

**PCA Arizona Mountain Region
October 16, 2024 – Via Zoom**

Minutes:

Attendees:

Lorraine Friedman – President

Joel Miculinic – Vice President

E.C. Mueller – Secretary, Webmaster

Robert Taylor – Past President

Jeff Swain - Activities Committee member and Social Media Chairperson

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

Steve Sweet – Activities Committee member and 2025 Membership Chairperson

Victoria Sweet – Member and candidate for 2025 Vice President

Unable to Attend

Jeff Boehm – Activities Chairperson

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 7:00 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 September 18, 2024, meeting:

September 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 September on the evening of October 8th to the Board Members.
- September Report
 - o Checking Account balance start of the month of September: \$15,554.48.
 - o Income during the month total \$ 5,053.03
 - MSR Picnic: \$1,614.30
 - Payments Veterans Donations: \$1,881.54
 - Payment Veterans Donations at Picnic: \$525.00
 - Payment New Member Badges: \$80.00
 - Payment for Gear purchased: \$96.80
 - Fraud Payback – Beth’s card: \$5.24
 - Exchange on Beth’s card for fraud payback: \$.15
 - DeYoung European Motors Advertising Annual payment: \$850.00
 - o Expenses during the month total \$1,516.24
 - Eliza’s Tamales Catering Picnic: \$1,425.00
 - Tempe Trophy - Badges: \$50.26

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- Fraud – Beth’s card: \$5.24
- Exchange on Beth’s card for fraud: \$.15
- Peggy V. reimbursed for picnic: \$35.59
- The ending balance which aligned with Chase bank statement is \$19,091.27.
- Bob Taylor moved to accept the Treasurer’s Report, Joel seconded the motion. Report approved.

Agenda item 5 – Membership Report Lorraine and Steve Sweet for Dave Vicioso:

- PCA and AZM reporting continues to be different. This fall will work on consistent reporting methodology.
- For this reporting period, we will use the following:
- AZM Region updated totals.
 - 291 total members
- Chapter Breakout
 - Prescott: 200
 - Verde Valley/Sedona: 36
 - Flagstaff: 35
 - Lake Havasu: 20

Agenda item 6 – Activity Committee Report: Lorraine, Steve Sweet & Jeff S.

- Lorraine discussed how they had a nice social in Prescott with the Temecula Region and others participating in their trip. The venue worked out well.
- Flagstaff Fall Drive October 18 canceled due to expected inclement weather. Joel will cancel insurance.
- Veteran’s Event in November (Lorraine and Keith)
 - Still need more volunteer drivers for providing the rides for vets
 - Lorraine will set up Square for accepting donations for hot dog lunch
- Final plans for December Events
 - December 3: Valley of Lights. Need updated flyer and information for website and social media
 - December 8: Arizona Region in Prescott for Lights – Jeff B. to reach out to Rook Younger regarding possible social get together/AZM participation
 - December 14: Holiday Party. All set. More email reminders to go out. Items for door prizes from Chandler and Scottsdale Porsche stores have been requested. Lorraine will also pursue items from Motul.
- 2025 Planning
 - January 10-12: Lake Havasu Balloon Festival
 - February: Working on a Wickenburg drive and lunch at Wickenburg Ranch. Possible Chuckwalla Track Day with Chris Margarites.
 - Steve Sweet speaking with Augie’s to nail down the March 8 or 15 General Membership meeting, meet the officers, social and dinner
 - Good traction with Temecula Region for planning Temecula and Porsche Experience Center trip March 20-22. More details at November Board Meeting
 - E.C. is exploring Porsche Peoria (Arrowhead) Soft Launch event for November 2025. Would include ½ day car show, autocross, and hot laps at Firebird Raceway then late afternoon social at

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- the new Peoria Porsche dealership with a soft launch of the store. Would include So. Arizona, Arizona and Arizona Mountain Regions.
- Working with an agency that does events for Chandler and their GM Richard. Also met with as GM of Firebird Raceway.
- AutoX Update
 - Cannot get a confirmed date from Findlay Center until January but likely a Sunday in June 2025 based on discussions of availability with the Findlay
 - Arizona Region is all good with loaning of helmets and cones. AZM will use manual timing again so there is no need for AZ Region electronic timing equipment.
 - Mike Sutter and Jeff Swain leading AX planning working with Phil Mullen.

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 graphs shared to the group
 - Reach is up to 1,600 in June, fell off then is rebounding back up even without a major activity
 - The user base on the FB page is consistently returning to the page. People are returning regularly to the page.
- E.C. reported on the AZM Website analytics
 - Largest User and Unique visitor counts since inception of the website
 - Two new categories showed up under sources. Paid search and referrals. Not sure where those come from. Investigating.
 - Social media as a source of traffic is down a bit from last month but is still happening.

Agenda item 8 Ad Hoc Agenda Items and Open Discussion

- 2025 Election Update
 - 59 responses thus far (compares to only 42 total for Treasurer last year)
 - 59 for President
 - 58 votes for VP and Secretary (one write in for VP)
 - 57 votes for Treasurer
 - Have met 10% of membership voting
 - Votes do still need to be checked for validity via membership number, email address and names
 - Reminder that the voting concludes at 11:59 pm October 31.
 - Lorraine will send out one more reminder to vote
 - Keith mentioned an email to those that voted with a thank you would be a good idea
 - Lorraine confirmed the vote count will be publicized with the results.
- Bob Taylor asked if there will be any more drives in 2024? No, next will be Wickenburg in January 2025
- Lorraine confirmed next Board Meeting is Wednesday November 13

Agenda item 9 – Adjournment

- The meeting was adjourned at 7:47 pm MST. Motion to adjourn made by Bob Taylor and seconded by Joel.