

**PCA Arizona Mountain Region
Board of Directors Meeting Minutes
January 15, 2025 – Via Zoom**

Minutes

Attendees:

E.C. Mueller – President
Jeff Swain – Secretary
Randy Chamberlain – Treasurer
Keith Guidus – Social Co-Chair
Lorraine Friedman – Past President
Jeff Boehm – Activities Chair

Absent:

Victoria Sweet – Vice President
Steve Sweet – Membership Chair, Social Co-Chair

Meeting Called to Order at: 7:03PM by Mueller

1. **Approval of Today's Agenda** (verbal additions taken now!)
 - Friedman – add Storage Topic (New Business)
2. **High level summary of Zone 8 President's Meeting held on Saturday, January 4 at Porsche Ontario**
 - EC will assemble a package for the Board that is most relevant for us
 1. National has a lot of new stuff on the page
 2. 8-10% participation is very common across the club overall
 - a. Our participation rate in some cases is much higher (Holiday Party as an example)
 - b. Everyone's region is working to get younger members, more women involvement, more diverse activities to get members attention
 - c. Some items have been very successful – exposure at car events
 - i. Sedona Car Show for example
 - ii. Both Swain & Boehm to converse w/S Sweet re this
 - iii. Porsches & Pancakes have been very successful for us
 1. Where do they hear about it?
 - a. Friends/Neighbors
 - b. Seeing it online (social media or web site)
 - c. Arizona PCA Google search results with our region first
 - d. S Sweet has agreed he will take this on to investigate
 - i. February report out planned by S Sweet
 - e. The April Car Show presence did not produce results
 - i. We got exposure, but that wasn't felt to be the right market
3. **Treasurer's Report** – Randy Chamberlain
 - Review Report
 1. Beginning Balance ~\$17k, Ending ~\$14.5k

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2. Account dropped by \$2.6k – Holiday Party expenses the majority
3. **Motion** - Friedman move to accept Treasurers Report, Swain Second
 - a. Vote - **approved** unanimously

Treasurer's Report	2024-12-31		
AZM/PCA Activity			
Beginning Balance			
	12/2/24		\$17,099.95
Income / Deposits			
2-Dec MSR		Holiday Party	\$1005.90
16-Dec CASH from Holiday Party			\$499.68
		(see deposit details on separate tab	
Total income			\$1505.58
Withdrawals			
16-Dec P&P Bkfast Charges		1st Time Members	\$75.77
16-Dec Holiday Party		FINAL PAYMENT	\$3,867.21
16-Dec SKY DADDY		Holiday Entertainment	\$200.00
17-Dec Postage		Mailing for Thank You Certificates	\$12.51
Total Expense			\$4,155.49
Account Balances			
Beginning	17,099.95	12/1/24	
Ending Balance	\$14,450.04	12/31/24	

- Banking changeover status
 1. 3 trips to bank,
 - a. Banker availability and then the Bank needed Secretary or President inperson
 - i. Chamberlain & Mueller. added as signer
 - ii. Lorraine already on account
 - iii. V Sweet & Swain need to get there by Feb 13
 1. V Sweet completed 15 Jan
 - b. Debit Cards will be sent to home addresses
 - c. Discussion around who has online banking access
 - i. Likely just EC & Randy
- 4. **Membership Report** – E.C. for Steve Sweet with data provided by Steve

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- TOTAL MEMBERSHIP, report dated 01/01/2025 = 292 (PCA website shows 293).
 - Prescott: 200, VV/Sedona: 38, Flagstaff: 34, Lake Havasu: 20
 - S Sweet & Mueller discussed membership reports
 1. Time consuming to reconcile to National
 2. Balance to national
 - a. Report never will align with National due to timing issues
 - b. S Sweet will adopt a consistent process – it may not align with National, S Sweet’s numbers will be our POR (Plan Of Record)
 - Randy Question
 1. Does Panorama magazine address go where their National Membership address is?
 - a. Yes – the mailing address on National Database is where the magazine goes
 - i. Individual member has to update their address with National, we cannot
 - Randy Question – from a health of club, is it better to have more participation, or more active & associate members?
 1. There’s a financial benefit to increase membership numbers
 - a. Associate members earn the quarterly PCA stipend along w/primary member
 - i. POST MEETING: Received clarification that associate/co-members do not result in earnings/stipend from the National organization
5. **Activity Committee Update** – Jeff Boehm, Jeff Swain, Keith Guidus
- Quick report on Lake Havasu Balloon Festival Trip
 1. Despite weather it was a good time
 - a. Compliments on route, hotel and idea
 - b. Windy every day after 10:00AM (Balloons up only a short time daily)
 - c. Special Thanks to Bob Olson and Doug Buchanan for photography
 2. Had 4 people attend dinner that didn’t RSVP, and 1 couple arrived to go along that never registered
 - Activity Calendar Review
 1. Quick review upcoming events
 - a. Calendar looks good next few months
 - i. Wickenburg Drive on MSR (need calendar link activated on web page)
 - b. Chuckwalla event email proposal to EC tomorrow
 - c. Bagdad event – reservation set
 - d. Gabriella Dinner Res done
 - e. Everyone please review our web calendar and provide any opens to Boehm & Mueller
 - i. Highlight newsletter items if any come to mind
 2. Highlight insurance needs, deposits needed from Treasury, website calendar needs, etc.
 - a. Wickenburg MSR done
 - b. Chuckwalla – Boehm proposal email to Mueller tomorrow.
 - c. Membership Meeting at Augie’s is WIP
 - d. Bagdad restaurant reservation made
 - i. Requested to get town description from Jeanine again
 - e. Gabriella’s dinner social reservation made

