



Porsche Club of America
Green Mountain Region

Agenda – July 19, 2023

Board Members Present: Al Iuppa / Ben Curran / Don Jones / Christina McCaffrey / Brad Kennison / Duffy Miller / Susan Eastman

Not Present: Sandy Gilmour / Ann Pettyjohn

1. Secretary's Report

- a. June minutes were approved with an update to remove Brad's action item regarding a 10% credit from the webstore. Brad reached out to Chrissy at PCA national, and we received a \$31.29 credit in June.

2. Financial Update

- a. YTD Financial Report
 - i. June Beginning Balance: \$8,377.73
 - ii. June Ending Balance: \$8,340.67

3. Membership Update

- a. Brad stated that we ended the month with 206 primary, 132 affiliate, and 13 PCA Juniors. Al met a couple of the Juniors at the Rennline event on July 15th.
- b. Based on a conversation Brad had with a PCA board member from another area regarding Juniors, it was suggested we focus on 7 to 14-year-olds, do something that is not lengthy and is not a tour. Some examples are as follows.
 - i. Set-up cones for a remote Porsche car and provide small tokens of appreciation;
 - ii. PCA Porsche coloring pages where kids color their favorite Porsche;
 - iii. Dovetail a Juniors' event with another event;
 - iv. Host a SUV or AWD event and call it a Safari Drive;
 - v. Youths judge their favorite car.

We do not know the age of the GMRPCA Juniors. We discussed ways to find out more information without breaching privacy. Al indicated that it is possible to include questions in the event registration process at MotorSportReg. Susan suggested a question with age range choices and perhaps gender also. Al will ask Sandy to add a standing item to the newsletter about PCA Juniors.

- c. Brad attended a PCA Membership Chair forum last week with Lindsay Robinson and they discussed how everyone handles new member sign-ups, lapsed members and what they do for new members. Some examples are as follows.

- i. One region gives new members a \$10 gift certificate to an event.
- ii. The Polar Region charges \$40 per year and uses that money to subsidize the events.
- iii. One region has a business card that they hand out and put on people's Porsches. It states, "Nice Car" with a QR code that they can scan, and it takes them to the Region's website.

PCA has instituted an online auto renew function for membership. In our newsletter we may want to encourage members to renew online, select auto renew, and never have to remember to renew their membership again. Al asked Brad to write up a paragraph about it for the newsletter.

- d. Charlie Delaney, a new member, has some pictures of his car and a story that he will share with Sandy for our newsletter.
- e. Brad explained the national PCA lapsed members chart. The first two years have the highest percentage (44) of lapsed members so it's important to focus on trying to keep those members active.

4. GMR Calendar Management

- a. June 24 – GMR Driving Tour (Northeast Kingdom) hosted by Ilan Weitzen was canceled due to weather conditions. Ilan is interested in doing a tour but is planning to sell his Porsche. If it doesn't work out this year, we can work it in next year.
- b. July 15
 - i. Porsche Cars & Coffee – There was a great turnout for this event.
 - ii. Rennline Open House – There were a lot of really sweet cars!
 - iii. GMR Tour (Milton to Middlesex) – This tour was canceled because people were dropping out due to changes of plans, etc.
- c. August 12 - GMR Potluck BBQ at Lee and Brenda Roy's house in Colchester, VT
- d. August 26 - GMR Tour to be led by Fred Sperling will take place in Central Vermont kicking off in Woodstock, ending in South Woodstock. Everyone is invited to go up to the Sperling house after the tour for a BBQ. The last few tenths of a mile before their house are a dirt road.
- e. September 26 – Ben has proposed this date for the GMR tour he plans to lead. Al will need start/end locations for insurance. Al asked Ben for a brief write-up for the newsletter. Ben asked for Tucker Purchase's email as he expressed interest in being the start/end location for a tour.
- f. Early October – There may be a possible fall foliage tour led by Tom DeMoya.
- g. October 21 – GMR Annual Meeting at the Hotel Coolidge in White River Junction, VT.
- h. December 9 – GMR Holiday Party at Idletyme Brewing Company in Stowe, VT where we plan to recognize members who have 40+ years of PCA membership.

5. New Business

- a. Potential Board Members
 - i. We do have one vacancy on the board. Peter Rogal and Charlie Dekar have expressed an interest in joining the Board. Al chat with them and may ask one or two board members to attend. Al reminded everyone that an individual does not need to be on the board to chair a committee.
- b. VAE Antique Car Show is August 11th – 13th. We don't have the coverage for the event so we are opting out this year. We can publicize it and will revisit attending next year.

- c. Saratoga Car Museum – It was suggested that we coordinate a drive there when they are holding a Porsche event or consider a winter driving tour to the museum.
- 6. Meeting adjourned at 7:37pm.
- 7. Next Meeting: 16 August 2023 (6.30pm - 8.30pm)
- 8. Action Items
 - a. Al
 - i. Ask Sandy to include a standing item about Juniors in the newsletter.
 - ii. Include optional Juniors questions in MotorsportReg.com.
 - iii. Arrange a time to chat with potential new board members.
 - iv. Reach out to Paul about a tech session.
 - v. Discuss records storage with Susan.
 - b. Ben
 - i. Write a paragraph about upcoming tour in September.
 - c. Susan
 - i. Meet with Al to discuss Records Storage.
 - d. Brad
 - i. Write a paragraph for the newsletter about PCA auto renew membership.