

**PCA Arizona Mountain Region
Board of Directors Meeting Minutes
August 20, 2025**

Topic: AZM Board Meeting Agenda

Time: August 20, 2025, 7:00 pm Arizona

Attendees:

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

Absent:

Social Co-Chair Keith Guidus

Call to order at 7:00 PM

Approval of Today's Agenda (verbal additions taken now!)

1. 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.
2. Treasurer's Report – Randy Chamberlain
 - Review Report, Discussion, Vote to accept report

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Treasurer Report

AZM/PCA Activity	Entity	Description	Person	Amount
Beginning Balance				
	7/1/25			\$13,287.34
Income / Deposits				
1-Jul	Square	Cove Mesa	Lorraine	\$57.96
2-Jul	Square	Veterans	Lorraine	\$96.80
10-Jul	Deposit	Name badges: Andy & Candace Tomlinson + \$25 donation	Randy	\$65.00
15-Jul	Square	Veterans	Lorraine	\$120.77
17-Jul	Square	Veterans	Lorraine	\$23.97
21-Jul	Square	Veterans	Lorraine	\$145.35
30-Jul	Porsche Club of America	PCA 2Q2025 refund for AZM (7/30 email)	Randy	\$755.47
Total Income				\$1265.32
Expenses / Withdrawals				
1-Jul	Check #3047	\$100 to AZPCA for use of cone, flag, and helmet rentals.	Randy	\$100.00
2-Jul	SHMS LLC	Storage Unit	Lorraine	\$95.00
10-Jul	Check #3046	\$150 check to Mike Sutter for mileage & supplies (to support the 1-Jun autocross).	Randy	150
14-Jul	Prescott Junction	New Member breakfast: Ives & Billie Jean	Randy	\$52.94
14-Jul	Tempe Trophy	Name badges: Andy & Candace Tomlinson	Randy	\$26.32
Total Expenses				\$424.26
Account Balances				
Beginning	13,287.34	7/1/25		
Ending Balance	\$14,128.40	7/31/25		
Monthly Δ	\$841.06			\$0.00 checksum

Other Notes & Comments

- 1) Treasurer Report spreadsheet and Chase Account Statement reconcile exactly
- 2) Costco "Executive Membership Reward Gift Certificate" arrived in the mail 8/14/60. The certificate is redeemable for \$7.93. Potential use is for some AZM office supplies for the Treasurer (and would be reported). Other use ideas welcome.
- 3) A new tab has been added to log 2025 invoices. KISS format suggestions welcome!
- 4) Costa Mesa Event cancellation will require revenues to be refunded. These will be reported in next month's report. Forecast \$645.00 to be withdrawn via Square.
- 5)
- 6)

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- a. Report aligns to Chase account statement
- b. Club has a Costco credit based on prior year spend for \$7.93
 - i. Roll into Annual Picnic spend
- c. Invoices created for DeYoung European and Good Carma Travel
 - i. Post meeting – De Young European has submitted a check for their invoice.
- d. Scottsdale Dealership has a new GM – in discussions with them becoming a sponsor/advertiser also.

- MOTION: Past President Friedman moved to approve, Secretary Swain seconds
 - a. No discussion
 - b. VOTE: Unanimous vote to approve Treasurer Report

- Any open Financial Questions
 - None

3. Membership Report – Steve Sweet

- Region Total numbers

8/17/2025

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- Total Members = 287
- Primary Members = 179
- Affiliate Members = 108

