

**PCA Arizona Mountain Region
December 13, 2023**

Minutes:

Attendees:

Lorraine Friedman – President
Joel Miculinic – Vice President (via phone)
Linda Fuegen – Treasurer
E.C. Mueller – Secretary, Webmaster
Robert Taylor – Past President
Jeff Boehm – Activities Chairperson
Dave Vicioso – Membership Chairperson
Peggy Vicioso – Social Chairperson

Unable to Attend

Agenda item 1 – Call to Order:

The Zoom Meeting was called to order by Lorraine Friedman at 7:03 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 November 15, 2023, meeting:

November 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 November: \$8,835.69
- Income during the month total \$ 2,259.32
 - o AZM Region Merchandise sales: \$165.00
 - o AZM Region Merchandise sales: \$75.00
 - o MSR Holiday Party Meals: \$1,592.10
 - o PCA Zone 8 dissolution of Corp. distribution of Treasury: \$427.22
- Expenses during the month total \$749.08
 - o Vet Event reimbursement clothing sizes: \$41.08
 - o Mad Shirtz: \$66.00
 - o Name Cheap Renewal: \$16.06
 - o Workfence.com security software for website annual renewal: \$116.31
 - o Events software plugin for website annual renewal: \$99.00
 - o Friedman final loan payment cleared bank: \$410.63
- The ending balance which aligned with Chase bank statement is \$10,345.93
- E.C. moved to accept the Treasurer’s Report, Joel seconded the motion. Report approved.

Agenda item 5 – Membership Report Dave Vicioso:

- 2 expired Prescott, 1 expired Flagstaff
- AZM Region (including new members this month)
 - o 291 total members
- Chapter Breakout
 - o Prescott: 203

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- Verde Valley/Sedona: 41
- Flagstaff: 28
- Lake Havasu: 19
- Linda moved to accept the Membership Report, Bob seconded the motion. Report approved.

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

- Valley of Lights. About 10 cars and 20 people attended and enjoyed the drive and lights.
- Holiday Party
 - 56 tickets sold, 53 people attended. Included two people that found the event on MSR, bought tickets and attended because they saw a Victorian Gala and decided to go. Who knows, they may end up buying a Porsche and becoming AZM members!
- Wickenburg event is live and taking registrations currently
- February social dinner in Prescott MSR coming together. Will be able to accommodate 36 attendees
- March
 - Chuckwalla tentative event pending survey outcome and activities committee decisions
 - Also looking at an anniversary party or a dinner in Verde Valley area and a Bagdad drive
- Activities Committee Survey
 - 36 responses so far
 - Will review further at Activities Committee meeting tomorrow night
 - Lorraine will send out a reminder on Friday, the 15th
 - We will leave it open through the end of the year.
- Route 66 event
 - Coming together, almost ready to post. Finalizing boat trip 2nd morning. Boat places max occupancy is 18.
- Work continues in the committee on April through end of year
- Lorraine has spoken with DeYoung for a tech event. Also, a garage tour the same day at Chris Margarites garage. Likely in July and on a Sunday.

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.
- Jeff continues to average a post a day on the Facebook page
- The website page traffic is directly affected by the monthly email blast as shown in the stats of most visited pages. The most visited page was the Holiday Party from the email blast link, not the Home page.
- Solved the mystery about search source vs direct source. When people come to the site from the email blast links, it registers as coming from search. So that explains it.
- Still waiting to hear from Tire Pros in Prescott. Dave will ask them if they received the ad information.
- Offered Chandler Porsche a recurring set of features tracking the building of the new facility in Peoria. We are hoping this entices them to join us as a premier advertiser.
- Many companies contacted thus far state they are slammed and do not need to advertise. Adds to the challenge of adding advertisers. Have had a couple contacts in Sedona interested in advertising but once learn Sedona membership is around 40, no longer interested as they do not believe they will pull customers from Prescott or Flagstaff.
- Jeff Swain will be in touch with Lorraine as a sponsor for his company GoodKarma and their travel capabilities and more information for the email blasts.

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Agenda item 8 Ad Hoc Agenda Items and Open Discussion

- Timing for on-boarding Bradley as new Treasurer
 - o Lorraine will contact Bradley and Linda to set a date.
 - o Lorraine will take Bradley to Chase bank to get signature cards updated
 - o Bradley is familiar with all the deadlines for filings due by March.
 - o Lorraine will manage renewal of tax exemption
 - o Lorraine will complete the continuity report for PCA and submit the Veterans event and holiday party (toys for tots) for national awards.
 - o E.C. will contact Bradley re: WordPress questions and to make sure he knows where archive minutes are etc.
- Panorama submissions
 - o E.C. submitted the veteran's event and Jeff got photos to him of the Holiday Party. Hopefully, those will appear in the January and February issues respectively.
- Zone 8 President's meeting
 - o To be held on January 6th 9:00 am at the Ontario Porsche Dealer
 - o E.C. will let Lorraine know if he can also attend
 - o Lorraine believes Lori will be Zone 8 rep again in 2024
- Autocross in 2024 at Findley?
 - o Jeff is pursuing information from the City regarding the status of the Findley parking lot and the building of the Marriott hotel to determine if it is possible to run AutoX early in 2024 prior to construction. Or, confirm that the hotel footprint will shrink the lot making it impossible for AX.
 - o Lorraine will look at AZ Region schedule too regarding their availability
- Ramada reservations for Goldwater Lake
 - o Not open to reserve yet but Lorraine will get the reservation done asap once open
- Thank you, Linda Fuegen,
 - o The Board thanked Linda for her service as Treasurer. Thank you so much for all your hard work!
- Merry Christmas everyone!

Agenda item 9 – Adjournment

- The meeting adjourned at 8:01 pm MST.