

**PCA Arizona Mountain Region
January 17, 2024 – Via Zoom**

Minutes:

Attendees:

Lorraine Friedman – President
Joel Miculinic – Vice President (via phone)
Bradley Cain – Treasurer
E.C. Mueller – Secretary, Webmaster
Dave Vicioso – Membership Chairperson
Peggy Vicioso – Social Chairperson
Keith Guidus – Activities Committee (via phone)

Unable to Attend

Robert Taylor – Past President
Jeff Boehm – Activities Chairperson

Agenda item 1 – Call to Order:

The Zoom Meeting was called to order by Lorraine Friedman at 7:12 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 December 13, 2023, meeting:

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

Agenda item 4 – Treasurer’s Report Lorraine Friedman:

- Note: Lorraine covered Treasurer’s Report verbally on the call. She emailed the written report after the meeting to the Board Members for approval. Via email of the report, as detailed below, the report was approved via email by the Board Members.
- Checking Account balance start of the month of December: \$10,345.93
- Income during the month total \$ 2,010.70
 - o MSR Holiday Party Remainder payments: \$1,790.70
 - o Holiday Party Raffle proceeds: \$220.00
- Expenses during the month total \$4,157.13
 - o Holiday Party Hasayampa Inn: \$3,938.32
 - o Sky Daddy Entertainment Holiday Party: \$150.00
 - o Peggy Vicioso reimbursement for Holiday Party frame: \$48.81
 - o Zone 8 Rulebooks: \$20.00
- The ending balance which aligned with Chase bank statement is \$8,199.50

Agenda item 5 – Membership Report Dave Vicioso:

- 2 New members, 7 expired (30-day expiration)
- AZM Region updated totals
 - o 286 total members
- Chapter Breakout
 - o Prescott: 202
 - o Verde Valley/Sedona: 39

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- Flagstaff: 26
- Lake Havasu: 19
- Report approved

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

- There is an Activities Committee meeting tomorrow night, the 18th. Jeff is back from his trip and will chair the meeting. More details for sure coming after the meeting.
- Survey results
 - Chuckwalla track event. The Activities Committee will connect with Chris Margarites to discuss whether he wants to host a small event.
 - Both Durango and La Posada events have enough interest to pursue
 - Golf event had little response
 - LA and Porsche Experience Center trip is borderline but worth having Jeff and E.C. gather details to pursue for possible follow-up survey.
- Winter in Wickenburg drive (rescheduled to Friday January 19 due to weather)
 - 26 people re-registered for the rescheduled drive and lunch. Not bad from the original 32 people that signed up for the original date.
 - Suzanne at the restaurant will call Lorraine to coordinate payment
 - Steve Sweet is contact person for the event and is handling the lunch location management, waivers etc.
- Autocross is looking possible at the Findley Toyota center with a smaller area of use due to the hotel construction
 - Looking at end of April or early May
 - Bob Frith and Phil Mullen will assist with the event but will not chair the event. Looking for a chairperson.
 - No assistance from the Arizona Region is possible so Bob and Phil are looking into purchasing cones and timing equipment options. May time manually with stop watches.
- The February social dinner in Prescott is Tuesday February 20 at Papa's in a private room. MSR is open and posted on website. Will be spotlight of February newsletter. E.C. will add note that only 35 seats are available.
- Looking at a Bagdad drive in February or early March.
- March Anniversary event/Social/Activity
 - Exploring Cliff Castle Casino in Camp Verde. Peggy contacting to get details with tentative date of
- Route 66 event is April 10 and 11. Hotel block secured. Boat activity remains TBD for day two. MSR and details coming shortly.
- Ramada at Goldwater Lake is reserved for Sunday, September 15 New Member Picnic. Exploring themes such as Fiesta or Oktoberfest. Food/catering ideas in development.
- 2024 Holiday Party
 - The goal is to move the event to different venues. Adds excitement and spreads club business to other places of business.
 - Hassayampa food at the 2023 party was averaged

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.

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- Facebook report from Jeff
 - o Remember the reports are middle of month to middle of month to match Board Meeting timing.
 - o Jeff did 36 posts this last period. We are picking up 2 or so new followers per reporting period.
 - o About 50% of followers are non-region people that have found the site and asked to be approved to join.
 - o The jump in Likes this reporting period looks to be tied to higher level of responses from members who are active on social media overall. This is driving more sharing and more people asking to be part of the site. A good trend
- Web Analytics
 - o Holidays and only one email blast this period so a bit of a drop off in users
 - o Home page, Winter in Wickenburg and Calendar top pages accessed.
 - o Expected top volume and top day for traffic driven by email blast
- Advertising
 - o Porsche Chandler has been confirmed as a Premier sponsor. Check is in the mail. Will work with graphics team from the dealership for visuals needed for the webcast.
 - o Porsche Chandler GM/owner Richard is excited about the series we suggested about following the building of the new store in Peoria.
 - o No response yet from Tire Pros
 - o Reminder that DeYoung has one 50% discount on event sponsorship as will Porsche Chandler

Agenda item 8 Ad Hoc Agenda Items and Open Discussion

- Update from Zone 8 Presidents' Meeting (Lorraine)
 - o Autocross can include non-Porsche participants if most of the registered participants are club members in Porsches. This is a National PCA requirement.
 - o The Tucson Region and the new Wine Region in California are doing a Viking River Cruise in Europe this year. Wondering if our members might be interested too? Lorraine will speak with Jeff Swain about it.
 - o AZM has updated its by-laws most recently in Zone 8. So AZM by-laws are being used as a template by other regions.
 - o There was a discussion about post-event reports being kept for 7 years. Not sure if AZM is formally archiving. Lorraine will speak with Jeff Boehm about this. Also questions about the Observers Reports too. These reports are only for events where PCA insurance is in place. Joel clarified that typically reports are only done when there is an incident and only turned in to PCA when there is an incident. Note that PCA insurance is liability ONLY. Lorraine to get clarification on the rules and expectations for all reporting on insurance events.
- E.C. will be out of town for the next Board Meeting in February. Can still produce the minutes from the recording upon returning.
- Joel stated that the insurance is all set for the Wickenburg drive. Lorraine asked Joel to send the insurance to Steve Sweet and Lorraine will follow-up with Steve tomorrow as he is leading the drive.

Agenda item 9 – Adjournment

- The meeting adjourned at 8:09 pm MST.