

PCA Arizona Mountain Region
July 17, 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
Jeff Swain - Activities Committee member and Social Media Chairperson

Unable to Attend

None

Agenda item 1 – Call to Order:

The Zoom Meeting was called to order by Lorraine Friedman at 7:02 pm MST.

Agenda item 2 – Approval of Board of Directors Meeting Agenda:

The agenda was approved as distributed. Joel requested time in General Discussion and Lorraine noted she has a few items as well.

Agenda item 3 – Approval of Meeting Minutes from the May 15, 2024, meeting:

May minutes were previously approved by the Board via email vote and posted to the AZM website. NOTE: There was no June Board Meeting thus no Minutes to be approved.

Agenda item 4 –Treasurer’s Report Beth Guidus:

- Beth emailed the full Treasurer’s Reports for May and June on the morning of July 17 to the Board Members.
- May Report
 - o Checking Account balance start of the month of May: \$11,348.07.
 - o Income during the month total \$ 561.91
 - MSR: \$499.70
 - Payments for new Club travel mugs: \$62.21
 - o Expenses during the month total \$2,444.43
 - Reimbursement to Lorraine for EZ Up replacement: \$188.00
 - Findlay Center rent for Autocross: \$1,000
 - Moo Printing. Business cards for Dave Vicioso: \$44.67
 - Park Plaza for Dinner Social Event: \$692.43
 - Zelmetalart for Travel Mug samples: \$35.00
 - Amazon for AX timers and balaclavas: \$118.40
 - Amazon for radios: \$\$102.08
 - Costco autocross snacks: \$55.96
 - Jimmy Johns for autocross sandwiches: \$190.59

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- Michaels for autocross posting of times: \$17.30
- The ending balance which aligned with Chase bank statement is \$9,465.55.
- June Report
 - Checking Account balance start of the month of June: \$9,465.55.
 - Income during the month total \$ 2,523.12
 - MSR: \$2,400.90
 - Autocross payment at the door: \$72.22
 - Jasper Social dinner Payment at the door: 50.00
 - Expenses during the month total \$1,105.42
 - Reimbursement to Lorraine for AX ice, shoe polish and tips: \$54.09
 - Reimbursement to Mike Sutter for gas money for pickups and supplies AX: \$134.00
 - Zelmetalart for Travel Mugs: \$58.00
 - Jasper/Superb Food Co. for social dinner: \$859.33
 - The ending balance which aligned with Chase bank statement is \$10,883.35.
- Bob Taylor moved to accept the Treasurer's Report, Joel Miculinic seconded the motion. Report approved.

Agenda item 5 – Membership Report Dave Vicioso:

- AZM Region updated totals.
 - 287 total members
- Chapter Breakout
 - Prescott: 202
 - Verde Valley/Sedona: 39
 - Flagstaff: 27
 - Lake Havasu: 19
- Lorraine shared data from a report she receives via email mid-monthly from National showing a slowing membership trend. Stating new membership joins are under 2024 averages. Also, renewals are slower. The report states the membership drop is the third most in PCA history.
- The new Palm Springs region shows a 5% month to month growth rate according to this report
- Question asked if National reaches out to slow renewals? Lorraine is not aware of anything other than the regions reaching out to these members.
- It is at the Porsche Dealers' discretion if they want to extend a PCA membership to a new buyer or include any PCA membership collateral.
- Report approved.

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

- July 27th DeYoung tech talk, and Margarites garage tour is full and wait listed
- August 19th Blue Moon event. Dinner at Rosa's in Prescott then the group will travel to Mingus Mountain viewpoint to watch the moonrise. Jeff will complete MSR and Lorraine will do an email blast once ready.
- September 15th is the picnic. September 25-27 is Painted Desert and La Posada
- October 11th is fall drive up to Flagstaff and lunch. Jeff will not be here for this drive. Lead is Dave V. for this event. To be discussed at next activities meeting. The drive route will be up Oak Creek Canyon to Flagstaff. May include a ride on the gondola at Snowbowl ski resort.

