

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

Minutes:

Attendees:

E.C. Mueller – President
Lorraine Friedman – Past President
Randy Chamberlain – Treasurer
Jeff Swain – Secretary
Jeff Boehm – Activities Committee Chair

Absent:

Victoria Sweet – Vice President
Steve Sweet – Membership Chair/Social Committee Co-Chair
Keith Guidus – Social Committee Co-Chair

Meeting Call To Order = 7:04 PM

1. **Approval of Today's Agenda** (verbal additions taken now!)
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.
3. **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 Hallford for badge | Lorraine | \$25.00 |
| Total income | | | | \$25.30 |
| Expenses / Withdrawals | | | | |
| 6-Jan | Zoom, reoccurring | Zoom annual fee Acct # 5003800663 | Lorraine | \$159.90 |
| 6-Jan | Tempe Trophy | Officier 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, reoccurring | Events Calendar renewal license | EC | \$149.00 |
| 13-Jan | Godaddy #351191195, reoccurring | MS 365 Email Essentials, 1 year [cust # 555641684] | EC | \$82.84 |
| 13-Jan | Godaddy #35196007, reoccurring | 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 Hallford, 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 |

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- Balance down by \$1,291.33
 - a. PCA Subsidy Deposit of \$791.19 (quarterly membership subsidy)
 - i. Usually get an email with details from MSR (did not come this time)
 - ii. Feb 24th email from Denise Hovington at PCA to Randy
 - 1. Treasurer Chamberlain will annotate email/payment and resend
 - 2. We will get the subsidy quarterly, next one in May
 - b. Web Design was noted initially as a recurring charge, Treasurer Chamberlain confirmed that was inaccurate and it's a one-time charge.
- MSR sends report of deposits to Activities Chair Boehm
 - a. Jeff Boehm will forward as it comes in
- Motion by Swain to approve, Second by Friedman – Unanimous vote to approve
- Any open Financial Questions?
 - Treasurer Chamberlain distributed some checks to other officers for travel coverage
 - Autocross forms passed to Treasurer Chamberlain
 - a. Hold Harmless, Limited Access
 - i. Treasurer Chamberlain will sign and send \$1000.00 payment now to Findlay Toyota Center
 - 1. This amount is payment in full for the autocross event use of the lot
 - Capital Canyon Club timing for Holiday Party

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- a. Treasurer Chamberlain to sign contract and send \$500 deposit (or put club debit card on file)
 - b. Copy/notify Peggy Vicioso when signed/submitted to Capital Canyon Club
- President Mueller is tracking Sponsorship renewal dates
- 4. Membership Report – E.C. Mueller for Steve Sweet
 - Our Total 292 (PCA is 292)
 - Prescott / PV 177, Sedona 37, Flagstaff 28, Lake Havasu 21, Out of State 29
 - Note. The reported membership numbers are different from previous months as Steve added “Out of State” members who do not show AZM Region addresses.
 - Steve will contact these members asking them to update their PCA addresses.
 - President Mueller spoke with the (2) new members after the Membership Meeting really enjoyed the meeting and provided good feedback.
- 5. Activity Committee Report – Jeff Boehm, Jeff Swain, Keith Guidus
 - Activity Calendar Review
 - Highlight insurance needs, deposits needed from Treasury, website calendar needs, etc.
 - a. Insurance is covered through April events
 - i. Activity Chair Boehm will send Alpine event details to Vice President Sweet
 - ii. Activity Chair Boehm sent (2) MSR’s to President Mueller and Secretary Swain for publication updates (they can be included in Newsletter and staged for Social Media)
 - b. Autocross Insurance is pending
 - Review/Discussion of General Membership Meeting
 - a. President Mueller spoke with the (2) new members after the Membership Meeting really enjoyed the meeting and provided good feedback
 - b. Feedback on speakers Matt & Amy Crandall – it was great having them; people want more of that
 - c. Room too small, too hot at first
 - d. Service Staff by Fat Frog team was awesome
 - e. Food consensus was its average
 - Quick review of near-term upcoming events
 - a. Status of discounted PECLA portion of Temecula/PECLA Event
 - i. Executive Committee approved on 17 March selling 7 open slots at %50 of retail
 - ii. As of morning of 3/19, we have sold all 7 at \$490 ea.
 - iii. Spring Fling Event will incur a loss of \$3430.00
 - b. MSR’s needed
 - i. Bagdad & Alpine were created today (March 19)
 - ii. No other gaps
 - c. Email blasts needed
 - i. See above re new MSR’s, etc.
 - Open issues for future events?
 - a. Apex Motor Club interest?
 - i. A potentially free event!

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- ii. Discussion in Activities Committee to follow
 - 1. Other regions to include, if there's a fee (and how much)
 - Officer and Board Member attendance at events coming up
 - a. Gabriella's – Secretary Swain
 - b. Bagdad – Activities Chair Boehm, Membership Chair Sweet
 - c. Alpine – Activities Chair Boehm
6. Website, Social Media, and Advertising/Sponsorship Report – E.C. Mueller and Jeff Swain
- Social Media – Facebook saw a dramatic decline. No specific events to explain
 - Followers increased
 - Post Reach was low – despite more users
 - Web Site – highest ever users, breaking last month records
 - Traffic continues to coincide with newsletter publication dates
 - PECLA event drove a lot of traffic (referrals jumped quite a bit)
 - Sponsorship
 - Scottsdale may have changed their GM?
 - President Mueller will investigate, potentially we (several Board Members) will pay a visit
 - Penske Auto Glass manager never replied to follow ups re advertising
7. New Business/General Discussion
- Subsidy assignments (requests for money from PCA)
 - Multi Region 3 activity (Temecula/PECLA): \$750
 - a. submitted
 - Region New Member Social Event (Picnic): \$500
 - Charity/Community Service (Veterans Event): \$750
 - a. In past the club has applied the subsidy directly to the charity
 - Hospitality Park (joining another car event for recruitment): \$500
 - a. We did one event last year at Church Parking Lot car Club show
 - i. That show charges \$250 for a 'space'
 - b. K9 car show event at Findlay Toyota Center
 - c. Prefer we participate in an event without an entry fee
 - Multi-Region Two Activity Event (Arrowhead opening, Tortilla Flats, Avant Garde?): \$500
 - Merchandise Oversight
 - Past President Friedman has been managing the gear since the start
 - a. Can we identify who could take it on?
 - b. Question asked - Does it make sense to continue to have gear?
 - Past President Friedman will collect information on costs and revenue and report back so we can decide if we continue to offer (and therefore need to manage) club branded gear.
8. Adjournment
- Activity Committee Chair Boehm Motion to Adjourn, Treasurer Chamberlain Second
 - Adjourned 8:04 PM