

Porsche Club of America



Green Mountain Region

Minutes - January 20, 2021 | 6.30pm

A quorum was present: Al Iuppa, President / Dave Whittal, VP / Peggy Larson, Secretary / Brad Kennison, Membership Chair / Christina McCaffrey, Treasurer / Don Jones

Directors Absent: Carl Wulfestieg / Sandy Gilmour

1. Welcome - Al outlined his goals for 2021
 - A full schedule of tours and social events including new member and the required annual meetings.
 - More engagement/participation by the membership
 - A fully subscribed 11- member board with active participation by all board members.
2. Secretary's Report
 - Approved the November 2, 2020 minutes. Motion to adopt - Don Jones, seconded by Dave Whittal
 - Approved the December 16, 2020 minutes. Motion to adopt - Dave Whittal, seconded by Brad Kennison
3. Accepted the Treasurer's Report (December 2020). See attachment A.
4. Membership Update (Brad)
 - Brad walked us through the GMR membership table for 2020 (see attachment B). At year end 2020, GMR had 181 primary members and 114 co-members. All in all, GMR's membership during 2020 was stable despite the pandemic with a trend line that mimicked national PCA's experience. (See attached spreadsheet).
 - The board discussed the feasibility of getting GMR-PCA application forms into Porsche dealerships in NH, NY and MA in recognition that many Vermont Porsche owners have purchased or service their cars at the dealerships. A similar outreach to Vermont independent shops is under consideration.
 - The GMR decal mailing was completed with only 4 returns, however no board members received any feedback from GMR members.
 - The national PCA mid-month update (11 January) reflects how Porsche owners became PCA members. Member referrals 66, Google search 37, dealer referrals 30 and the PCA website 19. Brad also indicated that the PCA membership application is being updated and is expected to be released in the coming weeks.
 - At year end 2020, the national membership numbered 136,636 consisting of 88,505 primary members and 48,131 co-members.

5. Board Logistics (AI)
 - The board agreed to continue meeting on the 3rd Wednesday of each month from 6.30pm. AI intends to keep meeting length to no more than 75 minutes.
 - The board briefly discussed the need to transition official club records to a central cloud repository e.g., Dropbox. Among the documents that should be included are meeting minutes, bylaws, corporate and tax filings, event reports, financial reports, waiver forms and the like. No action was taken pending a further discussion at the next meeting.
 - AI reported that no one responded to the recent solicitation for volunteers to serve as Events Chair and Secretary. He will begin making direct requests after the board retreat. Additional vacancies are the webmaster and a second at-large slots. The board noted the efficacy of recruiting a “newish” GMR member for at least one of open slots.
6. Board Retreat update (30 January 2021)
 - AI provided a brief overview of his plans for the retreat that will take place on January 30 from 9.00am to noon. The agenda will focus on the 2021 GMR calendar and recruitment of board members for vacant positions.
 - Invitations to the retreat was extended to several non-board members of GMR, several have agreed to participate.
 - The board discussed, at a high level, several event types to consider in addition to tours, meetings and the holiday party.
 - The agenda will be finalized and sent to retreat participants by January 24.
7. Communications Update
 - The GMR Facebook group page continues to attract new members and posting activity seems to be increasing.
8. New Business
 - AI noted some highlights from the 19 January PCA RegionFocus Webinar entitled “New Region President 101”
 - AI reminded the board of the availability of the new PCA Glovebox document storage facility. Access is provided automatically to Region officials, for example at present AI has access to the President, Webmaster and Social Media glove boxes. He encouraged everyone to sign into their PCA account to test their access. One particular benefit of using the Glovebox is that each box is linked to the Region position not individuals thus making succession logistics much smoother and efficient.

Attachment A – Treasurer’s Report

GREEN MOUNTAIN REGION
PORSCHE CLUB OF AMERICA
DECEMBER 2020

Income statement

Beginning balance 12/1/20

Deposits

PCA rebate - QTR

PCA GMR event -Food Bank

Motorsport reg payment

Motorsport reg payment

Name tags

Hat Sales

\$ 16,912.70

Total deposits \$ -

Expenses

Foodbank donation \$ 2,750.00

Postage-envelopes-letter \$ 275.34

2020 event leader rebates \$ 1,250.00

Holiday party - music/drawing \$ 300.00

Constant Contact \$ 20.00

Total expenses \$ 4,595.34

Ending balance 12/31/20 \$ 12,317.36

RESPECTFULLY SUBMITTED BY CB MCCAFFREY, TREASURER

Attachment B – 31 December 2020 Membership Report

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Primary Members @ 12/1/20	186	184	183	179	181	181	176	180	180	184	184	183
New Members	1	1	1	5	0	1	2	4	4	0	2	0
Transfer Ins	0	0	0	1	1	2	2	0	1	2	1	0
Lapsed Members	4	3	5	5	3	8	2	4	4	3	5	2
Transfer Outs	0	1	0	0	0	0	2	1	0	0	1	0
Late & Delete Renewals	1	2	0	1	2	0	4	0	3	1	2	0
Primary Members @ 12/31/20	184	183	179	181	181	176	180	180	184	184	183	181
Affiliate Members	117	116	114	117	115	112	113	112	112	115	115	114
Total @ 12/31/20	301	299	293	298	296	288	293	292	296	299	298	295