PORSCHE CLUB OF AMERICA

Orange Coast Region

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Minutes of the Board of Directors, July 1, 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

**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

Jesse Lopez

**BOARD MEETING**:

* President Monica Asbury called the meeting to order at 10:51 a.m.
* Monica asked if the Board had reviewed the June Meeting Minutes that were distributed on June 4, 2023. The Board approved the Minutes.

**TREASURY:**

* Treasurer Jim Miller advised the Board the Club was in good financial standing ending June with a balance of $190,985.74
* Jim has resolved the bank issue and has established a new account
  + The bank provided cashier’s checks to replace the checks that were written against the previous account
  + Monica will notify PCA National of the new bank account’s information
  + A new signatory card must be updated to include Jim, Monica and Glenn’s signature
  + Jim continues to work with the state regarding the Club’s non-profit status which will take approx. seven months to restore
    - Jim has a copy of the Club’s Articles of Incorporation which will accompany the paperwork for the Club’s non-profit status
    - Gary Ambrose will store the Articles to the Club’s secure website
* It was suggested Jim investigate a ‘sweep account’ to achieve higher interest rates
* Monies turned in:
  + $4,765.00 – Goodie Store (+ $3,642.96 Concours Credit Card Purchases)
  + $1,200.00 - Concours

**$5,965.00 Total**

**CONCOURS:**

* Henry provided the Board with a Concours wrap up:
  + 2023 Concours made $3,207.91 in profit

**MAIL:**

* The Club’s P.O. Box has been reestablished with renewal notification going to Monica
  + The 2024 president will be responsible for updating the renewal paperwork

**ADVERTISING:**

* Robbie will provide Jim with a report of credit card purchases in order to distinguish between the Goodie Store and Advertiser’s payments
* Robbie provided an update on the advertisers
  + Pelican Parts confirmed at the recent Porsche Parade they will be moving from a quarter page to a half page
    - Robbie has submitted an invoice to Pelican to reflect the half-page pricing
  + There were two new inquiries to advertise in the Pando
* Monica is corresponding with Pirelli Tires to pursue their advertisement
* Monica will confirm Porsche of Long Beach’s sponsorship
* Kerr & Sheldon’s Law firm has inquired to the cost of inserting a banner onto our website
  + Gary Ambrose is exploring the Club’s website’s capabilities
* Robbie requested the discussion regarding archiving the Pandos be tabled until next month

**SOCIAL MEDIA:**

* Gary Ambrose provided an update on the club’s social media platforms:
  + 916 visits to our site in June
  + 1,884 page views

**NEW MEMBER PICNIC**:

* Karen requested an e-mail blast be sent to members to encourage New Member Picnic registration
  + RSVP’s will be sent to Karen ([Khlopez23@gmail.com](mailto:Khlopez23@gmail.com)) with a request to the member to pay their fee at the Breakfast Meeting
  + A list has been prepared to capture the RSVP’s and payment at the Breakfast Meetings
  + New Member Picnic is scheduled for September 16, 2023
  + MotorsportReg is not practical for this function as the cost for the event is low and MotorsportReg’s fees are too high
  + As a reminder:
    - $10 per person if they pay at the breakfast meetings
    - $15 per person day of the event

**NEXT MEETING**: The next Board Meeting is scheduled for Saturday, August 5, 2023 at the Santa Ana Elks Lodge.

**ADJOURNMENT**: **A Motion to close the Meeting was made by Jim Miller. Motion seconded by Karen Lopez. Motion unanimously approved by the Board. The meeting adjourned at 11:56 a.m.**

Respectfully submitted,

Monica Asbury

PCA-OCR President