PORSCHE CLUB OF AMERICA

Orange Coast Region

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Minutes of the Board of Directors, March 4, 2023

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

**OFFICERS:**

Monica Asbury, President

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:**

Denise Michaels

Steve Fairbanks

Peter Riley

Paul Lawrence, Co-Chair Concours

Henry McArdle, Co-Chair Concours

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 February Meeting Minutes that were distributed on February 5, 2023
  + Board approved the Meeting Minutes as written

**TREASURY:**

* In the absence of treasurer, Jim Miller, Monica advised the Board the February financials were not available; however the Club’s account balance should be similar to last month at approx. $176k
* Jim is still working with the bank to resolve the intercepted check matter
* Monies turned in:
  + $2,280.00 – Goodie Store
  + $ 690.00 – Santa Rosa Plateau Tour
  + $2,970.00 – TOTAL turned in
* Gary Ambrose requested reimbursement for $99.00 for the Club’s laptop software

**A Motion by Barry Michaels was made to approve reimbursing Gary Ambrose $99.00 for the Club’s laptop software. Karen Lopez seconded the Motion. Motion unanimously approved by the Board.**

**CONCOURS:**

* OCR’s Concours scheduled for June 10, 2023 at Sea Terrace Park in Dana Point
* Paul and Henry presented the Board with the following Concours updates:
* Judged class will remain at $70 per vehicle
  + Initially, 50 spots for judged cars will be reserved
* Display cars will increase to $25 per vehicle
  + Day of Concours for display cars is $30 per vehicle
* Blueprints allow for 225 Porsches and we hope to squeeze in a few more this year
* MotorsportReg will open April 3rd
* A closing date will be evaluated and selected in the near future
* Having an early closing date will allow the Concours team enough time to order trophies
* It was suggested to balance the number of judges with judged cars so a judge is not overloaded
* The Best Western Plus in Dana Point will hold a block of rooms for interested attendees the Concours, at no charge to the Club
* Due to city permits, we will be limited to seven (7) 10x10 tents with no sides, or a back, tents with shade only
* It was suggested to start allowing the judged cars in at 8:00 a.m. vs 7:00 a.m. to ensure the field was properly marked
* Based on the expenses and revenue from last year, the Concours should generate revenue in 2023
* The furniture, tables and chairs, were purchased last year to avoid rental fees
* Expenses will be restrooms and trophies
* Vendor spaces will be two tiers
  + $400 with one car
  + $1,000 premier sponsor with one – two cars
* Monica will reach out to Chemical Guys and PCAR Auctions for sponsorship
  + If PCAR Auctions agree to participate, they might provide coffee / donuts
* For swag bag items, it was suggested the following vendors be contacted:
  + Griots (contact Michael Dolphin)
  + Pelican Parts
  + Chemical Guys (Monica will contact)
  + Sierra Madre
  + PECLA (Monica will contact)
* Henry requested $4,000 to cover Concours expenses

**A Motion by Karen Lopez was made to issue a check to Henry McArdle in the amount of $4,000 to cover Concours expenses. Glenn Billings seconded the Motion. Motion unanimously approved by the Board.**

* OCR Member Peter Riley attended the Board Meeting with feedback from the 2022 Concours
* It was suggested the Head Judge place some type of notification on the judged car if the car is a ‘winner’ to ensure the owner of the car stays for the award ceremony
* To help expedite the scores of the judged cars, it was strongly recommended the scores be tallied on a computer
  + A ‘score card’ template is available
* The Head Judge is responsible for judge’s allocation of time at each judged car

**PCA NATIONAL MEETING:**

* Monica provided a recap of the National Meeting:
  + PCA National has exceeded 100k primary members
  + Membership is the number one revenue generating item for PCA
  + The Car Raffles, Treffen and Parade are other profit generating avenues for PCA

**ADVERTISING:**

* Robbie advised the Board there were a couple of advertisers he was still following up with for payment
* Luxury Road Detail and Pelican Parts is interested in converting from a quarter page to a half page ad
* There were three interested advertisers who have contacted Robbie; however, due to available space, only the premium back page was currently available (Robbie to confirm space availability with the Pando team)

**HPDE:**

* Robbie will be attending the DE Webinar

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

**ADJOURNMENT**: **A Motion to close the Meeting was made by Karen Lopez. Motion seconded by Glenn Billings. Motion unanimously approved by the Board. The meeting adjourned at 12:20 p.m.**

Respectfully submitted,

Monica Asbury

PCA-OCR President