

**PCA Arizona Mountain Region
February 21, 2024 – Via Zoom**

Minutes:

Attendees:

Lorraine Friedman – President
Joel Miculinic – Vice President
Beth Guidus – Treasurer
Robert Taylor – Past President
Jeff Boehm – Activities Chairperson
Dave Vicioso – Membership Chairperson
Peggy Vicioso – Social Chairperson

Unable to Attend

E.C. Mueller – Secretary, Webmaster

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 January 17, 2024, meeting:

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

Agenda item 4 – Treasurer’s Report Beth Guidus:

- Note: Lorraine prepared the report, Beth delivered the report in this meeting. Beth will handle all of the Treasurer’s Report going forward.
- Checking Account balance start of the month of January: \$8,199.50
- Income during the month total \$ 2,213.95
- Expenses during the month total \$1,721.93
 - o Zoom Annual Subscription, Ramada payment for September picnic, Corporate Tax filing fee, SmugMug subscription, GoDaddy subscription, MSR refunds for Wickenburg trip, 2 badges
- The ending balance which aligned with Chase bank statement is \$8,691.52
- Lorraine moved to accept the Treasurer’s Report, Bob seconded the motion. Report approved.

Agenda item 5 – Membership Report Dave Vicioso:

- 2 New members, 1 expired (30-day expiration)
- AZM Region updated totals
 - o 285 total members
- Chapter Breakout
 - o Prescott: 201
 - o Verde Valley/Sedona: 39
 - o Flagstaff: 26
 - o Lake Havasu: 19
- Report approved
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- Note: Jeff Boehm has met a new member from Lake Havasu hat has expressed interest in chapter lead for Lake Havasu. He is active in the overall car community in Lake Havasu. He is scheduled for the Route 66 trip and we will speak with him during the event.
- Discussion about contacting expired members. They do fall off PCA roll after 60-days. So would need to use older lists to keep contacting them.
- Dave will look at the list and make contact with those showing expired.

Agenda item 6 – Activity Committee Report: Jeff Boehm

- February 20 dinner at Papa’s Uptown went very well.
- March 2nd Bagdad drive has 22 cars signed up and 33 people
- March 14th finalizing dinner at Merkin Vineyard/Winery and Trattoria in Cottonwood
- Route 66 is live on MSR and the website. Have some people registered already.
- Joel asked for start and stop point for the drive to cover insurance. Jeff explained the event concludes at the dinner Wednesday night. 2nd day everyone is on their own.
- Autocross
 - o Advancing on autocross plans however AZ Region moved a track day event to the same day as our Autocross. May impact sign ups a little from AZ Region folks at our autocross.
 - o Lorraine shared the Autocross budget and the need to have 25 signups to break even. We had 25 from AZM Region in 2023. Charging \$75 this year versus \$50 last year. Publish events to members first then we can expand info to other regions.
 - o Mike Sutter is going to pick up cones, flags and helmets from AZ Region. For timing equipment, we are using stop watches. Also purchasing walkie talkies.
 - o Voting on approval budget. Jeff moved to accept the Autocross budget. Seconded by Joel. Approved.
 - o Bob Frith is finalizing negotiations of the contract with the Findlay Center
- Future Events
 - o Italian dinner in the works at Cove Mesa Vineyard Tasting Room in Cornville or BV Italian Kitchen in Cottonwood.
 - o Alpios event May 18 with lunch at Creekside. The Club needs to provide donuts, about \$50 cost.
 - o June 7 Jeff and Dana Swain hosting a dinner and social at the Jasper Community Clubhouse
 - o Tech Event at DeYoung and Margarites garage tour is TBD but likely July. Peggy is working on having the Chicago Hot Dog truck for it.
 - o Joel asked for an updated list of activities be sent to get ahead of the insurance needs.
 - o For picnic, menu will be Fiesta Style
 - o Holiday Party venue exploration continues. Any venue ideas please send to Peggy. Would like to nail it down within the next 30-days. Hassayampa food and bartending was underwhelming.
 - o Peggy looking at Talking Rock restaurant

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

- Lorraine covered the social media report from Jeff Swain and the website report from E.C.
- Facebook numbers still climbing a few more followers each month.
 - o Lorraine is planning to send out an email encouraging members to check out the AZM Region Facebook page. She will confer with Jeff to make sure of the steps how to join.
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- Difficult to understand what Facebook page AZM official Facebook is. There is one Bill Simon set up that got hacked. There is the new one that requires asking to be approved.
- Lorraine covered the report on the Website page.
 - Full analytics file will be with minutes from this meeting
 - Porsche Chandler added to the Advertisers/Sponsors page on the website. Still waiting for images to add to the home page. Lorraine was at Chandler last week and met new Marketing person that was hired. She is to send us images for the Home Page.
 - We have secured a website expert to help us with the void left by the disappearance of Bill Simon. This was a result of the request we sent out to the Zone for WordPress assistance. The person built the website for the new Temecula, California region.

Agenda item 8 Ad Hoc Agenda Items and Open Discussion

- Status of future officer positions
 - The best method is to grow volunteer base. Lorraine feels we need to develop a campaign for more volunteers
 - Positions available for fall 2024 elections are President, Vice President, Secretary, Social Chair, Activity Chair and Membership Chair. The board is elected so they need priority getting candidates.
 - Peggy suggested inviting specific people that are showing interest to get more involved to a Board Meeting to see what we are up to.
 - All the Presidents in our Zone expressed challenges finding members for future leadership
 - Good to have a blend of experienced people with new people
 - Also, current Board persons can stay on Board in a different position
 - For Chair positions, consider adding co-chairs to lighten the load and will help with more creative and different events
 - When new members are signed up, contact them with questions about interest future leadership, committees, and involvement in the Arizona Mountain. Dave will make sure this is done and copy Lorraine and E.C.
- Expanding Events like the Veterans Event
 - Provide a driving component to it for rides the Vets can take. Lorraine confirmed this is possible with Zone 8 rep Lori DeCristo as long as waivers are signed. Could make an entire day with shopping, food truck etc. Members could sponsor a ride along if they don't want to drive themselves.
- Panorama Magazine
 - Joel asked how many of the Board look at the From the Region's section. Nice shot of Keith and Beth Guidus in the latest edition.

Agenda item 9 – Adjournment

- The meeting was adjourned at 8:31 pm MST.