

GREEN MOUNTAIN REGION
PORSCHE CLUB OF AMERICA

BOARD MEETING MINUTES
December 16, 2020

ATTENDING: Carl Wulfestieg, Al Iuppa, Sandy Gilmour, Brad Kennison, Don Jones, Christina McCaffrey and Peggy Larson

WELCOME AND CATCH UP TIME: Carl talked about moving to Washington state. He stated that Washington has over 2000 active Porsche Club members. Included in their activities are driver's education, tech sessions, restoration and racing. Washington is an expensive place to live. Carl also discussed throttle issues with his Porsche.

SECRETARY'S REPORT: The report was accepted after Brad mentioned a typo that I immediately fixed. Al moved to accept the report and Brad seconded.

TREASURER'S REPORT: We received an \$883.50 rebate from National. \$750 PCA rebate went to the food bank. \$20 was paid to Constant Contact. \$620 went to Brad as reimbursement for decal expenses. \$250 reimbursement to tour planners. Ann won the participant award. The balance as of the end of 2020 was expected to be \$13,912.70. Brad moved to accept the Treasurer's report and Sandy seconded.

MEMBERSHIP REPORT:

1. Review GMR Region Summary for Dec 01, 2020
2. New members, 1 Transfer In from Connecticut Valley, 1 Transfer Out, 5 Non-renewals and 5 Renewals

183 Primary, 115 Affiliate, Total 298

2. New members since Oct 14th BOD meeting - 2 new, 3 transfer In
3. Review full year 2020 membership data at January meeting.
4. December mid-month PCA membership update

November isn't a particularly strong membership growth month historically. Regardless, primary member growth, new joins, late renews and drops showed improvement:

November monthly growth improved over the last two prior years and exceeded an eight year November average

New member joins (939) were better than the last six Novembers (back to 2014)

Late renewals (643) were also improvements over the last four Novembers (back to 2016)

Drops were the lowest of the year with 1,308

Here are the national membership numbers as of today:

89,105 primary members

48,430 co-members

137,535 total members

967 Test Drive subscribers

4,108 PCA Juniors

5. PCA Membership referrals – Week of 12/07 (How Porsche owners become new members)

Last week's referrals:

PCA member referral 73

Other 24

Dealership referral 23

Google search 22

Gift Membership 20

Test Drive 16

PCA website 14

6. GMR Decals – The letter to accompany the decals was printed at Staples. Brad delivered the letters and decals to Christina on Monday 12/14 for distribution.

Distribution - mail two decals to each existing member and to new members as they come onboard.

COMMUNICATIONS REPORT:

Social Media – The GMR FaceBook group has 83 members with 5 distinct posts and 23 reactions over the past month.

HOLIDAY PARTY RECAP:

a. GMRPCA was among the top 5 to contribute to the Vermont FoodBank. The average contribution was \$150 each. Carl commented that he thought the Zoom party worked out well and noted the success of the Vermont Foodbank Fundraiser. Al reported that the total donation was \$6,613. Twenty-six individual members contributed \$3,863 which was supplemented by the \$2,000 match from the club and \$750 from PCA. Everyone expressed support for conducting another charity event in 2021 and to consider other beneficiary organization.

b. The group party was small but successful on ZOOM. Jon Gailmor, a Vermont

artist, entertained us with song and music. Attendees provided favorite recipes for cocktails and drinks. We discussed fundraisers, themes, rewards, and entertainment for future parties. We spoke of using the party to engage members in future activities.

November 2, 2020. The Board met in special session for the sole purpose of finalizing plans for the Holiday Party. Board members present were Carl Wulfestieg, Dave Whittal, Peggy Larson, Sandy Gilmour, Al Iuppa, Don Brown, Brad Kennison and Duffy Miller.

CONTENT MANAGEMENT SYSTEM:

While noting some of the advantages of moving forward with the Google Suite package the Board agreed to delay taking action at this time. Members briefly discussed a better system for maintaining official documents etc. by employing cloud services such as Dropbox.

2021 BOARD RETREAT:

Carl expressed support for having a Board retreat early in 2021 noting that we could benefit from extended discussions on a range of topics. He also suggested that it might be useful to invite some former officers and Al said we might consider extending an invite to some “newer members” too. Al is contemplating a retreat format that would take place on a Saturday morning (e.g. 9.00a.m. - 1.00p.m.) and identified January 16, 23 or 30. He will send an email to poll all board members. The agenda is not yet set but will definitely include event planning, expanding board to 11 members, calendaring for 2021 and increasing member participation throughout the year.

NEW BUSINESS:

Carl and Al provided an overview of the recent Zone 1 Presidents meeting held on November 20. Of note were the introduction of the new Zone Representative Ricardo Diaz, a review of 2020 Zone events - mostly cancelled, the presentation of PCA SIM Racing program and a membership update.

Carl queried if any board members were aware of the Green Mountain Region Redbook. PCA recommends that every region maintain a “Redbook”, it is a 4-page compilation of important Club information. Among the items included in the Redbook are bank account info, digital accounts and passwords.

Al gave a brief overview of the PCA Glovebox which was developed in response to requests from Region Presidents for a long-term depository. The Glovebox was developed to be highly secure, a cloud-based ‘file cabinet’ for long-term file storage of any type of document for Region Leadership, Zone Reps and National Committee Chairs.

Meeting adjourned. Moved by Al and seconded by Brad.

Respectfully submitted,

Peggy Larson, Secretary