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- i. Event Form done
 - ii. Web Page updated
 - iii. Need MSR
 - f. From Mueller – please review web calendar and provide feedback to Boehm for any changes.
 - g. Insurance
 - i. Bagdad can be executed
- 3. Open issues
 - a. PECLA March 20 -22; reservation requirements (Swain)
 - i. Reviewed PECLA contract and deposit situation
 1. Date & Time we want are open
 2. Contract sent for max group size of 12 (min group is 6)
 3. Whatever number of drivers selected is committed to
 - a. Pay for number registered, regardless
 - b. If contract for lower number and have more, it's possible the 'extras' won't get to drive if instructors are not available
 4. Believe getting 12 drivers is very low risk
 - a. Exclusive to AZM & Vineyard Regions for a couple weeks
 - b. Open to Zone (or select other regions) after to fill
 5. Our selected class – Mid vs Rear for \$980 pp
 6. Locking March 22 PECLA date with signed contract and %50 deposit required
 - a. Placing deposit from AZM Region treasury will consume half the current balance.
 - b. Advertise/charge more than the \$980 PECLA charge to cover and hedge bets on falling short of drivers
 - ii. Mueller - Take payment on square vs MSR?
 1. 3.9% MSR; 2.9%+0.3 on Square
 - a. Activities Committee to discuss moving to square?
 - iii. Randy – describe what are we paying above the billed PECLA course cost
 1. Historically added credit card fees into the event charge and not itemize them out
 - iv. **Motion by Swain** – select the Mid vs Rear course for max size of 12; Friedman second
 1. Discussion on why the group class – why not individual event registrations.
 - a. Keeps a closed group for the time window and 'outsiders' from participating in time window
 2. No discussion
 3. Vote – **approved** unanimously
 - v. **Motion by Swain** – The Region to fund course deposit of \$5700; Second by Chamberlain

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1. Considered a good risk
 2. Price using Square = \$980
 3. Vote – **approved** unanimously
 - a. Board gives permission to Swain as Club Secretary to sign contract with PECLA
 - b. Adding survey in February Newsletter (Cove Mesa event or Eden Restaurant) Others?
 - i. Swain sent question re having a single day even in months when there's a multi-day event
 - c. Waiver process update – reviewing President Meeting output with quantity and variety of waivers.
 - d. Planning meeting is being scheduled with AZ and So. AZ Regions for Multi Region event supporting Arrowhead Porsche Grand Opening in the Fall
 - i. Fall multi-region event at Firebird Raceway
 1. Pending store completion and staff-up
 - ii. Proposal to be made to Arrowhead Dealership
 1. Supporting Arrowhead's Opening
6. **Website, Social Media, and Advertising/Sponsorship Report** – E.C. Mueller and Jeff Swain
- Social Media
 1. Rebounding numbers on Reach & Engagement
 - a. Holidays saw drop off
 2. Continue to gain new page followers every month
 3. Clicks and click-throughs consistent
 4. User distribution seeing increased numbers from Phoenix area, and top 10 are AZ areas (not other states)
 5. Facebook group increased – Havasu area people joined both club and group based on the Balloon Festival event.
 - a. Group member activity increased
 - 3rd highest month yet – increase after the Holidays
 - Top pages – calendar, driven by newsletter
 - Classifieds – came out of nowhere
 - Gallery
 - Porsche Parade jumped towards the top
 1. Likely from browsing
 - Top traffic days – 1st & 2nd...
 - Want to convert newsletter to PDF and click month for newsletter to come up
 1. Consultant will build out
 - Carousel will be updated
 - Advertising
 1. Engaged by Penske Auto Glass Center (next to new dealer) – package sent
 2. Perhaps asking Augie's?
 - a. Will see if S Sweet can approach
 3. Peggy Vicioso led charge for the Region for sponsorship at events

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- a. How do we recruit sponsors for our big events going forward
 - i. Bigger events, opportunities to speak, etc.

7. New Business/General Discussion

- Storage Container – Friedman
 - 1. See screen shot:

AZM STORAGE – Best Value

Sandretto Hills Mini Storage, 3270 Tower Rd, Prescott, AZ 86305

Gate & Access Open Every Day, 7:00-&7:00pm

5'X10' \$ 95.00 monthly

\$50 security and 1st Month to get started, If we use Auto Pay on CC, we get 1 month free

10 days' notice for cancelation, no contract needed (there may be additional move in specials)

Drive Time from home to storage for you:

Jeff B – 12 min, Jeff S 15 min, Steve S -17 min, Keith 18 min.

Same Owners Different Facility – a little less costly

DEWEY Mini Storage (right past Quailwood on 69), 150 S. Hwy 69, Dewey AZ

5'X8' \$ \$79, monthly; 5'x10' \$85

Same deposit as above, \$50

10 days' notice for cancelation, no contract needed but discounts if you do one

5% discount for 6-month contract, 10% discount for a full year.

Drive Time from home to storage for you:

Jeff B – 15 min, Jeff S 18 min, Steve S -18 min, Keith 16 min.

- 2. Feb Board Meeting we'll vote on this

- No other new business to discuss

8. Adjournment

- Adjourned at 8:25PM
 - 1. **Motion** to adjourn – Friedman
 - 2. Second – Chamberlain