

**PCA Arizona Mountain Region
Board of Directors Meeting Agenda
November 19, 2025**

Topic: AZM Board Meeting Agenda

Time: November 19, 2025, 7:00 pm Arizona

Attendees: President E.C. Mueller, Secretary Jeff Swain, VP Victoria, Treas Randy, Past Pres/Membership Lorraine, Activities Chair Jeff B

Absent: None

Call To Order at 7:00 PM

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

1. As always, BOD Meeting Notes 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
 - Event reports from Red Rock Picnic and Vets Event
 - Review Treasurer's Report, Discussion, Vote to accept report

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Treasurer Report

AZM/PCA Activity	Entity	Description	Person	Amount
Beginning Balance				
10/1/25				\$20,565.25
Income / Deposits				
1-Oct Motorsportreg	Autocross \$852, Goldwater picnic \$725.70, Red Rock picnic \$707.40	Jeff B.		\$2285.10
3-Oct Square	Veteran donation	Lorraine		\$96.80
3-Oct Deposit	Nametag -- Osborne	Randy		\$20.00
6-Oct Square	Veteran donation	Lorraine		\$241.85
7-Oct Square	Veteran donation	Lorraine		\$72.22
7-Oct Porsche Club of America	Wings & Wheels recruitment pmt	E.C.		\$500.00
9-Oct Square	Veteran donation	Lorraine		\$23.97
14-Oct Deposit	McIlvain Motors -- Marketing	E.C.		\$850.00
14-Oct Cash Deposit	Cash money from Picnic	Steve S.		\$96.00
14-Oct Square	Veteran donation	Lorraine		\$48.25
20-Oct Square	Veteran donation	Lorraine		\$96.50
24-Oct Remote Online Deposit	Cash: 50/50 Picnic Raffle + \$60 autoX lunch sale	Lorraine		\$276.00
24-Oct Square	Veteran donation	Lorraine		\$145.35
27-Oct Square	Veteran donation	Lorraine		\$121.07
27-Oct Square	Veteran donation	Lorraine		\$72.22
28-Oct Square	Veteran donation	Lorraine		\$48.25
30-Oct Porsche Club of America	3Q2025 Region Refund (11/5 email)	E.C.		\$1137.59
Total Income				\$6131.17
Expenses / Withdrawals				
2-Oct SHMS LLC	Storage Unit	Lorraine		\$95.00
3-Oct Amazon	Autocross supplies -- white polish, balaclavas	Lorraine		\$75.32
3-Oct Check 1122	Up In Smoke BBQ	Jeff S		\$2808.99
6-Oct Tempe Trophy	Nametag -- Pitman	Randy		\$17.13
6-Oct Tempe Trophy	Nametag -- McIlvain	Randy		\$17.13
6-Oct Tempe Trophy	Nametag -- Dawson x 2	Randy		\$26.32
6-Oct Tempe Trophy	Nametag -- Osborne	Randy		\$17.13
17-Oct Check 8328	Findaly Toyota Center -- Autocross venue	Jeff S		\$1000.00
20-Oct Frys-Food-Drug (PV)	Autocross supplies (ice, etc.)	Lorraine		\$24.62
21-Oct Check 3051	Andrew Weitkonat -- Autocross lunch	Randy		\$600.00
21-Oct Check 3052	Mike Sutter -- Autocross mileage reimburse	Randy		\$150.00
21-Oct Verde Events & Tents	Red Rock Picnic (10/28 email)	E.C.		\$251.91
23-Oct Costco (Prescott)	Red Rock Picnic (10/28 email)	E.C.		\$153.00
27-Oct Safeway (Sedona)	Red Rock Picnic (10/28 email)	E.C.		\$65.30
27-Oct Clark's Market (Sedona)	Red Rock Picnic (10/28 email)	E.C.		\$17.94
Total Expenses				\$5,319.79
Account Balances				
Beginning	20,565.25	10/1/25		
Ending Balance	\$21,376.63	10/31/25		
Monthly Δ	\$811.38			\$0.00 checksum

