

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

**Minutes:**

**Attendees:**

Lorraine Friedman – President  
Joel Miculinic – Vice President  
E.C. Mueller – Secretary, Webmaster  
Robert Taylor – Past President  
Jeff Boehm – Activities Chairperson  
Jeff Swain - Activities Committee member and Social Media Chairperson

**Unable to Attend**

Beth Guidus – Treasurer  
Dave Vicioso – Membership Chairperson  
Peggy Vicioso – Social Chairperson

**Recording Available at:**

[https://us02web.zoom.us/rec/share/A5Dg9Y5io\\_VFNE5ybDouTwyasYWuPVeOGTtmci8l8EeZiCN0aWdSz\\_mxr5GQpVI.hvzZ3mWEFXDjFmWj?pwd=MFZ9SU0c1zp5dRSTkkX4KPQ3PvT44ajW](https://us02web.zoom.us/rec/share/A5Dg9Y5io_VFNE5ybDouTwyasYWuPVeOGTtmci8l8EeZiCN0aWdSz_mxr5GQpVI.hvzZ3mWEFXDjFmWj?pwd=MFZ9SU0c1zp5dRSTkkX4KPQ3PvT44ajW)

**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.

**Agenda item 3 – Approval of Meeting Minutes from the July 17, 2024, meeting:**

July minutes were previously approved by the Board via email vote and posted to the AZM website. NOTE: Lorraine mentioned that she will start highlighting in the newsletter that the minutes are available on the website and will include the link.

**Agenda item 4 – Treasurer’s Report Lorraine for Beth Guidus:**

- Beth emailed the full Treasurer’s Reports for July on the evening of August 18 to the Board Members.
- July Report
  - o Checking Account balance start of the month of June: \$10,883.25.
  - o Income during the month total \$ 1,072.50
    - MSR: \$921.50
    - Donation to Vets Campaign: \$100.00
    - \$51.00 from 50/50 raffle at Deyoung event
  - o Expenses during the month total \$1,404.93
    - Chair rentals Deyoung event: \$148.32
    - Motorsport Reg mistaken refunds – rebill coming: \$519.55
    - Big A Box Lunches for Deyoung event: \$694.52
    - Craft gift bags for Picnic Raffle: \$30.33
    - Ice for Deyoung event: \$12.21
  - o The ending balance which aligned with Chase bank statement is \$10,550.82.
- E.C. moved to accept the Treasurer’s Report, Bob Taylor seconded the motion. Report approved.

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- Lorraine noted that we have not received the PCA payment this quarter. Will check on it at the President's meeting this coming Monday.

**Agenda item 5 – Membership Report Lorraine for Dave Vicioso:**

- In July two new members pending. Six expired. The good news is 3 new members in August (not in this report.)
- Working on a process to call all expiring members going beyond email
- Discussion regarding differing numbers in reports from PCA and what our region reports show. We have had a seesaw set of data these past few months and it is hard to understand why. Lorraine provided these numbers from the August PCA report but will get with Dave V. and see if we can sort out why the numbers reported at Board meetings have fluctuated so much.
- AZM Region updated totals.
  - o 288 total members
- Chapter Breakout
  - o Prescott: 196
  - o Verde Valley/Sedona: 36
  - o Flagstaff: 35
  - o Lake Havasu: 21

**Agenda item 6 – Activity Committee Report: Jeff Boehm**

- Steve Sweet has rejoined the Activities Committee
- The Activities Committee met earlier this week to work on the 2025 calendar. Potential events include: Porsche Experience Center with an extension to Temecula, Durango/Silverton, Alpine Tour. Also, will continue to investigate garage tours for 2025.
- The Activities Committee is working on a set schedule of social dinners for 2025. The Committee will pursue having various members step up to organize these dinners. We will repeat the popular places, and they will include Prescott and Verde Valley/Sedona.
- The Lake Havasu balloon festival trip in January 2025 has 7 of the 10 rooms in the block booked
- The Picnic is at 52 persons signed up. We will be sure to have a list of new members that have joined since the last picnic so they can all be introduced.
- Jeff B noted that he is working on an Activities Committee meeting schedule that will be standardized and occur just prior to the monthly Board Meetings.
- Regarding Autocross for 2025
  - o Finalizing Findlay Center availability (with smaller available area in parking lot). Bob Frith is pursuing.
  - o Exploring if Embry Riddle parking lots could work and if they are available for rent
  - o Contacting Kim Kemper in AZ Region for their 2025 AX schedule to facilitate collaboration for the AZM Region event.
  - o Lorraine noted that Mike Sutter has agreed to be AX co-chair focused on course setup and logistics
- Holiday Party
  - o Menu is all set and deposit has been paid.
  - o Based on max attendance of 65 people @ \$67.00 per person plus 5% to cover MSR, Price for party is \$70 per person.

