

**PCA Arizona Mountain Region
Board of Directors Meeting Minutes
February 19, 2025**

Minutes:

Attendees:

E.C. Mueller – President
Randy Chamberlain – Treasurer
Victoria Sweet – Vice President
Steve Sweet – Membership Chair, Social Co-Chair
Jeff Swain – Secretary
Jeff Boehm – Activities Chair
Lorraine Friedman – Past President

Absent:

Keith Guidus – Social Co-Chair

Call To Order: 7:05 PM by President Mueller

1. **Approval of Today's Agenda** (verbal additions taken now!)
 - No additional topics
2. As always, minutes from all previous Board meetings are approved via email and posted on <https://azm.pca.org/about/meeting-minutes/> once approved by a quorum of Board members.
 - No questions on minutes posted
3. **Follow-up to officer and committee chairs' roles and responsibilities documents** sent out after the January Board meeting. Any questions or discussion?
 - No questions, no discussion
4. **Treasurer's Report** – Randy Chamberlain
 - Review Report, Discussion, Vote to accept report

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Treasurer's Report

AZM/PCA Activity	Entity	Item/Purpose	Person	Amount
Beginning Balance				
	12/31/24			\$14,450.04
Income / Deposits (see deposit details on separate tab)				
2-Jan	Motorsportreg	Net holiday party transactions (2-Jan email from J Boehm)	Jeff B	\$0.30
28-Jan	Online Deposit	Check from Don Halford for badge	Lorraine	\$25.00
Total income				\$25.30
Expenses / Withdrawals				
6-Jan	Zoom, recurring	Zoom annual fee Acct # 5003800663	Lorraine	\$159.90
6-Jan	Tempe Trophy	Officer badges	Lorraine	\$114.28
6-Jan	USPS	AZ TPT license renewal form mail	Lorraine	\$10.45
7-Jan	City of Prescott	\$200 security deposit, and \$210 for the parking passes (45)	Lorraine	\$410.00
7-Jan	Theeventscal, recurring	Events Calendar renewal license	EC	\$149.00
13-Jan	Godaddy #351191195, recurring	MS 365 Email Essentials, 1 year [cust # 555641684]	EC	\$82.84
13-Jan	Godaddy #35196007, recurring	ORG Domain Renewal, 2 years [cust # 555641684]	EC	\$46.34
15-Jan	Zelle PMT to Jeff Boehm	Reimburse SmugMug subscription	Lorraine	\$131.02 E
15-Jan	Moo Print	Business cards -- recruitment	Lorraine	\$147.56
22-Jan	Check Supply	Checking Acct checks	Randy	\$30.00 F
31-Jan	Tempe Trophy	Badges: Don Halford, Jeff B	Lorraine	\$35.24
Total Expense				\$1,316.63
Account Balances				
Beginning	14,450.04	12/31/24		
Ending Balance	\$13,158.71	1/31/25		
Monthly Δ	-\$1,291.33			\$0.00 checksum

Discussion:

- Request from Treasurer Chamberlain – if you see your name, please review for accuracy and verify line item(s)
- Vice Pres Sweet has yet to receive her debit card – will visit or call banker

Vote to accept:

Motion by Friedman, Second by Swain

- Unanimously voted to approve
- **New topic** – Club paying for new members at *Porsches & Pancakes* breakfast.
 - Background – when a new member attends *Porsche's & Pancakes* monthly breakfast their first time, the club has been paying for their breakfast.
 - Question to Board - Is this something we want to continue doing?
 - i. It's not very many people over the year that we are paying for.

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- ii. Should we keep it open ended if we approve doing it?
 - iii. Typically use club debit card (club has reimbursed if the card wasn't available at the breakfast)
 - Motion by Friedman – Formalizing that the Club continue to pay for new to region member attending their first *Porsche & Pancakes* breakfast.
 - i. Chamberlain seconds
 - ii. Vote – Unanimously approved.
 - **Storage Container** discussion, recommendation, decision and Board Vote
 - Preferred location
 - **Sandretto Hills Mini Storage** (Prescott, AZ) is preferred
 - i. Open 7A to 7P, 7 days all major holidays
 - ii. <https://www.sandrettohillsstorage.com/>
 - Cost per year
 - Automatic payment results in a 1-month annual discount (Pay for 11 months, get the 12th for free)
 - Table issue – Lorraine to send out details and we will vote offline.
5. **Membership Report** – Steve Sweet
- Total AZM Region and Chapter breakout numbers
Membership numbers,

Our Total 291, (PCA is 292)

Prescott / PV 201

Sedona 39

Flagstaff 31

Havasu 20
 - Chamberlain – is there a directory?
 1. Yes, however it is PCA National Privacy policy that this is not shared with region members
 - Only Region President and Membership Chair have access.
 - Membership Chair Sweet - 2025 Membership Strategy Plan and Discussion
 - Our club membership is 'stable' at around the 290-member level
 - Goal to have 300+ members.
 - Two primary reasons to pursue members.
 - We get funding from PCA National per member.
 - Have a larger pool of people to recruit for a variety of roles and leadership.
 - Plans:
 - Use 'recruiting' business cards.
 - i. Steve handed out 5 cards to each person at February *Porsches & Pancakes* breakfast.

