

**PCA Arizona Mountain Region
Board of Directors Meeting Minutes
September 20, 2023**

Minutes:

Attendees:

Lorraine Friedman – President

Joel Miculinic – Vice President

Linda Fuegen – Treasurer

E.C. Mueller – Secretary, Webmaster

Robert Taylor – Past President

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

Unable to Attend

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 7:00 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 August 16, 2023, meeting:

August 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 August: \$6,932.86
- Income during the month total \$ 6,624.88
 - o Veterans event donations: \$2,677.63
 - o Motosportsreg: \$1,911.55
 - o PCA Q2 subsidy: \$527.00
 - o Name Badges: \$20.00
 - o PCA Subsidy for Charity and New Member events: \$1,250.00
 - o Red Rock picnic cash at door: \$75.00
 - o Debit error and correction: \$8.66
 - o AZM Region Merchandise sales: \$145.04
 - o General donation: \$10.00
- Expenses during the month total \$1,548.24
 - o Reimbursement VIP garage tour supplies: \$28.16
 - o Reimbursement Red Rock picnic ice: \$10.77
 - o Pangaea for food at VIP garage tour: \$547.54
 - o Veterans Donation event backpacks: \$400.00
 - o VIP garage tour water and soda: \$44.46
 - o Red Rock picnic tables and chairs rentals Verve Events: \$202.50
 - o Badge charges Tempe trophy: \$14.09
 - o Red Rock Picnic food: \$227.06

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- AZM merchandise refund: \$65.00
- Debit error and correction: \$8.66
- The ending balance which aligned with Chase bank statement is \$12,009.50.
- Note: Ten Friedman loan payments have been made (there were two in July thus not showing one for August)
- Bob Taylor moved to accept the Treasurer's Report, Joel seconded the motion. Report approved.

Agenda item 5 – Membership Report Lorraine for Dave Vicioso:

- With Dave out and some discrepancies in the data, an official membership report was not available to be reviewed in this meeting.
- A membership report was sent out to Board Members AFTER this meeting via email by Lorraine. The following is the data from that email.
- PCA National
 - 160,285 total members
 - 105,279 Primary members and 55,006 Co-Members
- AZM Region (including new members this month)
 - 283 total members
 - 177 Primary members and 106 Co-Members
- Chapter Breakout is still based on the 279 total members count as of this writing
 - Prescott: 195
 - Verde Valley/Sedona: 39
 - Flagstaff: 28
 - Lake Havasu: 17

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

- Update on 2024 Event planning – Activities Committee meeting report planning
 - Working on having a social dinner each month in Prescott and asking a different member couple to organize each month. At the picnic we will have signups for people. The social dinner teams will function as a part of the Activities committee and work with Peggy. Hoping to start these in February. Several restaurants have come up as possibilities.
 - 2024 will have new events and some of the favorites from this year. Below are NOT confirmed. Draft plan at this point.
 - January 12 Wickenburg drive
 - February: Possibilities include track day at Chuckwalla raceway; Phoenix Go Karts/Alpios/Chilleens
 - March: Cornville, Jerome, Cottonwood event
 - April: Route 66 trip
 - May: New Merkin winery in Old Cottonwood, gelato stand and restaurant; Durango Silverton (or in September) or Painted Desert, Petrified Forest, La Posada
 - June: Pine and Strawberry drive and lunch
 - July: Mormon Lake drive and lunch
 - August: Porsche Experience Center/LA Getaway multi-day trip; Garage Tour/Tech event
 - September: 15th New (and old) Members Picnic Goldwater Lake; Durango Silverton (or in September) or Painted Desert, Petrified Forest, La Posada

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- October: Jerome Dinner and Ghost Tour; Garage Tour in Prescott
- November: Charity event; possible Baghdad drive; Lowell Observatory star gazing
- December: Holiday Party
- Note: Jeff Swain and his wife have a travel agency. They can assist in recommending and supporting larger events. More on that to come.
- Survey of Membership for Event interest, timing etc. (Jeff joined at this point)
 - The Activities Committee agreed that a survey of the membership of the possible events and their timing would help finalize the calendar. Likely to go out in December or early January.
 - Figuring on four to five MAX overnight events per year. We will get feedback.
 - The Activity Committee is responsible for determining the final list of events to be surveyed and the descriptions of the events for the survey that the members will evaluate.
 - The members will respond to each event how likely they are to attend. We will include timing for some of the events.
 - Idea is to have a working session for the survey at the October Activities Committee meeting
- Update on Fall 2023 Events
 - Porsche and Pancakes monthly
 - Three Region drive event to Tucson as 6 cars attending from AZM region
 - October Quad Cities wine tour is all set
 - Veterans' charity event Fill a Frunk has met the goal with \$4,000.00 donated
 - TBD exactly what AZM Region will purchase as the VA will let us know what they need. This may mean we do not deliver items in the backpacks as the VA may want to combine our items with other donations to complete a backpack.
 - Lorraine and Keith working with VA for final list and will handle the purchase of the items
 - No matter what, we will have a ceremony to deliver "fill a frunk" even if most of the items are delivered in bulk, including in Porsche SUVs.
 - We will do the parade to the VA on November 3 at 3:00 pm
 - After delivery, will have a small social for members at TBD location.
 - Holiday Party December 10.
 - Need the final flyer from Peggy for the Website. Currently it is only a Save the Date flyer AND we need all the details for pricing, timing and MSR link.
 - Once have these ready, Lorraine will send out an email blast.

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

- E.C. met with Dave Zoloto, the GM of Porsche North Scottsdale regarding advertising on the website. He wants dealer exclusivity for dealer advertising. Lorraine and E.C. working on a response to Dave.
- E.C. shared the new Social Media and Website reports that will be included in all minutes going forward as separate attachments. Any questions can be discussed at the next Board Meeting.
- The anomaly we saw for a couple months where Monterey Car Week was the number one page visited was caused by a Google Search algorithm that was sending people to our Monterey Car week calendar page. Very strange. That is why there were more search sources than direct access.

Agenda item 8 Executive Committee Elections for 2024

- Treasurer is the one open position on the Board
- The one person that has expressed interest in the position is Bradley Cain.

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- The election takes place no sooner than 30 days after introducing candidate(s) to the membership via the website and email blast. Lorraine will get Brandley's info to E.C. and he will post it on the website under News and Lorraine will send out an email blast.
- The election takes place in November using Survey Monkey and like the bylaws vote done earlier this year, will require members to include their email address and their Membership number to be counted as a valid vote.
- Primary and Co-Members CANNOT vote on one ballot. Each will need to access the survey monkey link and vote separately. This will be included in the email with the link.
- Election results will finalize prior to Holiday Party and Bradley can be introduced to the membership as the new Treasurer then
- NOTE: write in space will be possible and is required on the ballot

Agenda item 9 Ad Hoc Agenda Items

- Jeff noted that the AZMers and their cars feature is incorrect on the Home Page. Shows previous month Keith and Beth and needs to be Joe Korpiel. E.C. will fix it.
- Note last Monday when E.C. was doing updates on the website, he had lots of problems loading pictures and having the WordPress content manager software crashing. E.C. sent inquiry to PCA National and learned PCA's servers were compromised by hackers through a region's site that did not have proper firewall protection.
- Received some volunteer signups at the picnic but not as many as we would have liked. From the ones that signed up for Prescott dinner planning, we will go to them and see if perhaps someone may be willing to be a Prescott Chapter Chair.

Agenda item 10 – Adjournment

- A motion to adjourn was made by E.C. and seconded by Joel. The meeting adjourned at 8:32 pm MST.