

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

Minutes:

Attendees:

Lorraine Friedman – President
Beth Guidus – Treasurer
Robert Taylor – Past President (joined in process)
Dave Vicioso – Membership Chairperson
Peggy Vicioso – Social Chairperson
Keith Guidus – Activities Committee member

Unable to Attend

Jeff Boehm – Activities Chairperson
Joel Miculinic – Vice President
E.C. Mueller – Secretary, Webmaster

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 March 20, 2024, meeting:

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

Agenda item 4 – Treasurer’s Report Beth Guidus:

- Beth emailed the full Treasurer’s Report to Board Members on the afternoon of April 16.
- Checking Account balance start of the month of January: \$10,067.96
- Income during the month total \$ 939.98
 - o MSR: \$223.98
 - o Additional Q4 PCA Payment: \$716.00
- Expenses during the month total \$664.52
 - o Kim Kemper for Autocross Supplies: \$100.00
 - o Merkin Vineyards Event credit card payment: \$514.52
 - o AZ Dept of Revenue tax fee: \$50.00
- The ending balance which aligned with Chase bank statement is \$10,343.42.
- Peggy Vicioso moved to accept the Treasurer’s Report, Dave Vicioso seconded the motion. Report approved.

Agenda item 5 – Membership Report Dave Vicioso:

- AZM Region updated totals.
 - o 279 total members
- Chapter Breakout
 - o Prescott: 194
 - o Verde Valley/Sedona: 38
 - o Flagstaff: 27
 - o Lake Havasu: 20

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- Had 9 members that did not renew PCA membership. Lorraine will send reminder emails.
- Dave has enough recruitment cards for one more event. More are needed. Lorraine has flyers too with QR codes.
- Report approved.

Agenda item 6 – Activity Committee Report: Peggy Vicioso & Lorraine Friedman

- April 23: is Ryan Falconer tour. 16 available spots are filled.
- May 9: Park Plaza Dinner
- May 11: Porsches and Pancakes
- May 18: Alprios and Creekside event, confirmed.
- Autocross rescheduling work continues. Looking at early June. We will publicize from the beginning to Arizona Region and other car clubs to help bolster registration.
- June 7: Superb Food Co. dinner at Jasper Clubhouse. Currently waiting on menu and how to pay details.
- June 9 – 15: Porsche Parade in Birmingham, Alabama
- June 26: (maybe 27th) Strawberry and Pine drive. Lunch is likely at Old County Inn. Details coming soon.
- July 10: Mormon Lake drive and lunch
- July 27: DeYoung Tech Session and Garage Tour at Chris Margarites' place followed by lunch at TBD.
- August 25: BBQ social at member's home of Mark and Sue Sprague. Space for approximately 30 people.
- September 4 & 5: La Posada, Painted Desert and Petrified Forest
- September 15: New member's picnic
- October 11: Flagstaff fall colors drive and lunch.
- October 22-24: Porsche Experience Center LA
- November 1 or so: Lowell Observatory Flagstaff Night Sky Viewing
- December 14: Holiday Party Capital Canyon Club. Note due to time constraints, Lorraine made executive decision and placed deposit.
- More info to come regarding November veteran's event.

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

- Lorraine covered the social media report provided by Jeff Swain and the website report submitted by E.C. Per procedure, written versions are included in distribution of minutes to Board Members.
- Facebook numbers steady increase now up to 87 followers
 - o 500-700 in reach each month
 - o Once have 100 followers, Meta shares more data in analytics.
- Lorraine covered for E.C. the report on the Website page.
 - o Newsletter highlights continue to drive clicks to specific content.
 - o The more events publicized in the email blasts, the more clicks to the website.

Agenda item 8 Ad Hoc Agenda Items and Open Discussion

- o Saturday is the Veterans Car Show. AZM booth with rotating staff. Thank you volunteers! Looking forward to raising the visibility of the club, gaining new members! Bring chairs if you want. Lorraine will have a table, banner, cooler etc. David Friedman is bringing his GT3 RS for display.
- o Route 66 recap from Keith. Great time. Smaller group than 2023 but super fun. Steve Sweet helped a ton leading the early route. Angelina's was terrific again for dinner. Next year thinking to go to Laughlin to change things up a bit. Perhaps Grand Canyon caverns too.

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- May 15 Board Meeting will be a public meeting. Planning to use it for getting people in leadership and more involved. Lorraine has had people express interest in attending.
- Peggy is making a new graphic/flyer for Porsche and Pancakes

Agenda item 9 – Adjournment

- The meeting was adjourned at 7:53 pm MST.