

**PCA Arizona Mountain Region
March 20, 2024 – Via Zoom**

Minutes:

Attendees:

Lorraine Friedman – President
Joel Miculinic – Vice President
E.C. Mueller – Secretary, Webmaster
Beth Guidus – Treasurer
Robert Taylor – Past President
Jeff Boehm – Activities Chairperson
Dave Vicioso – Membership Chairperson
Peggy Vicioso – Social Chairperson

Unable to Attend

None

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 February 21, 2024, meeting:

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

Agenda item 4 – Treasurer’s Report Beth Guidus:

- Not: Beth emailed an updated Treasurer’s Report to Board Members on morning of March 20.
- Checking Account balance start of the month of January: \$8,691.52
- Income during the month total \$ 1,651.29
 - o MSR: \$123.90
 - o Q4 PCA Payment: \$697.50
 - o Additional Q4 PCA Payment: \$79.89
 - o PCA Zone 8 refund: \$750.00
- Expenses during the month total \$274.85
 - o Website maintenance services for plugins and security fee: \$125.00
 - o Website emergency services (3rd party replacing Bill Simon consulting): \$140.00
 - o US Mail for sales tax application form mailing: \$9.85
- The ending balance which aligned with Chase bank statement is \$10,067.96
- Bob Taylor moved to accept the Treasurer’s Report, Joel seconded the motion. Report approved.

Agenda item 5 – Membership Report Dave Vicioso:

- AZM Region updated totals
 - o 288 total members
- Chapter Breakout
 - o Prescott: 203
 - o Verde Valley/Sedona: 39
 - o Flagstaff: 26

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- Lake Havasu: 20
- Report approved

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

- March 14 dinner at Merkins Winery and Trattoria in Clarkdale went great! 19 attendees, good fun, food and drink.
- E.C. and Keith are waiting for better weather but plan on visiting lunch possibilities in Payson and Strawberry next week for a weekday, mid-day drive in May or June.
- Jeff and Dana Swain will host a dinner in June
- Alpions event scheduled and planned for May 18
- Mormon Lake event will be in July
- Chris Margarites garage tour and DeYoung tech session in discussion for July 27. To be confirmed.
- Holiday Party:
 - Peggy visited Prescott Resort for a possible Holiday Party venue. Could have the private Granite Mountain room for our use. Challenge is average meal price is \$60 plus tax/gratuity so around \$75 per person which is pretty steep.
 - Capital Canyon Club is another possibility, and they are sending Peggy menus.
- New Member picnic caterer change is needed because original could not meet price point target of \$25 per person. Will still plan on taco/fiesta theme as other caterers are considered.
- We have had an offer from Mark and Suzanne Sprague to hold a member picnic event at their house. Jeff will follow up with them to see if something in May is possible.
- November still planning on Lowell Observatory and Veteran's event
- September event priority is Painted Desert/Petrified Forest/La Posada over Silverton/Durango. Activities Committee to work on planning.
- Lorraine and Joel asked for an updated calendar of activities be sent out after this week's Activities Committee meeting to all Board Members. Jeff to handle.
- E.C. reminded the Board that Premier advertisers are offered 50% off to sponsor events.

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

- E.C. covered the social media report from Jeff Swain and the website report. Written versions are included in distribution of minutes to Board Members.
- Facebook numbers still climb a few each month.
 - Jeff is doing a great job averaging a post a day and the content is great as growing engagement analytics show.
- E.C. covered the report on the Website page.
 - Full analytics file will be with minutes from this meeting
 - Strong month of numbers driven by multiple email blasts in February as shown in the data
 - 2025 Europe River trip has been added to website calendar
 - Porsche Chandler did not provide high resolution graphics however we were able to get their identity added to the site for Premier advertiser status.
 - Overall site has been scrubbed and updated with help of new 3rd party (as discussed in Treasurer's report) and it has been entered in National PCA website contest.
 - Need more candidates lined up for AZMers and the Cars feature each month.
 - Dave V. will reach out to Tire Pros and check on their interest as advertiser since no response to emails and messages left with them via phone at the store.

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Agenda item 8 Ad Hoc Agenda Items and Open Discussion

- Status of future officer positions and committee members
 - o Lorraine will promote the May meeting as OPEN for those wishing to have Zoom link and observe the Board in action
 - o Utilize Prescott Cars & Coffee events to recruit members and future leadership
- Regarding April Autocross. There are only six sign-ups thus far. And, Arizona Region has scheduled a High Performance Driving event on the same day. Large concern about viability and financial exposure for AZM Region.
 - o Bob Taylor moved the 2024 Autocross event be postponed and Dave Vicioso seconded the motion. Passed unanimously to postpone the event. Lorraine will contact event organizers first and then will send out a general communication. Once general communication goes out, the website calendar will be updated.
 - o Lorraine will look into the possibility of AZM Region now being available to participate in the Prescott Veterans Car Show in April.

Agenda item 9 – Adjournment

- The meeting was adjourned at 8:06 pm MST.