

**PCA Arizona Mountain Region  
Board of Directors Meeting Agenda  
October 15, 2025**

**Topic: MEETING NOTES: AZM Board Meeting Agenda**

**Time: October 15, 2025, 7:00 pm Arizona**

**Attendees:**

President E.C. Mueller, Vice President Victoria Sweet, Past President Lorraine Friedman, Treasure Randy Chamberlain, Secretary Jeff Swain, Activities Committee Co-Chair/Membership Chair Steve Sweet, Activities Committee Co-Chair Jeff Boehm, Social Chair Keith Guidus

**Absent:**

None

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

| Treasurer Report              |             |  |          |                    |
|-------------------------------|-------------|--|----------|--------------------|
| AZM/PCA Activity              | Entity      | Description  | Person   | Amount             |
| Beginning Balance             |             |  |          |                    |
| 9/1/25                        |             |  |          | \$15,298.41        |
| Income / Deposits             |             |  |          |                    |
| 2-Sep Motorsportreg           |             | Fall Autocross \$567.90, Goldwater picnic \$1057.70, Red Rock picnic \$94.40 | Jeff B.  | \$1720.00          |
| 10-Sep Check Deposit          |             | Sedona Area Veteran & Community Outreach                                     | Randy    | \$500.00           |
| 12-Sep Square                 |             | Veteran donation   | Lorraine | \$97.25            |
| 15-Sep Remote Deposit (#2227) |             | Veteran donation   | Lorraine | \$200.00           |
| 15-Sep Porche Club of America |             | PCA Charity Event -- Veterans  | E.C.     | \$750.00           |
| 15-Sep Square                 |             | Veteran donation   | Lorraine | \$412.82           |
| 22-Sep Square                 |             | Veteran donation   | Lorraine | \$290.70           |
| 25-Sep Checks Deposit         |             | Good Carma \$500, Porsche N Scottsdale \$850, Nametags \$20 + \$40 + \$20    | Randy    | \$1430.00          |
| 29-Sep Remote Deposit         |             | City of Prescott -- Goldwater picnic security deposit return                 | Lorraine | \$200.00           |
| Total Income                  |             |  |          | \$5600.77          |
| Expenses / Withdrawals        |             |  |          |                    |
| 3-Sep SHMS LLC                |             | Storage Unit   | Lorraine | \$95.00            |
| 10-Sep Costco                 |             | Picnic (Goldwater & Red Rock) supplies                                       | E.C.     | \$152.74           |
| 15-Sep Prescott Junction      |             | New Member P&P breakfast   | Lorraine | \$18.10            |
| 15-Sep Frys (PV)              |             | Ice for Goldwater picnic   | Jeff S.  | \$10.46            |
| 15-Sep Costco                 |             | Picnic cakes   | Lorraine | \$57.63            |
| Total Expenses                |             |  |          | \$388.93           |
| Account Balances              |             |  |          |                    |
| Beginning                     | 15,298.41   | 9/1/25   |          |                    |
| Ending Balance                | \$20,565.25 | 7/31/25  |          |                    |
| Monthly Δ                     | \$5,266.84  |  |          | \$0.00<br>checksum |

**Other Notes & Comments**

- 1) Spreadsheet Report and Chase Statement reconcile 100%.
- 2) Need to decide who should be primary on the Costco account. I propose it should be someone other than me since my local availability is unpredictable. Suggestions? Volunteers?
- 3) Some PCA payments come from Intuit Payroll Services with notification to Beth Guidus' email. With whom in PCA do we need to work to get the email address(es) updated? Suggestion: have both President and Treasurer on copy for email notifications.
- 4) Five (5) invoices have been issued. Four (4) have been paid. \$3050 of \$3900 deposited. Chandler/Arrowhead \$850 outstanding.
- 5)
- 6)