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- ii. Thought is that the more of our members that pass them out the better from a membership recruiting perspective.
 - Membership Chair to help seek out and recruit volunteers from membership.
 - i. Peggy Vicioso created a volunteer flyer.
 - Membership Chair will follow up with members who are expiring.
 - i. PCA National web page has examples of letters to send expiring members.
 - Membership Chair to send welcome emails out to new and transferring members.
 - i. Include a link to the Region Web Page
 - ii. Include names of Board and Committee Chairs
 - iii. Include direct Region Calendar link.
 - Recruiting Outreach
 - i. Handing out the cards seems most effective.
 - ii. Attending Cars & Coffee and other events
 - iii. Local Publications – ads?
 1. Membership Chair will compile several publications and ad rates for future review and potentially advertise the club.
 2. Capture magazine's distribution also for decision making analysis.
 - iv. Booth/tent at local car events
 1. Having a booth at an event result in a PCA subsidy
 2. Previous efforts have not produced many results in member count.
 - v. Revisit creating Chapter Chairs across the region.
 1. Flagstaff, Verde Valley/Sedona, Havasu, etc.
 2. Review and present a job description at Membership Meeting on what's involved in an upcoming Board meeting.
6. **Activity Committee Report** – Jeff Boehm, Jeff Swain, Keith Guidus
- Activity Calendar Review
 - Events – Insurance is good through April 26 (Bagdad drive and lunch)
 - Web page calendar is updated to reflect the latest Activities Calendar
 - i. Looking forward to landing on a date for Veterans Event
 - New waiver process from National
 - i. Multitude of waivers for different events and participant types
 - ii. Must ensure waiver forms are witnessed.
 - iii. Anything with insurance requires an event report and observer report to be submitted.
 - Quick review of near-term upcoming events
 - Expansion of Temecula/**PECLA** Event invite
 - i. We are at (4) drivers for **PECLA**, the club is committed to (12) by contract.
 1. No new registrations in the last 2 weeks
 - ii. President Mueller emailed (7) other regions.
 1. No word back at time of BoD meeting if they are communicating the event to their members.
 2. We can have Lori DiCristo (our Zone 8 rep) send a Zone-wide email.

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- iii. Secretary Swain to call **PECLA** to understand if we can reduce participant size and what if any cost impacts there are.
 - 1. POST MEETING – per **PECLA**, we are committed to 12, they do not have a process to reduce the driver count contracted.
 - General Membership Meeting format and possible guest speaker
 - i. President Mueller has sourced a speaker.
 - ii. Venue changed to **The Fat Frog Sports Grill**
 - 1. Augie’s experiencing delays and may not be open by our meeting date.
 - Quickly look at future events and options
 - Survey results status (Cove Mesa event or Eden Restaurant) – Reschedule to August
 - i. Based on survey results we will pursue the wine tasting event at Cove Mesa and open up to AZ Region too
 - 1. Add an additional tour (like Copper Museum) and get hotels for anyone coming up from the Phoenix area.
 - Update regarding the Arrowhead Porsche reception for Fall 2025
 - i. Firebird Raceway likely to drop.
 - ii. Hard to get ahold of Dealer Principal and comprehend schedule right now to get a date commitment.
 - iii. Post meeting – Arrowhead Porsche event will occur on November 5th .
 - 1.
 - Officer and Board Member attendance at events
 - Important that Board Member attending events to talk.
 - i. Every event a Board member should speak for 2-3 minutes and identify other Board Members, Chairs, new Members (welcome them), do preview about upcoming club activities and thank people for attending and participating.
 - Waiver process update and the “waiver box”.
 - Activities Chair Boehm covered previously.
 - General discussion about informal feedback or suggestions for future events – if anyone has or hears suggestions, they should get funneled to Activities Chair
7. **Website, Social Media, and Advertising/Sponsorship Report** – E.C. Mueller and Jeff Swain
 - Social Media – best month EVER for activity on Facebook.
 - Top 10 locations engaging the page are in Arizona.
 - Not just our AZ Mountain Region (Phoenix, Mesa, Tucson, etc.)
 - Web Page – same as Social Media – all-time highs for activity
 - Paid Search & Referral
 - Referral – anything off newsletter
 - Direct search was highest ever.
 - Activities correlate to Newsletter and Event emails.
 - Nominations for Web Site awards are now open.
 - Based on our continued growth, we may submit the web site for National Award again
 - Sponsorship
 - Penske Glass (part of Scottsdale dealership) has inquired about becoming an advertiser.

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i. We've replied, waiting on them.

8. New Business/General Discussion

- PCA Zone 8 has created a Facebook Page
 - Focus on tips & tricks, technical BKM (Best Known Method), FAQ, etc. for cars
 - <https://www.facebook.com/groups/264748913544824/?mibextid=NSMWBT>

9. Adjournment

- Adjourned meeting at 8:13pm