

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
October 18, 2023**

**Minutes:**

**Attendees:**

Lorraine Friedman – President

Joel Miculinic – Vice President

Linda Fuegen – Treasurer (Departed meeting following Treasurer's report)

E.C. Mueller – Secretary, Webmaster

Robert Taylor – Past President

Jeff Boehm – Activities Chairperson joined in progress during the Activities Committee section

Dave Vicioso – Membership Chairperson

Peggy Vicioso – Social Chairperson

Keith Guidus – Veterans Event, Activities Committee (joined for final 20 minutes)

**Unable to Attend**

none

**Agenda item 1 – Call to Order:**

The Zoom Meeting was called to order by Lorraine Friedman at 7:02 pm MST.

**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 September 20, 2023, meeting:**

September 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 September: \$12,009.50
- Income during the month total \$ 2,427.15
  - o Veterans event donations: \$581.57
  - o Motosportsreg: \$1,178.50
  - o Picnic 50/50 raffle: \$203.00
  - o Name Badges: \$100.00
  - o Donation at picnic: \$5.00
  - o Cash at door - Picnic: \$50.00
  - o AZM Region Merchandise sales: \$291.20
  - o badge donation: \$17.88
- Expenses during the month total \$3,893.36
  - o Mad Shirts for Gear: \$830.25
  - o Supplies for picnic: \$30.92
  - o Uncle's Hawaiian food picnic: \$1,819.53
  - o Uncle's Hawaiian gratuity: \$235.00
  - o Reimburse Peggy supplies: \$51.92
  - o Tempe Trophy for name badges: \$75.40
  - o State of Arizona for transaction permit: \$17.00
  - o Friedman loan payments (2): \$833.34

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
October 18, 2023**

- The ending balance which aligned with Chase bank statement is \$10,543.29.
- Note: One Friedman loan payment remaining
- \$200 coming back from deposit for Ramada at Goldwater Lake. Will be on next month's report.
- \$500 advertising coming in from Good Carma Travel also on next month's report
- Peggy moved to accept the Treasurer's Report, Joel seconded the motion. Report approved.

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

- Dave signed up for a PCA National membership webinar in mid-November. More info to come next Board Meeting.
- AZM Region (including new members this month)
  - o 289 total members
- Chapter Breakout
  - o Prescott: 199
  - o Verde Valley/Sedona: 42
  - o Flagstaff: 31
  - o Lake Havasu: 17
- Have had four new signups in October. On next month's report.
- E.C. moved to accept the Membership Report, Joel seconded the motion. Report approved.

**Agenda item 6 – Activity Committee Report: Jeff Boehm, Lorraine, Peggy:**

- Mt. Lemon drive
  - o Many compliments on drive from Prescott down to Tucson
  - o Some logistical and planning issues for rendezvous points
  - o Traffic was tough on weekend. Best if do it in the future during the week in the fall when cooler
  - o La Posada in Tucson not that great a hotel
  - o Overall good feedback from our members
- Wine Tour
  - o Great turnout, nice wineries
  - o About ½ the attendees came to the optional tasting rooms in downtown Prescott
- Fill a Frunk Delivery Event
  - o ~12 cars signed up so far
- Fill a Frunk Program
  - o 34 donations, \$4,229.00 received in donations
  - o Able to get a sales tax deferral. Can't use on Amazon but prices so low went ahead and purchased 36 hats/gloves men and 4 hats/gloves women. Also purchased 36 men's toiletry kits and 4 women's. This cost \$620.56 and the backpacks were \$400.00 so about \$3,124.50 remaining.
  - o Lorraine and Keith meeting at Costco tomorrow to complete shopping based on the list of needed items provided from the VA. Costco is cheaper than the website we looked at and provides more flexibility.
- Holiday Party
  - o Already have 14 signups. Can accept 100 for the event.
  - o Jeff Swain will be posting on social media too so signups will grow quickly

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
October 18, 2023**

- Valley of Lights
  - o Adding to December calendar. Social after viewing lights. Will finalize the date etc. at the activities meeting tomorrow.
- Rennsport
  - o Joel, E.C. and Jeff Swain all attended. Some rainy weather on Saturday but overall was spectacular.
  - o The Rennsport store had huge lines and content was underwhelming. The Laguna Seca store had better stuff, but all stores ran out of popular items.
- Update on 2024 Event planning – Activities Committee meeting is tomorrow. Will be roughing out the year and working on the event survey.

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

- E.C. reviewed the social media stats and the website stats. See separate attachments. Any questions can be discussed at the next Board Meeting.
- Facebook has changed some analytics which has made Jeff being able to capture detailed data difficult. He is working on it.
- Facebook follower numbers are small and some of our followers are from the AZ Region. The AZ Mountain Region’s members are not Facebook users, but Jeff has great content up and we will see if we can get some folks to come look.
- Website analytics are looking more normal after the August Car Week anomaly. Seeing highest usage days aligned with when emails go out with links as expected.
- The search number is surprisingly high. Will see if we can determine why not more direct. Likely people don’t remember the URL or do not have bookmarked, so they use search.
- Not seeing many visits to the Anniversary and New Member page. Which is a bummer since it takes a lot of work to produce.
- Bob Frith continues trying to nail down Chandler Porsche for a Face to Face to discuss advertising and the idea of tracking the construction of the new Peoria dealer on the AZM website.

**Agenda item 8 – Voting for Treasurer:**

- Survey monkey is ready
- Will send out email to members in a week or announce voting may begin. Can be released any time after October 21 which is 30-days after candidate reveal. Target is October 28.
- NOTE: after this meeting, it was decided to send out email opening voting on October 21. The last day to vote is November 22. Members have 30-days to vote
- Note: no quorum is listed in the bylaws regarding elections. Also, for elections, bylaws require an email address with name and correct matching membership numbers are required to be considered a valid vote.

**Agenda item 9 Ad Hoc Agenda Items**

- Joel stressed the need for a Prescott Chapter Chair again. The Holiday Party may provide another opportunity for recruitment. We had some volunteer signups at the picnic. Strategy remains to have some new volunteers pick up managing social events (monthly dinners) then perhaps see if they are willing to take on the chapter chair duties.

**PCA Arizona Mountain Region  
Board of Directors Meeting Minutes  
October 18, 2023**

- Lorraine will continue to add volunteer recruitment to emails and all Board members will communicate the same at events to see if new volunteers can be found and provide a pathway to a chapter chair.
- Peggy can help coordinate with volunteers to produce a quarterly Prescott dinner. Will be coordinated through the Activities Committee.
- Joel asked that we look at holding “Show & Shine” events in 2024.
- For veteran’s event publicity. Discuss how to get local coverage. Decided will send photos and short story with quotes from VA department to the city editor. Will check on VA and their PR contact too. Keith and Lorraine will pursue it.
- The latest Panorama did not include our Red Rock Picnic submission. There are more submissions than available pages so there is always a risk of getting bumped. We will keep submitting and hopefully they will post our stories.

**Agenda item 10 – Adjournment**

- A motion to adjourn was made by Bob Taylor and seconded by Dave Vicioso. The meeting adjourned at 8:24 pm MST.