- Flagstaff = 20
- Prescott = 175
- Verde & Sedona = 32
- Lake Havasu = 16
- Other = 44
- New Members = 1
- Expired = 5
- Test Drives = 2
- Lapsed = -3*
- Transferred in = 0
- Transferred out = 0
- Chapter Breakout numbers including new “Other” category for website when not in the four primary population centers of members (Prescott, Verde Valley/Sedona, Flagstaff, Lake Havasu)
- Discussion - we will create additional chapters as we reach 10 members per area (like Show Low or Payson)
- Other membership actions
 - Comms to expiring and lapsed members
 - a. Membership Chair Sweet makes a phone call to them
 - Comms to new members
 - a. Continue as in the past – a welcome email with a badge order form
 - Comms to test drive applicant
 - President Mueller is requesting a board member volunteer to back up Chairman Sweet for occasions he is not available (out of town, etc.)
 - a. Not closed at the meeting
- Comments
 - Test Drives are working well to convert new members, as we had yet another this past month become a full time member
 - For Wings & Wheels Outreach event, President Mueller will Provide Membership Chair Sweet with
 - a. Banner
 - b. EZ Up
 - c. Tables and chairs if needed
 - PCA National is implementing auto-renewals
 - a. June was highest ‘new members’ count ever
 - i. Combination of auto-renew and new-car sales (avoid tariffs)
 - b. Appalachian Region has developed a communication plan that is driving increased awareness that’s also improving recruiting for committees and Board members

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4. Activity Committee Report – Jeff Boehm, Steve Sweet

- Any updates on Activities Committee membership, meeting schedules etc.
 - Committee reorganization
 - a. No actions communicated
 - Committee is working on a preliminary plan for 2026 in the September meeting
 - a. Committee Chair Boehm commented on trying to keep the committee smaller to drive efficiency
 - b. President Mueller recommends the Activities Committee to invite the full membership to participate in part of this meeting for 2026 ideation (i.e. have a time slot anyone can join to participate in ideation)
- Activity Calendar Review
 - Quick report out on events since last meeting.
 - a. Badgers Den
 - i. Badgers Den dinner had service issues
 - 1. Feedback to Badgers Den from members both at event and post event has resulted in Badgers Den electing to no longer support our Members Picnic
 - 2. Picnic catering has been re-sourced to *Up In Smoke* (they were our caterer in 2022), with no pricing impact.
 - b. Augie's dinner
 - i. Augie's event went well
 - c. Cove Mesa cancellation
 - i. No questions or comments
 - Highlight insurance needs, deposits needed from Treasury, website calendar needs, etc.
 - a. Insurance has been processed/sourced for the next several events – no opens or issues presently.
 - Quick review of near-term upcoming events
 - a. Annual New Member Picnic
 - i. As noted above, *Up In Smoke* catering supplier confirmed
 - ii. Picnic volunteers recruited and assigned to needed areas
 - 1. Any additional support needed?
 - a. None noted at meeting time
 - b. Picnic committee to engage as quickly as possible if any arise
 - iii. Club Storage Space has a lot of dry goods – tablecloths, plates, etc.
 - 1. Past President Friedman will update the storage inventory for picnic supplies and advise Annual Picnic Lead S. Sweet & Red Rock Picnic Lead Mueller
 - 2. From inventory a collective shopping list will be created
 - iv. A check is required at end of the Annual Picnic to pay Up In Smoke
 - v. Annual Picnic Lead S. Sweet needs Tax Exempt document for Up In Smoke
 - b. Red Rock Picnic Budget
 - i. Reviewed current event budget with focus on event pricing

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1. Based on budget, the member pricing from our last event there continues to result in a small surplus
- ii. MOTION: Past President Friedman moves to keep event price at \$25, Treasurer Chamberlain seconds,
 1. VOTE: Unanimous vote aye to approve \$25 pricing for Red Rocks Picnic event
 2. An MSR and Web Page update are needed based on this decision

