

**PCA Arizona Mountain Region
September 18, 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

Keith Guidus – Activities Committee member and presenting Treasurer’s report for wife Beth

Unable to Attend

Beth Guidus – Treasurer

Dave Vicioso – Membership Chairperson

Peggy Vicioso – Social Chairperson

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 with one added item regarding start and stop dates for the officer election activity period.

Agenda item 3 – Approval of Meeting Minutes from the August21, 2024, meeting:

August minutes were previously approved by the Board via email vote and posted to the AZM website at <https://azm.pca.org/about/meeting-minutes/>.

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

- Beth emailed the full Treasurer’s Report for August on the evening of September 3rd to the Board Members.
- August Report
 - o Checking Account balance start of the month of August: \$10,550.82.
 - o Income during the month total \$ 5,059.66
 - MSR DeYoung + Garage Tour \$847.45
 - Payment Veterans Donations \$387.20
 - Payment Veterans Donations \$485.20
 - Payment Veterans Donations \$96.80
 - Payment Veterans Donations \$19.12
 - Payment Veterans Donations \$485.20
 - Payment Veterans Donations \$362.62
 - PCA QTR Rebate \$626.07
 - PCA Rebates for the Picnic & the Veterans Event \$1,250.00
 - Sedona Veteran & Community Veterans Donations \$500.00
 - o Expenses during the month total \$56.00
 - Zel Metal Art Mug Samples: \$56.00

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- The ending balance which aligned with Chase bank statement is \$15,554.48.
- Note that at the time of this reporting, \$3,086.14 of this ending balance is committed to Veterans Event however more donations have been received. We have moved the donation target to \$6,000.00. (Later in the meeting Lorraine updated fundraising for the Veteran's event being at \$5,240.00.
- E.C. asked if the Deyoung advertising renewal check has been received and Lorraine stated no. Lorraine will also check on donation of gift certificates for Holiday Party. Lorraine and E.C. will coordinate on contacting Deyoung.
- Joel moved to accept the Treasurer's Report, Jeff Boehm seconded the motion. Report approved.

Agenda item 5 – Membership Report Lorraine for Dave Vicioso:

- In August, 3 New members, 2 Transfer in, 1 Transfer out and 2 Lapsed
- PCA shows 293 total for AZM Region.
- Lorraine will get with Dave to confirm report and gather the chapter breakout numbers
- Post Meeting: These are totals provided by Lorraine
- AZM Region updated totals.
 - 294 total members
- Chapter Breakout
 - Prescott: 202
 - Verde Valley/Sedona: 37
 - Flagstaff: 35
 - Lake Havasu: 20
- PCA National Membership had 2,041 drops in August versus 1,224 New members. The regions are responsible for following up on lapsed members.
- Membership in PCA is not automatically included by dealers when Porsches are purchased. Some offer membership information in sales packets. We will pursue this with the new Arrowhead dealership Chandler is building when it gets closer.

Agenda item 6 – Activity Committee Report: Jeff Boehm

- La Posada/Painted Desert/Petrified Forest
 - E.C. ran the La Posada route earlier today. There are two locations on the 260 where repaving is being done and they have one lane open with alternating direction traffic control. This will add about 30 minutes to the drive time up to the Painted Desert Diner.
 - E.C. will work with Jeff B. on final route, stops etc. and email the route out to the participants
- Fall Colors Drive to Flagstaff
 - Jeff said signups are underway and Dave and Peggy are leading this drive.
- Valley of Lights in December
 - Activities Committee is adding a Valley of Lights drive event with post dinner at the Colt Grill
- Holiday Party
 - Door prizes contacts are underway with the dealerships. Richard from Chandler is back September 30 and is meeting with E.C. then. Bob Frith is meeting with Scottsdale for the ask.
 - The MSR for the Holiday Party will be completed this week by Jeff B.
 - Jeff B asked what the raffle is for the Holiday Party and if there is a 50/50. Lorraine clarified the raffle will be for door prizes only

