

**PCA Arizona Mountain Region  
December 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  
Steve Sweet – Activities Committee member and 2025 Membership Chairperson  
Victoria Sweet – Member and 2025 Vice President elect

**Unable to Attend**

Beth Guidus – Treasurer  
Keith Guidus – Activities Committee member  
Jeff Swain - Activities Committee member and Social Media Chairperson  
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 November 20, 2024, meeting:**

November 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: Lorraine Friedman for Beth Guidus:**

- Beth emailed the full Treasurer’s Report for November on the morning of December 3rd to the Board Members.
- November Report
  - o Checking Account balance start of the month of November: \$22,309.18.
  - o Income during the month total \$ 2,014.03
    - November Quarterly payment: \$1,009.54
    - MSR Misc. Activity Payments: \$670.80
    - Veteran Event Hot Dog Lunch Payments: \$222.69
    - Badge Order Lansing plus donation: \$45.00
    - Merch Purchases Friedman: \$66.00
  - o Expenses during the month total \$7,223.26
    - SmugMug Driver for website: \$17.16
    - Veteran’s event gift cards at COSTCO: \$6000.00
    - Hot Dog Truck for Veteran’s Event: \$898.45
    - Tiff Derr WordPress Consultant for website update: \$210.00
    - Tempe Trophy - Badges: \$16.54

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- Jeff Boehm reimbursed for Porsche and Pancakes guests: \$81.11
  - The ending balance which aligned with Chase bank statement is \$17,099.95
- Insight into December: \$1,500.00 income thus far, expenses about \$4,155.00 for Holiday Party. Tracking for month end/year-end balance in account of about \$14,450.00.
- Some postage used this month for the certificates of those participating in the Vets event that were not at the Holiday Party.
- Lorraine is ordering new officer badges
- Jeff B. moved to accept the Treasurer's Report; Joel M. seconded the motion. Report approved.

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

- Steve reported that we have 30 primary members in the database without addresses. Will work on getting updates. Lorraine will get with Steve about the reports from National that do breakdown location better.
- Reminder that for Board Meetings, the number should be reported through the previous month
- PCA and AZM reporting continues to be different.
- Steve and Lorraine to settle on consistent formula to reconcile National report with AZM reports to communicate at Board Meetings each month including chapter breakout detail.
- The goal for the AZM Region is to topple 300 total members in 2025.
- AZM Region updated totals sent out Via Email AFTER this meeting but added to the minutes.
  - 287 total members.
- Chapter Breakout
  - Prescott: 196
  - Verde Valley/Sedona: 39
  - Flagstaff: 34
  - Lake Havasu: 18

**Agenda item 6 – Activity Committee Report: Jeff B., Lorraine, Steve S.**

- Holiday Party was a big success with excellent feedback from attendees. Terrific job by Peggy and team putting it all together.
  - Raffle produced \$340 which helped offset the approved \$650 pricing subsidy taking it down to about \$467 net out of Treasury to support the party
- Wickenburg ranch is too expensive for February event so pursuing Los Caballeros as venue. Steve Sweet pursuing.
- Temecula and PECLA event is finalizing per E.C.
- In January E.C. will work with Arizona and Southern Arizona regions to plan a fall event at Firebird Raceway and a grand opening event for the new Peoria store, Arrowhead Porsche. More details next month.
- Updated calendar will be circulated by Jeff in a couple of days and E.C. will post placeholder dates on the website.
- Steve will speak with Keith G. regarding being co-social chair.
- Storage options for gear etc. to support all the items needed for events. Investigating being able to have accessible storage. Fees are about \$100+ per month from what we have found so far.

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- The Taylors offered to place a storage unit (Tuff Shed type) at their house if that is a solution that can be considered.
- Jeff Swain's housing development may have an option for us too. Lorraine will ask Jeff.

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

- Per procedure, written versions of reports are included in the distribution of minutes to Board Members.
- E.C. covered Facebook media and the website tracking with Jeff Swain not available at the meeting.
- Facebook
  - o From information provided by Jeff to E.C.
    - Saw a dip in reactions to posts. Perhaps due to the Holiday month and Jeff was not posting during one of 2 weeks while traveling in Portugal are likely reasons why.
    - Audience breakdown data was more granular from Facebook this month. As expected, most of our viewers are from Prescott/Prescott Valley. There are a good number of people from the greater Phoenix area engaging with our content (approx. 23%).
    - Interesting to note the active members in our Group increased by ~30% (from 27 to 37).
- AZM Website
  - o Solid past month in line with a bit of drop for Holiday time
  - o Some strange data. Usually track 1:1 with email blasts, however this time saw a different dynamic. Example is we did a standalone email blast for Porsches & Pancakes, but it did not pop into the top visited pages. This could be a good thing as more people are aware of the monthly event and do not need information from the site even with the email boost.
  - o The biggest day was December 14, the day of the Holiday Party. Like September when the biggest day was the day of the Picnic, people jumped on the website to get the address of the Capitol Club. Email newsletter December 1 was a close second.
  - o Looks like more browsing took place once on the site since time on site went up.
  - o News page popped since lead story on Newsletter was the new Peoria Porsche story in the News section
  - o Gallery popped up even without an email blast. Steve suggested it could be from people checking if Holiday Party photos were posted.

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

- Victoria asked about when a discussion will take place re: new officer roles. E.C. stated a new officer role Zoom meeting will be held in early January.
- Lorraine stated the changes for banking signatures cannot be done until after the first of the year
- E.C. stressed to all new officers and chairs to reserve March 15 General Membership Meeting/Anniversary Social. Will hold a fireside chat so people can ask questions. Hoping we can review all major events including finalizing 2025 Holiday Party tentatively at least for December 13.
- Want to use the monthly newsletter for quick polling to get interest in events and help determine options to pick.
- Steve asked if we could get a speaker or special guest for our March event. E.C. and Steve will discuss potentials like female racers etc.

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- Joel stressed the need to nail down the Ramada for the fall picnic. Lorraine will manage the reservation, but they are not taken until after the first of the year.
- E.C. passed on that Panorama editor notified him the Veteran's Event submission intended for the January issue was bumped to a reduction to only four pages for Region reports. Since they will not post Christmas/Holiday entries after February issue, they will post our Holiday Party story in February and the Veteran's story in March.
- Steve Sweet asked if the Panorama submissions can be used to pitch membership in our Region. E.C. said no. The entries can only be used to report events with pictures.
- Steve stressed that finding more ways to publicize the AZM Region to solicit membership is important.
- Reconnecting with Dave Fitzgerald in Flagstaff for events and membership development needs to be reengaged. The new Lowell Observatory exhibit could be a good one for Dave to lead. Steve and E.C. to discuss.

**Agenda item 9 – Adjournment**

- The meeting was adjourned at 8:09 pm MST. Motion to adjourn made by Jeff Boehm and seconded by E.C. Mueller.