10/12/2025

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- Whatever data we have on the New Member picnic
  - Final report sent out – no questions
- Review Report, Discussion, Vote to accept report
  - Open invoice from Chandler/Arrowhead account
  - Current Veterans Event donation amount received is \$3507
- Any open Financial Questions
  - Costco Primary and Secondary contacts on the Club account
    - a. Lorraine has not renewed Cost\co AZM card because Costco requires new primary person on account
      - i. Cost vs value of having the account for sales tax savings is questionable (there is no tax avoidance/savings on gift card purchases)
      - ii. If desired it would require reset annually to a new primary person and also the annual fee.
      - iii. Every new club board requires the account be closed and a new one created
        - 1. Potential to span board elections depending on people remaining on board post Costco account renewal
    - b. Motion by Lorraine Friedman – let the account expire on October 31, and not renew.
      - i. Going forward the Club will use one of the existing Board members personal accounts to purchase as needed
      - ii. Second by Randy Chamberlain
      - iii. Unanimous vote to approve allowing Costco account to expire )and not renew)
  - Recieving quarterly membership payment report sent to past Treasurer Beth Guidus via PCA National Intuit Payroll Services account
    - a. It appears PCA does not have a consistent method for notification
    - b. PCA National Membership (Charlotte Chirinos) contact needs to revise who they have as club Treasurer identified in Intuit Payroll Services and update to Randy Chamberlain.
      - i. Lorraine Friedman will email Charlotte Chirinos to update our Treasurer contact to Randy Chamberlain and add E.C. Mueller and Jeff Swain.
    - c. POST BOARD MEETING – Communications sent to update contacts, and acknowledged by Charlotte Chirinos that Intuit Payroll software account contact list has been updated.
  - Note – E.C. Mueller will be paying balance for tables and chairs rental for Red Rock Picnic with his club debit card
  - Motion by Victoria Sweet to accept treasurers report
    - a. Second by Lorraine Friedman
    - b. Unanimous vote to approve Treasurers Report

**3. Membership Report – Steve Sweet**

- Membership breakout
- Last month and this month have large delta of region versus national. NOTE: PCA National as of 10/14 shows 296. Bigger delta than we normally see. Steve Sweet to investigate.
- Total Members = 288 (PCA shows 298)
- Prescott = 172

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- Flagstaff = 22
- Sedona / Verde Valley = 30
- Lake Havasu = 20
- Payson general area = 13
- Other = 31
- New Members = 4, Expired = 12, Test Drive = 1, Lapsed = 4, Transferred In = 1, Transferred Out = 0

4. Activity Committee Report –Jeff B. and Steve S.

- Any updates on Activities Committee membership, meeting schedules etc.
  - Board discussed the 22 October Activities Open Forum on zoom for membership input on 2026 Activities Planning
    - a. We will communicate to full club membership via email this coming Friday (October 17) with the agenda and include the events we've done in 2025 and the known event calendar for 2026
      - i. Direct/advise members interested to contact Steve Sweet to obtain the zoom link
- What is status of Activities & Social Committee
  - Who are Chairs?
    - a. For remainder of 2025, Steve Sweet is the Activities Chair
      - i. Touring Chair – Jeff Boehm
      - ii. Social Chair – Keith Guidus
      - iii. Committee Members – Jeff Swain, Doug Rupp
    - b. Steve Sweet, Keith Guidus, and Jeff Boehm are voting members on Board for remainder of 2025
- Insurance needs?
  - None noted
- Activity Calendar Review
  - Quick report out on events since last meeting.
    - a. Durango
      - i. Great and fun trip, 6 cars participated, 8 people
    - b. Tortilla Flat
      - i. Another fun trip, 12 participants.
    - c. Activities Committee is recommending that both trips become recurring, every other year
    - d. What can we do to market our activities better or differently (any learnings)?
      - i. Add a list with descriptions of what people can do once they arrive at a destination
      - ii. Testimonial from non-board member participants
      - iii. Contact local Porsche Club for community and meeting, etc.
  - Highlight insurance needs, deposits needed from Treasury, website calendar needs, etc.
    - a. No open items

