

Shenandoah Region PCA

Annual Planning Meeting

Jefferson-Madison Regional Library
705 West Rio Road
Charlottesville, VA 22901

January 28, 2017 10:30-2:00 PM

- I. Call to Order 10:35 AM
- II. Welcome Current and New Members and Guests
- III. Introductions (10 minutes)
 - A. Officers
 1. President: Hank Weil
 2. Vice President: Mark Doherty
 3. Vice President: Randy Bell
 4. Secretary: Lynne Taylor
 5. Treasurer: Carey Lockhart
 6. Past President: Clint Shuler
 - B. Committee Chairs
 1. AutoX & Driving Co-Chairs: Erik Boody & Rick Ebinger
 2. Webmaster: Jim Condon
 4. Goodie Store Chair: Kim Butcher
 5. Safety/Insurance Chair: Erik Boody
 6. Membership Chair: **Open** (Hank Weil maintaining)
 7. RPM Chair: Sherry Westfall
 8. Tour Chair: **Open** (Mark Doherty maintaining)
 9. Dealer Liaison Chair: Mark Doherty/Alex Smith
 10. Tech Session Chair: Jonathan Newhall
 11. Social Events Chair: **Open**
 12. Historian Chair: Cole Scrogam
 13. Social Media & Publicity Chair: Jerry McClanahan
 14. Charity/Public Service Chair: Randy Bell
 15. Street Survival Chair: **more later**

Also present (in addition to Board members), with apologies to anyone missed or misspelled:

Herb Distefano
Henry Haefele
Jim Kaczorowski
Gamble and Ann Bowers
Jeff Blatter
Juan Olazagasti
Bob Duntley
Dick Pitman
Don and Mary Coleman
Erik Booty
Beverly McNeil
Roger Borsink
Tony Wilson
John Weisgerber
Shannon Kennedy

IV. Old Business (15 minutes)

A. Brief Review of 2016

1. Our Events: Tours, Autocross, RPM, Parties, etc. Clint briefly reviewed RPM, Dominion tour, Porsches and Pastramis, "pancake" tour in Highland County, Fall Foliage tour, holiday party, to name just a few. It was a good year for events.

2. By-Law Revision. The size of the Board has been increased (2 Vice Presidents). Chair positions remain open.

3. Change in Tax Status-501(c)(4). SRPCA has had taxable status since its inception 21 years ago. Based on Board approval, we applied for a change in tax status, and it was approved. SRPCA is now classified as a nonprofit 501 © (4). We therefore need more community involvement, need to give back through charities.

B. Thank you to volunteers. We're all volunteers. Hank thanked everyone.

C. For Kim Butcher (not present): The name tag deadline has been extended to February 1.)

V. New Business (25 minutes)

A. Financial review: Carey Lockhart, Treasurer: Carey provided handouts showing the cash overview for the past 5 years and details for 2016. At the end of 2016, we have almost \$17,000, which is

consistent with other years. We can afford to spend more than we take in. Last year, the \$4,000 from PCA National enabled us to subsidize most events (parties, RPM). The club is in overall good financial shape. We should be able to break even for the year and continue to do so (including subsidizing), even without the \$4,000 this year.

B. Membership: Hank Weil, Membership Chair: Handed out a Membership report.

1. Numbers on January 7, 2017

Primary	261
Affiliate	<u>156</u>
TOTAL	<u>417</u>

Trend: SRPCA membership has been consistent for the past 2 years and has doubled in the past 7–8 years.

C. Shenandoah Web Site: Jim Condon, Web Master Division III Won National Award in 2016 (Regions w/200 to 399 primary members).

D. Charitable Giving. We will need to focus on charitable giving this year. The club needs to identify charities to support in 2017. Activities should also bring reward to the members as well as the charities. Members could make contributions in name of SRPCA. Our donations help the club image with the general public. There are plenty of opportunities to volunteer (Habitat, Salvation Army), not just donate. We can be physically present to offer services, not just donate money.

Types of charities are 1) Genuine poverty. 2) Arts and culture.

