PORSCHE CLUB OF AMERICA

Orange Coast Region

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Minutes of the Board of Directors, April 1, 2023

Meeting location: Santa Ana Elks Lodge, 1751 South Elk St., Santa Ana, CA

**OFFICERS:**

Monica Asbury, President

Tom Gray, Vice President

Glenn Billings, Secretary

**BOARD MEMBERS:**

Karen Lopez, Membership Chair

Robbie Crawford, Performance Driving Chair

Gary Ambrose, Social Media Chair

**GUESTS:**

Henry McArdle, Concours Chair

Jesse Lopez

**BOARD MEETING**:

* President Monica Asbury called the meeting to order at 10:38 a.m.
* Monica asked if the Board had reviewed the March Meeting Minutes that were distributed on March 5, 2023
  + The Board approved the Meeting Minutes as written

**TREASURY:**

* In the absence of treasurer, Jim Miller, Monica advised the Board the March financials were not available; however the Club’s account balance should be similar to the previous month at approx. $176k
* Jim is still working with the bank to resolve the intercepted check matter
* Monies turned in:
  + $1663.00 – Goodie Store

**CONCOURS:**

* Henry provided the Board with a Concours update:
  + Registration opens April 3rd via Motorsportreg
  + 65 spaces are reserved for judged cars
  + $70 for judged cars, $25 for display cars
  + No picnic contest this year due to lack of participants last year
  + Box lunches will be available to order for $18 ea on Motorsportreg when registering for the Concours
    - There is a selection of Turkey, Roast Beef or Vegetarian and includes a bottle water
    - Elks Lodge will once again provide and deliver the lunches
  + Restrooms have been ordered and we will be using the same provider as last year, Diamond Portable Restrooms at a fee of ~$1780 which is slightly more than last year’s fee
  + There were questions around the number of judges and the scorer. Monica will email Steve Fairbanks for assistance with answering these questions
  + Henry is soliciting for Goodie Bag donations. Sixty-five pieces is the requested amount of items for the judged Goodie Bag Swag

**JUDGE’S SCHOOL:**

* OCR will be hosting a judge’s school at PFS on Saturday, April 8th
* Registration is via MotorsportReg for a fee of $25 per person
* Dick Douglass will be leading the school
* Monica requested funds to provide morning refreshments for attendees

**A Motion by Tom Gray was made to allow Monica to purchase up to $100 for Judge’s School refreshments. Karen Lopez seconded the Motion. Motion unanimously approved by the Board.**

**TOURS:**

* In order to ensure a revenue stream to the Club, OCR has been charging @$15 per vehicle for drives
* Feedback from the Board agreed to continue to charge $15 per vehicle for tours
* The first tour expected in 2023 is Ed Pink’s tentatively scheduled for April 29th
* Registration for tours will be via MotorsportReg
* Monica shared her encounter with Justin Gurney as a possible guest speaker
  + It was suggested Monica request a tour of the All American Racers

**ADVERTISING:**

* Robbie advised the Board there were five inquiries to advertise in the Pando
* All five inquiries were sent an updated Media Kit to reflect current pricing
* Robbie continues his discussion with Pelican Parts on increasing their quarter page ad to either a half-page or even the premium back page location and to request their support for Goodie Bag Swag for the Concours
* Monica reminded the Board PFS has exclusivity when it comes to selling / advertising for ceramic coatings

**SOCIAL MEDIA:**

* OCR’s website continues to get views, primarily for the calendar
* It is no longer possible to send Instagram photos to Twitter due to the new rules under the new ownership
* OCR has 1300 Instagram followers
* OCR has few Twitter followers

**WEEKLY GATHERINGS:**

* Fishbonz owner opened a new restaurant, Simply Fish, and requested Porsches & Pescado be moved to the new restaurant located in Costa Mesa

**NEXT MEETING**: The next Board Meeting is scheduled for Saturday, May 13, 2023 at the Santa Ana Elks Lodge. It was suggested the Elks Lodge place a notice outside their facility in the event members drive in on May 6th. Monica will follow up with the Elks Lodge.

**ADJOURNMENT**: **A Motion to close the Meeting was made by Gary Ambrose. Motion seconded by Karen Lopez. Motion unanimously approved by the Board. The meeting adjourned at 12:07 p.m.**

Respectfully submitted,

Monica Asbury

PCA-OCR President