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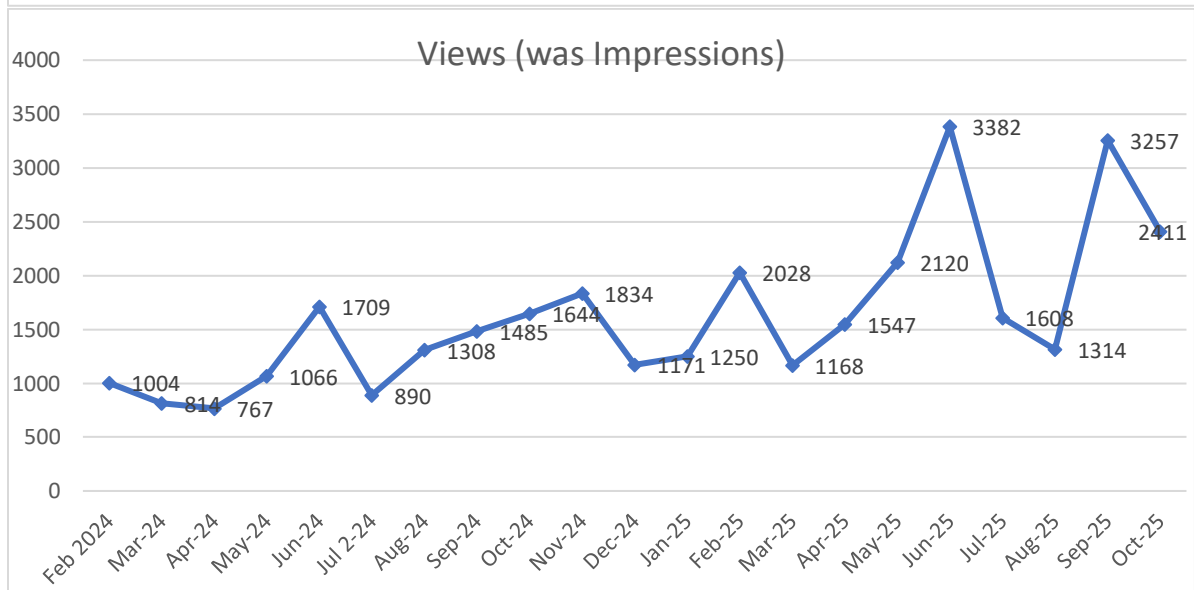
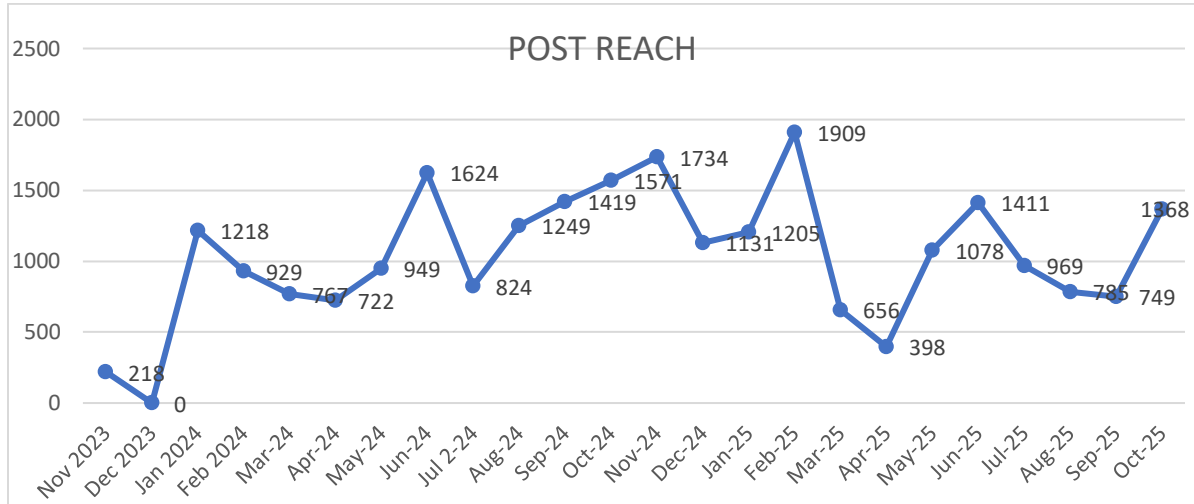
- Quick review of near-term upcoming events
  - a. Fall Autocross Update
    - i. 38 participants registered at time of meeting
    - ii. Lunch is not sponsored this time (VIP Insurance contact is out of town)
      - 1. Subway will donate 4 cases of water as part of our lunch purchase
    - iii. Requested Findlay Center run a Street Sweeper through the lot
      - 1. Findlay declined based on cost vs price of rental
      - 2. Jeff Swain contacted a sweep company to quote on sweeping the course.
      - 3. All other tasks are on track and we are ready for a fun and successful event.
      - 4. We still need photographers
  - b. Red Rock Picnic Update
    - i. At full capacity
    - ii. Needs volunteer for setup and tear down
  - c. E.C. Mueller needs access to the storage container and will be in Prescott next week to buy food for the picnic. Lorraine Friedman will meet him and use the remaining time on Costco card to save sales tax.
  - d. Veterans Charity Event
    - i. Donations short – around \$3500 (last year was \$6k)
      - 1. Keith Guidus – can we consider the Club Treasury to support the donation gap vs last year to get the donation budget to \$6k?
        - a. No motion yet
      - 2. Keith Guidus & Lorraine Friedman will be meeting with Veterans Hospital staff next week.
      - 3. Keith Guidus & Lorraine Friedman will get back to the board with a recommendation for the club to subsidize donation difference to meet last year's amount of \$6000.00 for purchasing Costco Gift Cards for the resident veterans.
    - ii. We have 9 driver volunteers presently
  - e. MSR's needed
    - i. All created for end of year
  - f. Email blasts needed and schedule desired
    - i. This Friday: Reminder regarding October 22, 2025 Activities Committee planning Zoom call.
    - ii. This Sunday: next reminder for donations and volunteers for our Veterans event on November 8, 2025
- Open on Observer Reports – Jeff B, please get those caught up
- Open issues for future events?
  - a. Any?
    - i. Nov 15 tech session at DeYoung's
      - 1. Need an event form asap

