from last week
  - o Red Rock picnic is all set for August 26. 44 total people. 36 AZM members with the balance being hosts Don and Lynn Bell, and their guests. Email will go out with details about side dishes, being at Windmill Park no later than 11:00 am to drive in as a group. No stragglers due to gate with code at neighborhood’s entrance. Food shopping for the event will take place next week.
  - o New Member picnic. Checking with caterers for maximum possible attendance they can handle. Would like to open the wait list if possible and add more to the maximum count. Lorraine will check with Peggy and have her contact the caterer.
  - o Possible Show Low garage tour being investigated by Steve Sweet. Looking at the end of October 2023 and if not, possible for 2024. More information to come.
  - o Three Region Tucson/Mt. Lemon Event September 29 & 30 launched and on MSR.
  - o Quad Cities Wine Tour is set for October 14. Joel noted that PCA national does not like wine tours due to insurance restrictions and we should have a different title for events like this. Will be discussed with Activities Chair, Jeff Boehm.
  - o Veterans’ charity event is underway. PCA subsidy form submitted, 40 backpacks received, and Lorraine and Keith met with the VA last week. The VA’s list of needs changes month to month so they will let us know what they would like purchased with the donations AZM Region has received a month prior to the event. Likely early October.
  - o Note that the Christmas party budget is impacted by the PCA subsidy being applied to the Veterans Event. Will look to offset that revenue loss by increasing sponsors for the party.

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

- E.C. continuing prospecting for new advertisers. Please email E.C. any prospects. Bob Frith has reestablished contact with the two Porsche Dealers in the Phoenix area.
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- Web site analytics
  - o For the previous 28 days
  - o User visits are up. Direct correlation to more links in the Newsletter and email blasts. 735 users with 699 being unique.
  - o Order of visited pages the past 28 days
    - Monterey Car Week (people must think we are reporting something from there or checking if there is an event planned) 667, Home Page 253, Calendar 164, Picnic 114, Prescott Garage Tour 83, Upcoming Events 47 and Three Region Drive 42.
- Social Media Update
  - o Due to the counterfeit AZ Mtn Facebook page, Jeff relaunched the actual AZM Facebook page as a member only site.
  - o The following data was added AFTER the Board Meeting as Jeff Swain is out of the country until the writing of these minutes. We will develop a dashboard for both the website and Facebook data.

FACEBOOK PAGE						
		May	June	July	Aug	Comments
AUDIENCE	<i>Followers</i>		46		58	Cumulative (Facebook wont allow me to narrow timespan, I didn't capture May & July quantities)
	<i>New Followers</i>		14			
RESULTS	<i>Facebook Reach</i>	726	7003	141	126	Aug Month to date up 37% vs July
	<i>Page &amp; Profile Visits</i>	60	230	190	171	Aug Month to date up 58% vs July
	<i>New likes &amp; Follows</i>	6	6	6	3	Aug Month to date up 200% vs July
AUDIENCE	<i>Page likes</i>		7	6	34	Cumulative
	<i>Published posts</i>		38	14	24	Goal is to have something new posted daily
	<i>New contacts</i>		1	1	0	
CONTENT	<i>Post Reach</i>	832			7100	Last 90 days
	<i>Post Engagement</i>	209			445	Last 90 days
FACEBOOK GROUP						
		May	June	July	Aug	Comments
	<i>Total Members</i>	NA	NA	NA	19	Averaging 3 to 17 active group members daily

**Agenda item 8 Executive Committee Elections for 2024**

- The Treasurer is the one open position on the Board as Linda's current term is maxed out per the bylaws. Lorraine is sending out an email with the nomination and election timeline and asking club members to consider running for this position. Note Beth Guidos has stated interest and has the proper background. We will use an electronic survey method for the voting process. Held a short discussion about using in person voting at picnic. It was decided not to do that. Too many logistic and verification challenges. Much easier with the electronic method. Lorraine will determine an election committee chairperson to

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track this process and the chairperson will select two other members to assist. Nominations are to be submitted by September 15 but may wait until after the picnic. Then the voting process will begin.

**Agenda item 9 Ad Hoc Agenda Items**

- Lorraine mentioned she is checking on the need to have a full membership meeting per bylaws, Regional Guide etc. More to come on this once verified.
- Joel stated his open issue stated at the beginning of the meeting was handled during discussion in the meeting. No other open issues.
- Regarding the need for volunteers. A big push will be done at the picnic and at Porsches and Pancakes each month. Also, will add email blasts.

**Agenda item 10 – Adjournment**

- A motion to adjourn was made by Joel and seconded by Linda. The meeting adjourned at 8:05 pm MST.