



Porsche Club of America  
Green Mountain Region

## Agenda – January 19, 2022

Board Members Present: Al Iuppa / Sandy Gilmour / Brad Kennison / Ann Pettyjohn / Don Jones / Christina McCaffrey / Susan Eastman

Board Absences: Dave Whittal / Duffy Miller / Peggy Larson

1. Agenda
  1. There were no additions to the agenda.
2. Secretary's Report
  1. Brad motioned to accept October and November 2021 meeting minutes, and Ann seconded. The motion passed unanimously.
3. December Financial report
  1. Al sent a 12-month summary that reflected a diminished cash balance by about \$3,200 for calendar year 2021.
  2. Income from PCA \$5,000; Income from venues 3,900; Expenses for events \$7,000; Expenses for event leaders \$1,300 (all amounts are approximate)
  3. We need to be careful with spending to ensure we don't deplete our funds over the next several years. We will be discussing a pro forma budget for calendar year 2022.
  4. Board approved Zoom renewal.
  5. The biennial and IRS tax filing are complete.
4. December Membership Activity Report
  1. Brad reviewed the GMR membership activity for December. The month ended with 196 primary and 127 affiliate members for a total of 323.
  2. As of the date of the meeting, we had 200 primary members. Our 2022 goal is to have 215 primary members. Al asked about junior members. Brad will call PCA and get clarification since it appears we have 6 junior members.
5. 2021 Vermont Food Bank Update
  1. 2022 - \$6,004.74 total donated (25 Individuals / GMR / PCA)
  2. 2021 - \$6,613.00 total donated (26 Individuals / GMR / PCA)
  3. The board needs to revisit ways to fundraise and incorporate more people to donate/contribute next year.
6. We discussed the Zone 1 President's Meeting Report
7. Looking ahead to 2022
  1. Possible Calendar of Events
    1. January – April
      - Regional Coffee gatherings led by a Board Member – These would be Informal gatherings targeted to specific locations (no tour so no insurance needed) like Essex Experience in Essex, VT
      - Tech Sessions
      - Board Retreat (invite Rico Diaz, Zone 1 Rep)
  
      - Tour Leadership Webinar
      - Survey 2021 Tour Participants about events
    2. May
      - Kick-off Tour/Gathering
    3. June
      - GMR New Member Meeting

- PCA Parade (Poconos)
- 4. July
  - BBQ event – Al will reach out to Lee Roy about hosting one. Duffy was suggested as a possible host as well.
- 5. August
  - Southern Vermont Weekend Tour – Bob Rubin offered to lead another tour.
- 6. September
  - Adirondack Tour – Stu Friedman offered to lead another tour.
- 7. October
  - Annual meeting and Fall Foliage Tour
- 8. November / December
  - Holiday Gathering(s) – This can be done in the afternoon, along with a charitable activity (toy drive, food drive, etc)

## 2. Other Suggestions

1. GMR Golf Outing
2. New Member Welcome Kit – This kit would include a welcome letter, member name tag, GMRPCA decal, calendar of events, and a list of Board Members with contact information.
  - We discussed putting together a package of these materials and sending it out once per month to new members. Brad already sends a welcome letter and GMRPCA decal.
3. South Burlington Cars and Coffee
4. Vermont Antique and Classic Car Show
5. Gimmick Rally
6. Keep in mind dates to avoid such as Stowe Car Show, Graduation Weekends, British Invasion, PCA Parade
7. Al is going to reach out to other regions to see if we can piggyback on their events. It was suggested to create a Gmail calendar to track potential event planning and conflicting events in order to share with board members.

## 8. Old Business

1. Club Records
  1. All records are not in one location. We can use PCA Glovebox or Google. Al to call Susan so they can create a plan for records storage.
2. 2022 Pro Forma Budget
  1. The board discussed and everyone agreed that this sounds like a good idea. We need a couple of people who are willing to look at it strategically. Al will put together a document for Christina to review and the board will discuss it at the next meeting.
3. Merchandise Store
  1. We will hold off discussing this topic until we talk about the budget more formally.

## 9. The meeting adjourned at 8:20pm.

## 10. Action Items

1. Al
  - Discuss Tech Session date/time with Paul Zuchowski
  - Pull information from MotorSport Reg and provide to Lou for heat map
  - Reach out to other Regions regarding our ability to piggyback their events
  - Create a pro forma budget for Christina's initial review
  - Discuss records storage with Susan
  - Work with Brad on business card creation
2. Susan
  - Log into Glove Box
3. Ann
  - Keep Lou on task to create heat maps for completed events
4. Brad
  - Call PCA and inquire about junior members