

# Shenandoah Region PCA

July 2018 Board/Planning Meeting

**Porsche of Charlottesville  
1313 Richmond Road  
Charlottesville, VA 22911**

**July 23, 2018 5:30-7:00 PM**

## Motions and Decisions

Club Website:

Michael Dan and Jason will come up with a few proposals to improve sponsorship advertisement, and send to EC for a vote.

Summer Picnic:

Menu Decision - Sandwich buffet wins the vote over BBQ buffet.

Entertainment Decision - No entertainment.

Charitable Contribution - \$5 per head will be donated.

## Old Business

Porsche 70th Anniversary Event. Flow was very happy. Good attendance.

Porsches and Pastrami w/ drive to Grace Estate Winery was fun and well attended. 23 in attendance, 8 did not drive. A few new members attended. One member from 10 years ago.

## New Business

Treasury: Marty Doherty

January 1, 2018 through May 31, 2018

Total Income: \$19,715.35

Total Expense: \$15,708.41

Begin Balance: \$20,033

End Balance: \$24,040

Net Income: \$4,006.94

RPM Financials:

Total Income: \$13,053

Total Expense: \$12,072

Gain: \$981

Income

During the month, the Club received \$3,116 in total, primarily from PCA (\$1,226), the summer picnic (\$1,250), and Autocross (\$630).

Expenses

There were expenditures of \$1,934 charged to parties (\$1,450 for the summer picnic), Autocross (\$388 lot rental and MS fees) and Administration (\$90 Kilmer recognition). The bottom line for the summer picnic was a loss of \$200, the result of MS fees (\$73) and linen rentals (\$116). The Club subsidized \$4 per attendee, excluding the charitable contributions to the food banks (of \$260 in total). In the past, the subsidy has ranged from \$0 (last year) to \$42 (in 2016) per person.

Net

The net income for the month was \$1,183. For the year, the Club has a net income of \$5,190 and a bank balance of \$25,233.

Membership: John Odden

We gained a new member this morning. 419 members now. We fluctuate between 418 and 422 primary and affiliate members.

We have our first test drive member, he does not have a Porsche but is interested in getting one.

It is tough to get new members to cross the threshold and come out to events.

Website:

Michael Jason and Dan will figure out how to improve the sponsorship advertisement on the website and send to the EC.

## Sponsors:

We need to get the sponsor banners and bring them to every event. We need to take pictures and let the sponsors know that we are showing their advertisements.

We should set up a quarterly update to donors with our priorities, gratefulness to our sponsors, and pictures.

We want a club sponsorship vs RPM sponsorship.

John Odden told Barry Dorn about the member that said Dorn's was a first class place. Barry said it was outstanding. Dorn's is now at the top of the website.

Maybe we should have member testimonials on the website.

## Richmond Porsche Meet:

What worked / didn't work. Planning, execution.

If we go back to Virginia Crossings, we should talk about the room rates being too high vs the other rates people could get.

What is missing is letting people walk around after the concours to admire the cars.

Concours ideas: Dave Lasch.

The points system is technical. We could assign a color to each class and give each registrant a color coded ballot. Each car would have a tag with the cars number. Everyone will vote on a group based on their own criteria. This way the concours will involve everyone and give people something to do. It could involve kids and let people interview the owners.

At the Werks reunion they do not use points. They look at the

cars and interview the owners. Hank will ask the fellow that runs the Werks reunion for a copy of the concours rules.

#### Location:

Next time University of Richmond? Dominion Raceway?  
We will get a panel to figure it out.

Hank, Mark, Michael, and John will form a panel to figure out 2019 RPM planning and execution.

We ought to continue planning and evaluating even though the new EC will be elected.

Marty and John will be part of sponsorship discussion.

#### Planning Calendar:

Is RPM best in June or should we do it when weather conditions are more favorable.

Right now planning is too ad-hoc. We need a planning committee. Hank will figure out a high level format for a calendar. In September we will do X, April we will do X. Summer we will have a summer picnic or party etc....

#### Upcoming Events:

##### Picnic:

Probably going to be from 1pm to 3pm. It takes a while to get there from Richmond, we don't want people to meet before 11am to drive.

We don't want people to get out of their cars and get right to the food line. People generally want to interact a little before hand. John says lets have food around 12:30pm. People should arrive around 11:45am.

We will talk to the site for booking 11:30am to 3pm.

Menu: Sandwich buffet or bbq buffet? Sandwich wins.

Entertainment:

Do we want entertainment? Should we budget \$300-\$500?

We have voted no entertainment for this picnic.

Subsidy:

We chose no entertainment. We had \$10 per head last year and we had a lot of people.

The club should donate some amount per head for a charitable contribution. \$5 has been decided by vote.

We have some gift certificates left over. Lets give these out.

First Settlers Region Fall Run:

FSR will host on September 8th a 80-90 mile drive through country roads with a bbq dinner.

New Member Event:

John should begin to think about a new member event September 22. This doesn't need to be at a dealer.

Fall Foliage Drive:

Jason will be tasked with this.

Turkeys in the Trunk:

This will be the Saturday before Thanksgiving, November 17th. Mark has said he will take the lead for the Charlottesville region. Euroclassics had Kevin help in that part of the region.

Holiday Party:

Has usually been 1st Sunday in December. We should

task

Dan to lead it, Marty and Jolly will help.

Treffen:

PCA National came to us to see if we would support a 3 day Treffen weekend at Greenbriar Resort Fall 2019.

2018 Treffen is in Vermont, the president of that region reached out to other regions to help make it happen.

Greenbriar is in the Blue Ridge Region. BRR said they are not interested. We should reach out to Potomac and First Settlers Region to see if they are interested in helping.

Treffen is a mini parade. 2 or 3 days can be a drive through the countryside, golfing, or doing anything.