- In 2016, Turkeys in the Frunk enabled us to donate \$800 cash, 351 lb of turkeys, 200 lb of other food to the Food Bank.
- Word Play: Teams compete for an entry price of \$500 (We get a PCA National subsidy). The event raises money for literacy (those who are undereducated, speak English as a second language, etc.). We competed in 2016 and will do so again in 2017.
- Virginia Home for Boys and Girls (est. 1846).
- Richmond Center for Visual Arts.
- Red River Fighter Pilots Association

E. Request for volunteers in positions and at events

1. Chair positions to be filled. Hank encouraged people to volunteer, especially new members.
 - a. Tour Chair
 - b. Membership
 - c. Social Events

2. Formation of Committees/Support Teams
 - a. Anniversary Party-Social Events Chair. This event has been held every year except one.
 - b. Tire Rack Street Survival School for Teens Committee Chair? SRPCA should consider putting on this event. It requires a large number of volunteers and effort. Several SRPCA members have been involved with this event at other regions and can share their experiences.

F. Prepare initial 2017 Calendar of Events (2hours)

1. Small Group Breakouts
 - a. Event locations & leadership
 - b. Discuss Options-Mark's tickler list
 1. What works
 2. What doesn't work
 3. Would like to do
 - c. Charities for 2017
 - d. Membership events & recruitment
 - e. Etc.
2. Report back to main group

G. Report on Small Group results (30 minutes)

Group 3: Reported by Hank:

- More Saturday than Sunday events
- Anniversary party (does it need an activity or not?)
- Winery tours
- Tour to Camp David
- Few big events rather than numerous smaller ones
- Saturday morning breakfast/brunch, in different parts of region

- Fall foliage tour and scenic tours (Homestead)
- Cole Scrogam event Sep 30 or Oct 7, Porsche event in Harrisonburg with national approach
- Dinner meetings, at which the president talks for a few minutes to update membership on past and upcoming month's activities
- Tech sessions (dealerships or independents)
- Insurance Institute for Highway Safety
- Charities and giving back (sheriffs, food bank)

Group 2: Reported by Mark

- Tours (need volunteers). D-Day memorial museum, tank museum, Frontier museum (Oktoberfest)
- Tech sessions. Basics (e.g., wheel changing, winterization)
- Provide opportunity for e-bulletin board for impromptu runs (not club-sponsored events)
- Have members participate in parades (e.g., Dogwood Festival, Crozet Fourth of July)
- Picnic at a state park
- Montpelier Steeplechase
- Flow Porsches and Polo (King Family Winery)
- Tour to Dominion Raceway (w/ First Settlers DE?)
- Trip to Chesapeake for oysterfest, etc.
- Poll membership on ideas brought up today

Group 1. Reported by Randy:

- Existing Events
 - Individual interests =
 - Track
 - RPM
 - Driving tours
 - Anniversary party
 - Tech events (maintain or expand)
 - AX (promote as valuable training, April AX school)
 - Porsches & Pastrami: consider a Richmond location? (e.g., Silver Diner in Short Pump)
 - Dominion Raceway: Hold another familiarization tour? Join First Settlers for a DE?
 - RPM judges clinic. Roger Borsink will host.

- Potential new events
 - National Zone 2 events (e.g., Zone 2 club race and advanced DE)
 - Air and Auto? (Does it still exist?)
 - Polo and picnic
 - Crabfest at bay
 - Homestead event in fall (offer less-expensive hotels)
 - Bedford, D-Day, Peaks of Otter
- Need spontaneity and innovation
- How much to do? 1 event/month +autocross?
- Quality of events is as important as quantity
- RPM is our most important event
- Events should focus on new members

Summary: next steps. Putting events on calendar

H. 2017 RPM Overview-Sherry Westfall (10 minutes): RPM, a 3-day multi-event weekend, was founded 21 years ago. Sherry discussed the history, evolution, and future of this event, accompanied by a slide show provided by Jim Condon.

VI. Adjournment: 1:26 PM