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- Following discussion, the Board agreed to provide a subsidy to reduce the cost of the party for members.
- Motion made by Lorraine and second from Bob Taylor to approve a subsidy to make the target price of the Holiday Party \$59.00 per person via a subsidy not to exceed \$20 per person pending final event budget. Approved. Lorraine will notify the Board of final numbers once the final budget is received from Peggy.
- 3 entrees via buffet including a vegetarian (beyond the four) plus mini dessert buffet. Alcohol is the responsibility of the guests.

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

- Per procedure, written versions of reports are included in distribution of minutes to Board Members.
- Jeff Swain reported on the Facebook analytics
  - Increased followers to 107 members on the AZM Facebook page
  - Live events posts drive more engagement than posting news stories
  - Graph shared with post reach. AX drove the numbers in June, Monterey Car week in early August
  - Graph shared with impressions. Also had an uptick.
  - Note: Jeff explained there are two AZM Region Facebook page.
    - Anyone can follow the general FB page. The analytics shared are primarily from this site. Followers of this page cannot post but can mention the AZM page.
    - There is also the AZM Facebook Group. There are two separate URLs. There are 46 members in this Facebook group page.
    - Jeff posts primarily on the Page
- E.C. reported on the AZM Website analytics
  - Very good last 28-day snapshot since last board meeting. 2<sup>nd</sup> highest number of users this year, 3<sup>rd</sup> all time. The new users number being high means multiple users not just same people re-visiting.
  - Reviewed page rankings and again these were driven when those links are listed in newsletter and email blasts.
  - Reviewed top Pages visited rankings
  - Seeing more that social media as a source of traffic to the site which means AZM Facebook posts that include links to the site are driving traffic to the site. Jeff S. mentioned that he tries to include link to website calendar in all event posts.
  - Jeff S. asked if MSR can report velocity of signups? Jeff B. said he does not think so.
  - The data is satisfying as it shows we met the needs the membership asked for when we did the communications survey in 2021 and our solutions (new website and Facebook page) are working.
- Advertising
  - Deyoung European Motors has renewed their annual advertising support at \$850.00
  - E.C. is speaking with Rick at Porsche of Chandler regarding the new store in Peoria. He hopes to see him in Chandler on September 10.

**Agenda item 8 Ad Hoc Agenda Items and Open Discussion**

- Costco membership renewal is due. The cost of the membership is \$165. This membership allows us to purchase items without sales tax. We have a \$61 awards check credit that can be applied to the membership cost or future purchases. A motion was made by E.C. to renew the membership. Seconded by Bob. Approved unanimously.

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- AZM Merchandise
  - People have suggested having merch on site at the picnic for sale instead of just taking orders.
  - There is a new printing process that has greatly improved the imaging on the items but it is more expensive. It is expected prices will go up some.
  - Figure short sleeve shirts will be \$25 from \$20. Long sleeve up to maybe \$27. Final pricing is TBD.
  - Will need to order merch even if do pre-sale only. Samples are needed.
  - Lorraine can send out an email in advance with merch pictures to determine interest and presale with delivery at the picnic
  - Preordering also provides the funds to order some extra that could be sold at the picnic. Lorraine will pursue this plan and have small mugs part of the order too.
  - Lorraine has a volunteer lined up to do presale and sales at Picnic
- 2025 Elections and appointments
  - The nominating committee is Lorraine, Linda Fuegen, and Bob Frith and has a slate of candidates for the ballot.
  - E.C. Mueller for President, Victoria Sweet as Vice President, Randy Chamberlain as Treasurer and Jeff Swain as Secretary.
  - Jeff Boehm remains Activities Chair, Steve Sweet Membership chair from Dave Vicioso, Mike Sutter co-chair autocross, Phil Mullen AX driving instructor. Social chair is TBD.
  - Jeff Swain will also help with autocross
  - The plan is to send out a meet the candidates email mid to late September. The ballot will then be distributed via email in October.
- Zone 8 website now includes the AZM Region activities. Lorraine will add the Zone 8 link to AZM newsletters.
- Joel asked again that the Activities Committee send out updated calendar after the meetings that are dated so insurance can be proactively managed.

### **Agenda item 9 – Adjournment**

- The meeting was adjourned at 8:40 pm MST. Motion made by E.C. and seconded by Joel.