Other Notes & Comments

- 1) Spreadsheet and Chase statement reconcile; highest ending cash balance in 2025
- 2) \$500 Recruitment funds returned to PCA with Wings & Wheels cancellation (will be reflected in NOV)
- 3) \$966.48 Veterans funds received in October. \$3,991.34 received YTD (thru OCT end)

- Motion to approve by Swain to approve, Seconded by Friedman
 - Vote to approve – unanimous approval
- Any open Financial Questions
 - None

3. Membership Report – Lorraine Friedman (acting membership chair)

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- Membership breakout – We are officially at 300 members!
- Good news! AZM totals align with PCA National! Not sure why the past few months were so far off.
- Total Members = **300!**
- Prescott = 192
- Flagstaff = 25
- Sedona / Verde Valley = 34
- Lake Havasu = 20
- Payson general area = 13
- Other = 16
- New Members = 0, Expired = 6, Test Drive = 2, Lapsed = 3, Transferred In = 1, Transferred Out = 1

4. Activity Committee Report – Jeff Boehm

- Summary of past events
 - Red Rock Picnic
 - a. Thanks to Jeff Boehm for leading folks over the event
 - b. Thanks to Victoria Sweet & Jeff Swain for food help
 - c. Thanks to Don & Lyn Bell for hosting us!
 - d. Thanks Lorraine & Steve for all the other help with shopping, etc.
 - e. Drinks left over, a little bit of food left over
 - f. Beautiful weather to be enjoying the view from the Bell's house
 - Vets Event
 - a. Great event
 - b. Great participation for drivers and the Vet's enjoyed the rides tremendously
 - c. Coffee and Donuts very popular and better than hot dog truck
 - d. Veterans were very thankful and excited
 - i. Fund raising didn't meet last year's mark – need to adjust against the economy, the Veterans Residence folks were not concerned – they mentioned a year over year downturn
 - e. Gave out 54 Costco gift cards, 53 veterans took rides
 - i. We ended up with 6 extra gift cards, and small amount of cash
 - 1. Lorraine & Keith will work with Cory at Veterans facility on dispositioning remaining funds.
 - f. We plan to continue it next year
 - i. Re-evaluate the goal
 - ii. Start build up earlier – talk about the success of the event at the Holiday party, etc.
 - DeYoung Tech Session
 - a. Good event
 - b. De Young team provided food, furniture, etc. and delivered excellent content
 - i. Feedback that the sound system needs improvement
 - c. Didn't have the turnout – folks signed up and no-showed.
- Updates

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- Activities Committee members
 - a. Jeff Boehm Chair, Jeff Swain, Doug Rupp, Keith Guidus
 - i. Any Board Executive Committee can be a member
 - b. December Region newsletter will highlight need and welcome for more committee members
- Summary of 2026 Activity Planning Zoom call with members
 - a. Working to incorporate more day trips and weekend activities
 - b. Trial the 'Where's Wednesday' Happy Hour concept
- Progress towards 2026 Activities planning
 - a. Focus on Lake Havasu Fireworks event planning
 - b. Resetting Wickenburg drive into January, with March as our fall-back for weather
 - c. Board Request to committee for setting New Member Picnic date asap so we can reserve Ramada
 - i. Look to avoid Rosh Hashana and have picnic on September 20
 - d. Board Request to committee for Anniversary Party date, location, and what kind of event we will have
- Remaining 2025 insurance needs?
 - Valley of Lights? – DONE
 - a. Limit to 25 due to Rosa's capacity
- All post event and observer's reports submitted for past events.
 - All DONE
- Upcoming Activity Calendar
 - Valley of Lights
 - On MSR
 - Holiday Party
 - Team needs to align on event schedule for timing of speaking, raffle items, etc.
 - Peggy Vicioso is point person for the venue
 - Reviewed event plan, a few opens
 - Raffle
 - Every participant gets set amount of tickets
 - Can buy more
 - Toys for Tots plan?
 - Doug Rupp managing
 - Victoria Sweet to help at event
 - Volunteers
 - Greetings – Victoria Sweet
 - Check In – Dana Swain & Linda Fuegen
 - Tickets – Dana Swain & Linda Fuegen
 - Toys for Tots – Doug Rupp (confirm a vehicle to transport the toys)
 - It would be nice to have a Marine attending
 - Jeff Swain to pursue Recruiting Office (post meeting – the closest Recruiting Office is now in Peoria)