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- PECLA event timing is TBD pending reaching back out to interested parties. May be this fall or perhaps spring of 2025.
- November 1 is Lowell observatory night sky viewing. Was going to be the date of the veterans' event but now trying for November 8.
- Lorraine is having a meeting with the Veterans' people this coming Friday
- December 14th is Holiday Party
- Peggy covered the logistics for the Deyoung event coming up July 27th. Peggy needs the food orders by this Sunday.

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.
- Jeff Swain reported on the Facebook analytics
 - o Broke 100 members on the AZM Facebook page
 - o June had extremely high engagement. Led by autocross. Receiving strong sharing and commenting too.
 - o Question asked if can tell if those on FB are AZM members or not. Not for viewing but if they comment or share, we can tell. We do have a few foreign based followers too.
 - o The current member number may be it. It could flatten out as the number of Facebook users in the club may have been reached at this point.
- E.C. reported on the AZM Website analytics
 - o Best numbers ever in the Mid-May to Mid-June time frame.
 - o Newsletter and email blasts (more than a typical month) drove the all-time high numbers with many new events being announced, reminders to register etc.
 - o We also had multiple email blasts in this time that drove numbers to these new heights.
 - o The top day was the 2nd of the month rather than the first simply because the newsletter was released on the evening of the 1st.
 - o We are starting to see social media may also drive numbers when Jeff posts event info
 - o Calendar page has established as a top 3 destination for site visitors
 - o Note that July newsletter was focused on volunteers and leadership positions. So, July 8th email blast was top day.
 - o Good synergy of the communication platforms
 - o If the PCA email engine has analytics it would be interesting to see if the percentage of people opening the email newsletter and blasts is driving the numbers. Some analytics can show what links are clicked on in the email.
 - o Advertising
 - No changes. Just working on more involvement with Chandler owner Richard as they have broken ground on new store in Peoria. Would love to track the progress of the build and publicize.

Agenda item 8 Ad Hoc Agenda Items and Open Discussion

- o Lorraine shared did not have much feedback from the July 1 newsletter soliciting volunteers and leadership positions.
- o One person that did reach out is Steve Sweet is interested in the Membership Chair position.
- o A few other people volunteered to help at specific events but no leadership response

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- Lorraine is going to call some of the more active members and see if she can round up more people. All the Board members are asked to do the same.
- Joel stressed to use every event to pitch for volunteers and more participation
- Lorraine mentioned the idea she and E.C. discussed earlier about establishing Region award(s). Perhaps start first with a member of the year award. Could announce at Holiday Party with award presentation and introduction of new officers at a January social event. Would be fun to create a custom Porsche themed award.
- Joel asked if all persons that entered the Findlay autocross area signed a waiver. Lorraine confirmed all people entering the area signed a waiver. In the future we will be sure to use wristbands to make it easy to identify those that have signed.
- Joel asked that updated Activity Calendar worksheets that are circulated have the date on them so know it is current.
- Joel asked about a strange credit then a charge from MSR. Lorraine explained it was an admin user error trying to do a refund, but it is all fixed now with help from Jeff B.
- E.C. raised need for August Board Meeting agenda to include 2025 officers and elections. Lorraine confirmed and added the need to create a nominating committee so the ballot can get created for the elections this coming fall.
- Lorraine mentioned for the future pursuing an electronic newsletter editor and someone to manage merchandise would be great.
- Keith asked how many travel mugs were sold. Lorraine stated 6-8.
- Creating a store on the website means managing sales tax etc. We will keep it as is with donation but would like to have someone oversee merchandise. We will have merch at the picnic and perhaps that will help spur someone on to handle it.
- Jeff Swain commented that the April 2025 Germany River Cruise has been announced to the Zone 8 regions and people have been signing up.
- Lorraine asked E.C. if he has access to the Zone 8 website. No, he does not have access. Lorraine will find out who the webmaster is and the process how to get the region's events listed on the Zone 8 site.

Agenda item 9 – Adjournment

- The meeting was adjourned at 8:11 pm MST. Motion made by Keith and seconded by Dave V.