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- For January, working on a late month event TBD
- February looking at a new venue for the Wickenburg drive
- Chuckwalla track day
 - o February. Chris Margarites coordinating.
 - o Joel emphasized getting the insurance in advance. (NOTE: IF this becomes an official AZM event. It will be drive over only, does NOT include track insurance. That is on the participants.)
- March Anniversary party/officers meet and greet
 - o Augie's. Need to confirm date.
- PECLA and Temecula event last week of March
 - o Temecula Region wants to participate with us
 - o Would like this to be the joint Region PCA event with Temecula for the once-a-year subsidy
- Alpine Drive – TBD timing
- Autocross – TBD timing
 - o First connect with Arizona Region availability, Findley etc. Lorraine will speak with Bob Frith and Jeff Swain. Need to nail this down so balance of calendar can be completed.
- River Tour in April by Jeff Swain and GoodCarma Travel
 - o 22 people on wait list
 - o Bottleneck is the Porsche factory tour. They are stating only 15 people per tour. Jeff is pursuing expanding the numbers or adding a tour.
 - o Contact with Penske Porsche WEC race team has been made to try and schedule a tour of the race shop in Mannheim. We expect to hear from the team shortly.
 - o Jeff has a couple of backup tours he is working on as well
- Temecula Region Visit
 - o Lorraine mentioned that Temecula Region will be in Prescott Friday October 5th. Lorraine is working on a small number of AZM members to meet them prior to their dinner they have scheduled at The Palace at 8:00 pm for an expected group of 30 of their members. Working on a place to hold this cocktail hour. Jeff, Keith and Lorraine will work on this and update the Board.
 - o When E.C. spoke with Temecula President Victoria about the PECLA trip, she said they are also planning to be in Sedona on October 6. So E.C. will see about meeting them there.
 - o Jeff B. said Arizona Region is planning to be in Prescott December 8 for their Holiday Tour. Jeff will send info to Lorraine, Jeff S. and E.C. to publicize the event with AZ Region contact information.
- New Member Picnic
 - o Lorraine reported there were 71 paid customers and 61 actual attendees at the New Member picnic
 - o The region is going to take a harder look at food choices for 2025 and improve the food quality
- Silverton/Durango in October 2025
 - o Jeff B. asked if there will be enough interest? The answers were yes, it scored well on the survey last year and we can open it up to other Regions too.
- 2025 Garage Tour, Detailing tech sessions
 - o Popular. Look at Apache, Immaculate etc. to hold events next year
- Jeff B. is out of town most of October. Need to hold Activities Committee Meeting prior to his departure. Settled on evening of October 3rd.

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

- Per procedure, written versions of reports are included in the distribution of minutes to Board Members.
- Jeff Swain reported on the Facebook analytics and reviewed the graph shared to the group
 - o Increased followers to 110 members on the AZM Facebook page
 - o Reach is up to 1,600 in June, fell off then is rebounding back up
 - o Impressions peak at 1,709
 - o Trying out creative with “Happy xxx” Day based on mode designation
- E.C. reported on the AZM Website analytics
 - o Another very good last 28-day snapshot.. 3rd highest number of users this year, 4th all time. The new users number being high means multiple users not just same people re-visiting.
 - o Reviewed page rankings. Funny was the highest use day was the day of the picnic on September 15. People accessing it for directions.
 - o Social media as a source of traffic grew once again. The coat tailing off of the newsletter is working and listing of the URLs to the webpage in social media continues to drive traffic.
 - o We can do a trial with the Holiday Party Announcement between the newsletter timing and the posting on social media to see what the traffic is from each source to the website.
- Advertising
 - o Deyoung has renewed and remember they did not use their 50% off being a sponsor at an event. Activities Committee needs to keep this in mind pursuing event sponsorship.
 - o E.C. went to Porsche Chandler on September 10 but he was unavailable to meet. Will try again for a Zoom or phone meeting with him.

Agenda item 8 Ad Hoc Agenda Items and Open Discussion

- o 2025 Election
 - Discussed timing for election period of 2025 officers
 - Agreed to launch voting via an email on October 2 and conclude 11:59 pm October 31. Newsletter on October 1st will alert them to watch for the link the next day.
 - Need to make it clear in directions how to make sure Associate Members can vote successfully. If Associate Member does not receive their own email with the link to vote, primary member needs to copy the voting link and then send it to the Associate Member in a new standalone email.

Agenda item 9 – Adjournment

- The meeting was adjourned at 8:16 pm MST. Motion to adjourn made by E.C. and seconded by Joel.