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- Raffle Items – Jeff Swain, Dana Swain, E.C. Mueller, Lorraine Friedman
- Slide Show – Jeff Swain (Lorraine Friedman to arrange AV)
- Photos – Jeff Boehm
- Capital Canyon Club payment & SkyDaddy payment – Lorraine Friedman
- February – Fireworks event in Havasu
 - Working to finalize the actual date, likely Friday of the event (possibly Saturday)
- Need date asap for New Member Picnic, Anniversary Party, Holiday Party
 - See notes above
- Email blasts needed and schedule desired

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

- Social Media Report for this Month: Jeff Swain
 - Facebook activity pretty consistent to last month, with an additional 4 more followers.
 - Most popular posts
 - a. News article on Porsche CEO replacement
 - b. Tech Session announcement
 - c. Autocross images
 - Instagram saw us grow to 80 followers.
 - a. Views dropped from last month
 - b. Autocross photos driving the increase in last month's number
 - c. More normal view count, less reach
 - d. More people looking, not coming back or seeing repeats based on friends or others likes
 - Facebook Group
 - a. Flat activity
 - b. No new users
 - c. Quantity of posts down by ~55%
 - Jeff is using the planner function to post to both Facebook and Instagram. Both pages thus getting virtually identical content. Jeff will focus on increasing Instagram post volume with the goal to get past 100 followers and begin to see follower age and location demographics. This will increase post volume and add variety/differentiation.
 - a. See separate report as well
- AZM Region website statistics this Month: E.C. Mueller
 - See separate report
- Update on website advertising billing:
 - DeYoung (paid), Good Carma (paid), Porsche North Scottsdale (paid), McIlvain (paid), Arrowhead (confirmed – new invoice sent. Still on Sept. 1 cycle)
- Having 4 Premier level advertisers requires some website redesign work.
 - Exploration started.
 - Home page and advertisers pages are updated on website for now.

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 cancelled – Subsidy returned to National
- Multi-Region Two Activity Event (possibilities?): \$500 (not used)
- Begin matching these to 2026 events
- AZM Merchandise Update? Status of AZM Gear Store that everyone can look at it. flat-six-gear.getgivee.com. Remember to include the access code for entry (6263).
 - Lorraine Friedman will provide more details and verbiage for newsletter to launch.
 - a. Caps need to be handled separately based on who does the graphics (caps are done differently)
 - Established a subcommittee for launch process (Lorraine Friedman & Jeff Swain, Randy Chamberlain)
 - a. How to communicate the order process
 - b. Handel hats
 - c. Communication plan
- Smug Mug archiving update – Jeff Swain
 - Determined we will retain hard copies
 - SmugMug will be a backup digital copy to cover any damage to hard copies.
- Cancelling Moscato BOD dinner for November 21 due to number of declines. Reset for January BOD meeting (for Board Members) followed by a dinner with BOD members spouses/guests joining for dinner. Look at a single location for meeting room and dinner, likely in Prescott.
 - Discussion: select appropriate day & time for work schedules (a Friday or Saturday)
 - a. January 9 target
 - b. Small room at Augie's, Small room at Hassayampa Inn
 - c. Start at 4:00 PM
- Executive Committee will continue discussions regarding Membership Chair, co-Activities chair via email and will meet, if necessary, prior to January BOD meeting.
 - We have one Membership Chair candidate
 - We need an Activities Committee co-chair
- Holiday Party Program Agenda (see separate document)
 - See above discussion
- Consider replacing our speaker/microphone with a system more functional – Jeff Swain
 - Motion by Lorraine Friedman, second by Victoria Sweet for max target budget of \$3000.00 for new sound system w/multiple speakers
- New Zone 8 Rep is Victoria Varon from Vineyard Region (Temecula, CA)

7. Adjournment

- Motion by Randy Chamberlain to adjourn, Second by Lorraine Friedman.
 - Meeting adjourned 8:20 PM