

**PCA Arizona Mountain Region
November 20, 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
Peggy Vicioso – Social Chairperson
Keith Guidus – Activities Committee member
Steve Sweet – Activities Committee member and 2025 Membership Chairperson
Victoria Sweet – Member and 2025 Vice President elect

Unable to Attend

Jeff Swain - Activities Committee member and Social Media Chairperson
Dave Vicioso – Membership 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 October 16, 2024, meeting:

October 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 Beth Guidus:

- Lorraine emailed the full Treasurer’s Report for October on the morning of November 5th to the Board Members.
- October Report
 - Checking Account balance start of the month of October: \$19,091.27.
 - Income during the month total \$ 3,590.90
 - MSR Picnic & Holiday Party: \$2,183.85
 - Deposit refund for Ramada at Picnic: \$200
 - 2 badges + donation from Shugert: \$65.00
 - Lorraine Friedman Veteran Event Fees: \$310.82
 - Square payments for Vet Hot Dog Lunches Total: \$612.08
 - Merch purchases member Chute: \$219.15
 - Expenses during the month total \$372.99
 - AZM Costco membership renewal: \$140.86
 - Tempe Trophy - Badges: \$25.13
 - MadShirtz Gear Order: \$207.00

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- The ending balance which aligned with Chase bank statement is \$22,309.18
- NOTE: \$6,000.00 committed to Veteran's donation and \$655.00 committed to Hot Dog truck for lunches at the Veteran's event
- Joel M. moved to accept the Treasurer's Report; Bob T. 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. Steve S. is working on methodology to standardize reporting each month.
- For this reporting period, we will use the following:
- AZM Region updated totals.
 - 291 in September, now 288 total members. The difference is non renewals that may be back, TBD.
- Chapter Breakout
 - Prescott: 196
 - Verde Valley/Sedona: 38
 - Flagstaff: 34
 - Lake Havasu: 20
- Note from Lorraine: National is losing more members than gaining and renewal rates are down.

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

- Previous Wednesday held an Activities Committee meeting
- Steve Sweet was confirmed as heading up the Toys for Tots effort at the Holiday Party
- January event at Lake Havasu Balloon Festival has one remaining room in the block
- Wickenburg drive, overseen by Steve Sweet, is February 22
- March General Meeting, Anniversary Party, Officers' round table event is March 8th or 15th. Augie's is the primary desired location but may not be open yet. Steve Sweet to look at Badger's Den as fall back
- Temecula/PECLA event is March 20-22. E.C. is meeting with Temecula Region President, Victoria Veron, next week to finalize schedule. PECLA specific class choices will not be known until January
- April looking at an event at Badger's Den but may need to replace if used for March event
- Alpine Drive tentatively set for May 13-15. More info to come.
- June looking at social at Jasper Clubhouse
- July wine tasting and dinner at Cove Mesa Vineyards in Cornville. Event form coming soon from E.C.
- Autocross is not confirmed but likely to be at Findlay on June 1
- Tech session venue possibilities
 - Immaculate, Apache Armor, Triple Crown Detailing, the place that detailed Keith's car
 - Goal is to have paint repair, detailing and paint protection film services
 - Need to have a place that has the space for tables, chairs etc. and can present to the group
- Possible September dates of 17-19 for a Durango trip
- Veteran's Event recap
 - Went great. Lots of moving parts. Next time start prep earlier so not so frantic
 - Great certificates Peggy made to reward those in attendance and contributed to the effort and these will be handed out at the Holiday Party.
 - Gift cards were given to the vets that are most recent to the domicile

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- Drivers enjoyed the drives as much as the vet passengers. Very meaningful and fun.
- E.C. asked for a summary and data from the event to create a news story on the AZM website. Lorraine and Keith will get the info to E.C. and make sure it aligns with the certificates Peggy is creating.
- Keith and Joel suggested doing a special email blast with a summary of the event and link to the SmugMug photos out to members. Lorraine will handle.
- Note that the event donations and hot dog lunch were totally covered by donations except for \$33.45 was taken from the club treasury to cover the balance.
- Holiday Party
 - Peggy sent out the agenda to the Holiday Party. Volunteers in process and Peggy completing the list. Little set up needed as venue does bulk of setup, decorations etc. Right now, Peggy is looking at the setup arrival for AV at 4:00 pm. Others can arrive at 4:30 pm.
 - Buffet for dinner. Tables will be called up to avoid lines. Desserts will be set out after dinner.
 - Everyone gets six tickets. Can buy additional tickets 5 for \$10, 12 for \$20.
 - 50/50 will not be held at Holiday Party. 50/50 not really needed as we have so many other items and it cheapens an event like the Holiday Party. Can be done at March event and fall picnic which are more casual events and there is not anything to give away.
 - We have great items from Porsche Chandler and our AZM gear. Also have gift certificates from DeYoung. Nothing received from Scottsdale at this point.
 - Jeff Swain is handling the slide show at the event
 - E.C. and Lorraine will discuss programmatic elements
 - E.C. suggested a slight change to the order of events
 - Club announcements at 6:50, 7:00 desserts go out, 7:10 second blurb of short announcements and raffle starts immediately after.
 - Joel asked if anyone has contacted Chris Brown to be Santa Claus at the party and his wife as Santa's helper? Jeff B. will contact him.
- MSR new feature to pass on credit card fees
 - Historically the club just includes the credit card fee in the overall price of the event
 - The board agreed to continue handling the fee within the total fee without a line item for the fee. Lorraine asked for a motion: AZM Region to keep current system of including the MSR credit card fees within the total price of the event and not call out a pass through to the member as a separate line item. Motion made by Bob Taylor, seconded by Lorraine. Approved unanimously.

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.
- The website recently had an issue where the publishing engine failed. The publishing engine stopped working. Had to have the person that helped us before to help us and it cost \$210.00 to fix it. While in the site she also updated security plug ins etc.
- In January we will post a link to a pdf for the Newsletter instead of having to reconstruct the full newsletter on the website. Will need to have Tiff help to construct this new section.
- Jeff Swain is traveling. No stats received for social but will include in minutes. Overall, we are seeing the same steady growth, and we are seeing more AZ region people participating in our social media.
- E.C. reported on the AZM Website analytics

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- Following two record months for visitors fell back a bit however still a strong month
- Interesting that the most active day was not newsletter day, but the day PCA National sent out an email reminding members to enter the Fall Raffle on November 15.
- Paid search and referrals. Still trying to find out what these are.

Agenda item 8 Ad Hoc Agenda Items and Open Discussion

- Jeff B. asked if it is possible to create a separate mailing list for AZ Region members that attend AZM Region events so we can communicate with them separately and/or include in our communications? Yes, Lorraine can pull from the MSR lists from previous events, the past two years.
 - Need to be careful not to lock out AZM people because members from other Regions take spots
- Lorraine confirmed next Board Meeting is December 18
- Steve S. asked if the bylaws still require the bylaws be reviewed and where are we in that timing? Lorraine will check to make sure all new Board Members have a copy and have reviewed prior to taking office .

Agenda item 9 – Adjournment

- The meeting was adjourned at 8:06 pm MST. Motion to adjourn made by Bob Taylor and seconded by Joel.