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- c. Fall Autocross
 - i. We have the first registrations for the event
 - ii. Timing & Scoring team has been confirmed
 - 1. Doug & Gwen Rupp, Keith Guidus, Pilar Wienke
 - iii. Communication Plan:
 - 1. Advise/engage Arizona Region
 - a. Autocross Lead Swain needs a connection in the AZ Region to drive comms with
 - i. Recommendation is engage Doug Buchanan, who is on their BoD and also does a lot of events with our Region
 - iv. Mike Sutter will be out of town for the event
 - v. Next AutoX Committee is meeting Sept 15
 - d. MSR's needed
 - i. Soon - Don Bell Picnic
 - e. Email blasts needed
 - i. Veterans
 - ii. Picnic
 - iii. AutoCross reminder in there somewhere
 - o Open issues for future events?
 - a. Volunteer needs for Picnic, Autocross, other events?
 - i. Covered in above discussions
 - b. Veterans Event donations are on par with mid-August last year
 - i. President Mueller to turn in subsidy form to PCA for Veterans Event
 - o Review Officer and Board Member attendance at events coming up
 - a. Near term future events are covered per discussions
5. Website, Social Media, and Advertising/Sponsorship Report – E.C. Mueller & Jeff Swain
- Statistics review
 - o Last month was one of our lower activity months on the web page
 - a. No obvious reasoning
 - b. High activity days seem more continuous, with people building habits to go to and rely upon the web pages.
 - o Social Media also saw a dip to pre-Autocross event traffic.
 - a. We have tripled our Instagram following in the 3 months the account has been open
 - i. We are at 49 followers – once we reach 100 more data will available to help guide us.
 - b. Autocross month traffic driven by a lot of non-club member viewers.
 - c. Discussion around what Social Media is doing for us:
 - i. Awareness primarily
 - 1. Expand engagement with younger members – specifically via Instagram we would like see if we get more under 40 or under 50 participants based on the exposure there.

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- ii. Creating new membership opportunities
 - 1. We have had incremental membership gains based on individuals seeing posts and discovering our region existed!
 - Update on website advertising billing to DeYoung and Good Carma
 - Invoices Mailed
 - a. Post-meeting, Treasurer Chamberlain reported that DeYoung European has provided a check for their invoice.
 - Status of Scottsdale and Chandler/Arrowhead advertising
 - Open – nothing to report presently
6. New Business/General Discussion
- Subsidy assignments update
 - Multi Region 3 activity (Temecula/PECLA): \$750 (received)
 - Region New Member Social Event (New Member Picnic): \$500 (Subsidy form submitted to Zone 8 rep for approval and submission to PCA National)
 - Charity/Community Service (Veterans Event): \$750 (will submit in October)
 - a. Submittal changed to August
 - Hospitality Park (joining another car event for recruitment): \$500 (Wings and Wheels) Update from Event lead S Sweet. Will submit subsidy form in September.
 - Multi-Region Two Activity Event (Arrowhead opening, Tortilla Flats): \$500
 - a. Status from Activities Committee Chair Boehm if good to go on this for subsidy
 - i. Report out – with Tortilla Flats event having no interest from AZ Region for multi-region subsidy, The Activities Committee is asked to look at what other events may be considered so AZM Region does not miss out on this subsidy.
 - Panorama articles status
 - We got bumped again...they cut 2 pages out of the regions section of Panorama...
 - AZM Merchandise Update: New member, Pilar Wienke, may be interested with helping. She will discuss with Lorraine.
 - Past President Friedman has a meeting schedule with Donna Z to collect current collateral and materials to hand off to Pilar Wienke
 - Randy visited Prescott Caps – no minimums, web presence available, etc.
 - a. Is happy to talk with Lorraine & Pilar about this.
 - Arizona Region Porsche Concours d' Elegance
 - Phoenix Flight 47 – 2025
 - Saturday - November 1, 2025
 - Westin Kierland Resort - 6902 E Greenway Pkwy Scottsdale, AZ 85254
 - Board Dinner in November at Moscato's
 - Wine room has been refreshed – attempting to get into this room. President Mueller has a visit planned to discuss with them
 - Archival of waiver proposal
 - Use SmugMug and create a private folder system for filing waivers

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- a. Secretary Swain to do a pilot exercise and if successful, create a process document and share results at next Board Meeting
- b. PCA National archival solution Glovebox For Redbook is being updated – depending on timing, this may also be a solution we can leverage.

7. Adjournment

- MOTION: Treasurer Chamberlain moves to adjourn at 8:32 PM; Second by Past President Friedman
 - VOTE: Unanimous Aye to adjourn