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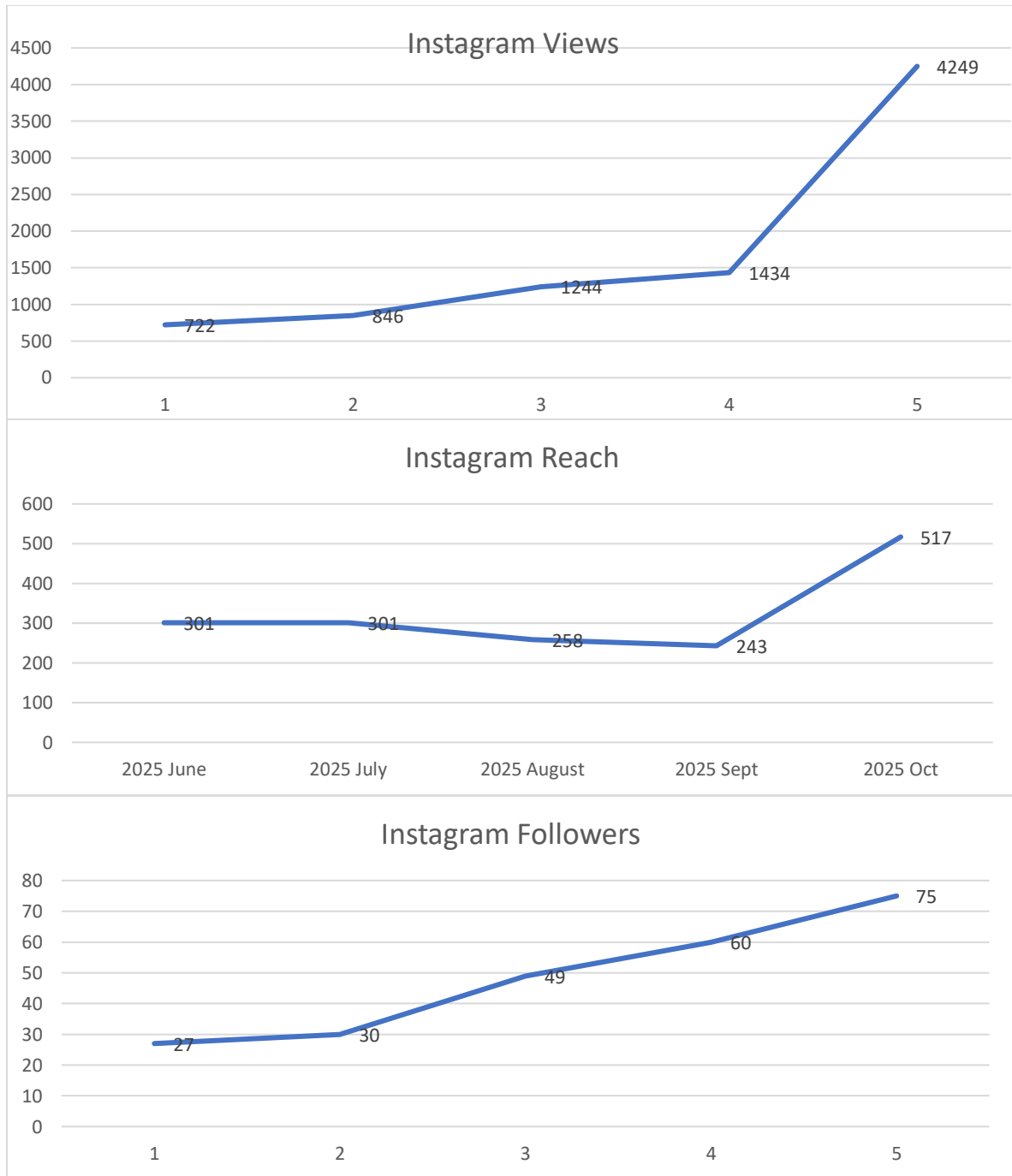
- Review Officer and Board Member attendance at events coming up

