PORSCHE CLUB OF AMERICA

Orange Coast Region

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Minutes of the Board of Directors, June 3, 2023

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

**OFFICERS:**

Monica Asbury, President

Tom Gray, Vice President

Jim Miller, Treasurer

Glenn Billings, Secretary

**BOARD MEMBERS:**

Barry Michaels, Immediate Past President

Karen Lopez, Membership Chair

Robbie Crawford, Performance Driving Chair

Gary Ambrose, Social Media Chair

**GUESTS:**

Henry McArdle, Concours Chair

Steve Fairbanks, Concours Head Judge

Jesse Lopez

Denise Michaels

Matt Fortier

**BOARD MEETING**:

* President Monica Asbury called the meeting to order at 10:41 a.m.
* Monica asked if the Board had reviewed the May Meeting Minutes that were distributed on May 14, 2023

**MOTION**: **A Motion was made by Barry Michaels to approve the May 2023 Board of Director Meeting Minutes as written. Motion seconded by Jim Miller. Motion unanimously approved by the Board.**

**TREASURY:**

* Treasurer Jim Miller advised the Board the Club was in good financial standing ending May with a balance of $188,913.87
* Jim continues to work with the bank to resolve the intercepted check matter and restore the Club’s account as well as the non-profit status
* Monies turned in:
  + $2,788.00 – Goodie Store
  + $ 315.00 – Devil’s Punchbowl Drive

**$3,103.00 Total**

* Expenses:
  + $1,785.35 – Reimbursement to Henry McArdle for Concours expenses

**CONCOURS:**

* Henry provided the Board with a Concours update:
  + All items have been ordered for the Concours
  + A work order was submitted to have the water turned off in the Park four days prior to June 10th
  + Volunteers are expected at 7:00 a.m. who will help with field coordination
  + Other volunteers will be staggered at 7:30, 8:00 a.m., etc. as they enter the field
  + The boxed lunch order has been placed for 200 lunches
  + The Goodie Store will have a few lunches for sale
  + Water will be available at the Goodie Store for all attendees
  + The Goodie Store will accept credits cards with all credit card sales set at 5% above the cash price

**MAIL:**

* Monica will obtain paperwork from the Huntington Beach Post Office to restore the Club’s mailbox
  + If the Club’s mailbox is no longer available, Glenn Billings will source a Post Office in Irvine for the Club’s usage

**ADVERTISING:**

* Robbie provided an update on the advertisers
  + The next billing cycle begins July – December
  + Invoices were distributed between May 20 – 25th
  + Three advertisers have opted to use the credit card for payment
  + Ad rates will increase in the next billing cycle beginning January 2024
  + R20 is taking a vacation break so will suspend advertising; Integrity Motors will likely downsize from a full page ad to a half-page and Farmers Ins will no longer be advertising
  + There has been a reorganization within Chemical Guys so their continuance in the Pando is TBD
  + There are advertisers in the pipeline and Robbie will reach out to them to confirm their interest
* A discussion occurred regarding the historical Pandos in the Club’s storage unit
  + Robbie has investigated options for scanning the historical Pandos and storing in the Cloud
  + Robbie will continue his investigation on the best solution for the Club and report back to the Board. Gary Ambrose has offered to lend assistance to this project
  + Monica will check with the club’s printer to determine if any issues of the Pandos are kept on a digital file
  + Robbie will inquire with our Pando publisher if any digital issues of the Pando are on file

**SOCIAL MEDIA:**

* Gary Ambrose provided an update on the club’s social media platforms:
* There have been 600 visits to the website (50% from a desktop and 50% accessed via a mobile device)
  + 50% found our site via a search
  + 50% were OCR members
  + 7 were classified as ‘social’ with 16 referrals
* Instagram has 1350 followers

**NEW MEMBER PICNIC**:

* Karen requested the New Member Picnic flyer be included in the July Pando
* New Member Picnic is scheduled for September 16, 2023
* As a reminder the fees to attend the Picnic this year will be:
  + $10 per person if they pay at the breakfast meetings
  + $12 per person pre-registration via MotorsportReg
  + $15 per person day of the event
* Monica will request Mark Wallace’s assistance in setting up MotorsportReg

**ZONE 8 / PORSCHE PARADE:**

* A request for an OCR group photo was made
  + Monica will email the OCR attendees and ask that they gather prior to the Zone 8 ‘party’ for a group photo (date is subject to change)
  + Photo will be coordinated with Gary Ambrose

**NEXT MEETING**: The next Board Meeting is scheduled for Saturday, July 1, 2023 at the Santa Ana Elks Lodge.

**ADJOURNMENT**: **A Motion to close the Meeting was made by Barry Michaels. Motion seconded by Robbie Crawford. Motion unanimously approved by the Board. The meeting adjourned at 11:57 a.m.**

Respectfully submitted,

Monica Asbury

PCA-OCR President