

**PCA Arizona Mountain Region
May 15, 2024 – Via Zoom**

Minutes:

Attendees:

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

Unable to Attend

None

Guests

Phil Mullen

Agenda item 1 – Call to Order:

The Zoom Meeting was called to order by Lorraine Friedman at 7:04 pm MST. Note that ALL AZM members were invited to attend this Board meeting. Five people requested the ZOOM link to join, however only Phil Mullen called in and was the guest attending.

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 April 17, 2024, meeting:

April 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 evening of May 14.
- Checking Account balance start of the month of April: \$10,343.42
- Income during the month total \$ 1,781.14
 - o MSR: \$769.64
 - o PCA subsidy payment for hospitality at veteran’s car show: \$500.00
 - o Q1 PCA Payment: \$511.50
- Expenses during the month total \$776.49
 - o Jeff Boehm reimbursed for Dine and Dash: \$18.35
 - o Cruise In for Veterans payment: \$250.00
 - o Capital Canyon Club deposit for Holiday Party: \$500.00
 - o Fry’s grocery – Ice for Veteran’s Car Show: \$8.14
- The ending balance which aligned with Chase bank statement is \$11,348.07.
- Bob Taylor moved to accept the Treasurer’s Report, Joel Miculinic seconded the motion. Report approved.

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Agenda item 5 – Membership Report Dave Vicioso:

- AZM Region updated totals.
 - o 278 total members
- Chapter Breakout
 - o Prescott: 192
 - o Verde Valley/Sedona: 38
 - o Flagstaff: 27
 - o Lake Havasu: 21
- Details of current changes emailed to the Board by Dave on May 7. 4 New, 4 Expired.
- Lorraine had new recruitment cards printed and will get them to Dave and others interested.
- Report approved.

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

- All set for Alpions May 18
- June 2: Autocross. Monitoring the numbers of those registered to keep low enough if necessary so number of volunteers we have can manage the event. Currently have 31 registered drivers. Note we have several non-Porsche and non-AZM members attending.
- June 7: Dinner at Superb Foods. Some people complained about the \$40 cost but may not realize the charge includes appetizer, dessert, tax and gratuity. Lorraine will do email blast with this info to make sure people know.
- June 8: Porsche and Pancakes
- June 27: Strawberry and Pine Drive and lunch at Old County Inn
- July 10: Mormon Lake drive and lunch. Having issues getting Mormon Lake Steakhouse to call back. Steve Sweet has agreed to help get this moved along.
- July 27: Tech Session at DeYoung and tour of collection at Chris Margarites' garage.
- 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 (E.C. working on this)
- September 15: New member's picnic
- October 11: Flagstaff fall colors drive and lunch.
- October 22-24: Porsche Experience Center LA
- November 1: Lowell Observatory Flagstaff Night Sky Viewing
- November 8: Veteran's Event. Lorraine will nail this down. Already have a couple volunteers for this event. Will offer clothing racks so people can select what they need and sizes. Then return what is not taken. Joel offered to contact his daughter to help ID what sizes are needed. And make sure they do not call it a Vet show, people think it is a Corvette show. Needs to be called a Porsche Club car show for veterans.
- December 14: Holiday Party Capital Canyon Club
- This is likely for the full list of activities for this year. Pretty full.
- Still struggling to get people to help plan events and take leadership roles

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

- Per procedure, written versions are included in distribution of minutes to Board Members.
- An updated Facebook analytics report was not available to review at this meeting. It will be attached to the minutes once distributed.
- E.C. reported on the AZM Website analytics

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- Best numbers since December.
- Newsletter highlights continue to drive clicks to specific content.
- We also had multiple email blasts in this time period that drove numbers to these new heights.
- Kinda strange to have the Cruise for Vets numbers so high but its communication clearly worked
- Also, strange the top traffic day was May 9 and not May 1, the day of the newsletter email blast
- Going back to the communication survey done three years ago, the #1 ask from members was for improved communication. Clearly the monthly newsletter, email blasts, social media and new website have made a tremendous difference.
- Advertising
 - DeYoung is up for renewal, E.C. will contact Darren.
 - Never received graphics from Chandler Porsche so made some to work on the website. E.C. is reaching out to Richard to get the feature story of building the new dealership underway.

Agenda item 8 Ad Hoc Agenda Items and Open Discussion

- Opened the meeting to guest(s) attending for comments and questions
- Phil Mullen asked about the status of Chuckwalla track event. It was explained that the survey of members, done at the end of 2023, did not generate enough interest to do an official Club event. So, a couple of months back the newsletter included Chris Margarites' offer to host club members for a track day as he is a member of Chuckwalla.
- Phil asked about instructors for Autocross. Phil is available. Shannon Yachtzee and Mike Sutter are instructing. Joe Korpiel may instruct too. Most people registered have autocross experience.
- Phil suggested sending registered drivers the course map. Lorraine agreed and is sending out an experience level questionnaire to set groups of beginner and experienced.
- Lorraine has 4 people coming to help with AX setup at 6:00 am. Have two including Beth helping with registration.
- Phil suggested when people mention high prices of events, be sure to let them know the club needs to make a few dollars.
- Lorraine said the Board will be examining the possibility of subsidizing the cost of the Holiday Party
- Phil suggested using the new member list and contacting those persons to gain their help volunteering with events
- Phil mentioned that Facebook is all pictures. He suggested doing some features on technical information. Lorraine will discuss with Jeff Swain.
- Lorraine showed and discussed sample travel mug samples she had made. She is exploring adding to the club's merchandise. Powder coated so AZM logo is permanent on the stainless-steel travel mugs. 20 oz or 30 oz sizes. Regardless of size, the bottom of the containers are the same size and fit in most vehicle cup holders. The cost is \$14 and \$16 respectively. Figure the retail price will be \$20. More information to come.
- Discussed the frustration the AZM submitted articles for Panorama are being dropped and not included in issues. E.C. will work with Lorraine to submit a communication to National about this problem.

Agenda item 9 – Adjournment

- The meeting was adjourned at 8:13 pm MST. Motion made by E.C. and seconded by Joel.