5. Website, Social Media, and Advertising/Sponsorship Report – E.C. Mueller & Jeff Swain

- Social Media Statistics review



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- Website data:

| September as of 9/16        |   | Comments  | October as of 10/14                  |   | Comments  |
|-----------------------------|---|---|--------------------------------------|---|---|
| <b>Users</b>                | 521   | Big rebound, second highest this year.  | <b>Users</b>                         | 625   | Big month, second most this year. Surprising since fewer email blasts.  |
| <b>New users</b>            | 455   | Second highest all time   | <b>New users</b>                     | 567   | New second highest all time   |
| <b>Home Page</b>            | 316   |   | <b>Home Page</b>                     | 412   |   |
| <b>Calendar</b>             | 230   | August 25: Cal in email blast for picnic<br>Sept. 1: Newsletter<br>Sept. 4: Cal in email blast for picnic<br>Sept. 10: Cal in email blast for T. Flat   | <b>Fall Autocross</b>                | 244   | Oct. : Newsletter   |
| <b>New Member Picnic</b>    | 214   | August 20: FB & IG Post<br>August 25: email blast<br>Sept. 1: Newsletter<br>Sept. 4: email blast & FB post<br>Sept. 8: FB & IG post   | <b>Calendar</b>                      | 152   | Oct. 1: Newsletter  |
| <b>Fall Autocross</b>       | 133   | Aug. 22: FB & IG Post<br>Sept. 1: Newsletter  | <b>Red Rock Picnic</b>               | 60  | Oct. 1: Newsletter  |
| <b>Holiday Party</b>        | 77  | Sept. 1: Newsletter   | <b>DeYoung Tech and Garage Tour?</b> | 54  | This is a link from event in July 2024. Very strange. No idea what drove traffic to it.   |
| <b>Tortilla Flats</b>       | 62  | Sept. 1: Newsletter<br>Sept. 10: email blast  | <b>AZM Holiday Party</b>             | 47  | Oct. 1: Newsletter  |
| <b>Gallery</b>              | 53  | Sept 1: Newsletter  | <b>Gallery</b>                       | 39  | Oct 1: Newsletter specific gallery mention for picnic photos  |
| <b>Average time on site</b> | 1:32  |   | <b>Average time on site</b>          | :48:00  |   |
| <b>Sources</b>              | Direct 325<br>Search 69<br>Social 49<br>Referral 10           | Search is classification when coming from email blasts. Social blip links in our social platforms. Paid search is from sources where our link is on paid sites. ? Referral is a website(s) that have our link on them (i.e. Zone 8 website) | <b>Sources</b>                       | Direct 389<br>Search 83<br>Social 74<br>Referral 7<br>Paid Search 5 | Search is classification when coming from email blasts. Social blip links in our social platforms. Paid search is from sources where our link is on paid sites. ? Referral is a website(s) that have our link on them (i.e. Zone 8 website) |
| <b>Top traffic day</b>      | Sept. 15 = 62<br>Sept. 8 = 60<br>Sept. 1 = 46<br>Sept. 4 = 28 | Sept. 15: LOTS of traffic - followup to picnic?<br>Sept. 8: Day of picnic reg deadline. (Deadline reminder went out Sept. 4) and social media<br>Sept. 1: Newsletter<br>Sept. 4: Picnic reg deadline reminder email blast AND social media  | <b>Top traffic day</b>               | Oct. 9: 48<br>Oct. 1: 40  | October 7: Wings and Wheels cancelation email blast<br>October 9: Wings and wheels cancelation on IG and FB<br>Oct. 1: Newsletter   |

- Update on website advertising billing, DeYoung (paid), Good Carma (paid), Porsche North Scottsdale (paid), Porsche Chandler/Arrowhead (in but TBD amount and stores), McIlvain (paid)
    - All advertisers came on board as Premier Sponsors
      - Website currently cannot support this volume of Premiere Sponsors
        - Potentially this may result in some expense to reconfigure the web site -or- add advertiser blocks into the carousel view at the top of page.
      - Arrowhead Porsche indicates they do want to be an advertiser
        - They are 2.5 months overdue
      - Dealer is working on how to position Chandler and Peoria stores in advertising on AZM website.
    - North Scottsdale Dealer donated a box of jackets and a few other items for event awards (door and raffle prizes)

## 6. New Business/General Discussion

- Subsidy assignments update

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- Multi Region 3 activity (Temecula/PECLA): \$750 (Paid)
- Region New Member Social Event (New Member Picnic): \$500 (Paid)
- Charity/Community Service (Veterans Event): \$750 (Paid)
- Hospitality Park (joining another car event for recruitment): \$500 (Wings and Wheels)
  - a. We need to return if we cannot find a replacement 'hospitality park' type event
- Multi-Region Two Activity Event (possibilities?): \$500
- AZM Merchandise Update: We have a link now to the AZM Gear Store that everyone can look at it. [flat-six-gear.getgivee.com](https://flat-six-gear.getgivee.com). Remember to include the access code for entry (6263). Lorraine Friedman to provide more details.
  - Store is semi-live with the code
  - Caps will be added
  - Club Webmaster needs copy written on how it works to communicate to the members, adding to the website, etc.
- 2026 Event Planning Meeting scheduled for October 22<sup>nd</sup> 7:00-7:30 open to all members for ideas.
  - See commentary above
  - Contact Steve Sweet for Zoom info for those wishing to attend.
- Moscato or Eden reservation for a Board Member dinner: Discuss latest pricing.
  - Send E.C. your entrée choice asap
- Smug Mug archiving – Jeff Swain
  - Open remains on SmugMug's archival
    - a. Can we determine SmugMug's backup/archive model?
      - i. Jeff Swain to investigate
- Officer commitments for 2026
  - Victoria Sweet – yes, continuing as VP in 2026
  - Jeff Swain – yes, continuing as Secretary in 2026
  - Randy Chamberlain – yes, continuing as Treasurer
  - Existing Chairs indicate willingness to continue on in current roles.

**7. Adjournment**

- Motion by Lorraine Friedman to adjourn at 8:26 PM
  - Second by Randy Chamberlain
  - Unanimous vote to approve