



## Board Meeting Notes August 7, 2024

- Bill – Opening
  1. Welcome Chairs and Members
  2. Reminder Slipstream (Oct/Nov) due date is 9/5.
  3. Election and Board Chairs 2025
  4. Sponsorship objective update-Guidance provided.
  
- Chris- Financial update-- Continued higher Slipstream expenses.
  - About \$17k in Slipstream advertising revenue still outstanding (I emailed Dana the list of those still due)
  - 2<sup>nd</sup> quarter PCA national rebate not received yet (about \$10k, usually received sometime in August, should see it before next meeting)
  - Details follow as an attachment.
  
- Dana- Invoice Advertiser 2024 update—Discussion off advertisers with unpaid 2024 invoices revealed a list of 10 companies. This means that the club has received only 30% of advertiser receivables. The list includes:
 

Interior Full Page	Garages of Texas	\$	2,070.00
Interior Full Page	Blair Automotive	\$	2,070.00
Interior Half Page	Autoscope	\$	1,064.00
Interior Half Page	Zims Autotechnik	\$	1,064.00
Interior Half Page	OCD'tailers	\$	1,064.00
Interior Half Page	Fifth Gear Automotive	\$	1,064.00
Interior Full Page	Billy Go Plumbing	\$	2,070.00
Interior Quarter Page	The Nest Café	\$	534.00
Interior Quarter Page	Attic Butlers	\$	534.00
Back cover	Autobahn	\$	4,140.00

  - Dana will touch base with them. For 2025, notify advertisers that full payment is due by January 1, 2025.



- Tom/Beckie- Membership update—There were 35 New members, 6 Transfers and 0 Test Drive Participants. Carl Hermann and Toby Pennycuff celebrated 25 years of membership. Renewals stood at 151, non-renewals at 45 and Transfers out. Maverick membership stands at 2,756 primary members and 1,335 affiliate members
- Pat-Most Valuable Mav: Wendy Shoffit, Zone 5 Rep, is noted for helping with Concours—she prepped a car in addition to her volunteer efforts. Wendy has been helpful in numerous other activities.
- Michael- From the Regions—The Women Behind the Wheel Waco excursion was submitted for publication in Panorama. A cautionary note to be mindful of social medial postings was issued by Bill—they should not be derogatory.
- Carey- Slipstream update—Attendees received copies of the August/September edition of Slipstream. Appreciation for great publications was expressed to Carey, Doug and Brian.
- Kenin- YouTube update—Plans are underway to shoot a ‘fun’ video at the upcoming M&M.
- Chris- Social Media update—Apologies were expressed for listing the alternate address for the Fifth Gear tech session. The error stemmed from the computer populating the address.
- John- Mavs & Mochas update—Looking to our previous year’s sites, future events will take these into consideration and confirm approval. Lately, some sites have declined serving as host for M&M. The August event is set for MC2 with National Breast Cancer Foundation scheduled for October. November and December are pending. We can no longer rely on Nordstrom North Park for December—Vanessa Fernandes no longer works there.
- Tom/Lana- Happy Hour update—The location of the next event is pending. Lack of certainty around the number of participants makes for challenges with venues. The previous event at the Shark Club went well.
- Sam- Tours update—The Maverick Region will provide a ‘Parade of Porsche’ in celebration of the 60<sup>th</sup> Anniversary of the North Texas Job Corps Center, McKinney. This facility has been providing job skills training to youth with a focus on trades: construction, masonry, culinary arts, aviation mechanics, etc. About 400 residents plus faculty will be in attendance with about 25 Maverick Porsches serving in the parade across 92 acres.



- Bob/Dave- Rally update—October 20<sup>th</sup> is the next scheduled date for a Fall rally. Tentatively, the event will consist of a 2-hour drive with Flower Mound as the starting location and Sanger as the final location. A ‘Springtime in Paris’ theme is under consideration for Spring 2025.
- Rob/Michael- Tech Session update—The next session is scheduled for Phoenix Insurance on August 24<sup>th</sup>. MC2 is pending for a tech session. Stuart’s is set for September 28<sup>th</sup>. Finding fresh content is challenging.
- David- Club Race 2024 update—Eagles Canyon Raceway is scheduled for September 7-8 with parade laps available for attendees. All cars must pass a tech inspection to participate in the HPDE (not the parade laps). A Solo race is set for October 12-13. Sponsors include Stuart’s and Fifth Gear.
- Lisa/Pat- Women behind the Wheel update—Sur La Table-Southlake will serve as the venue for a cooking class focused on French cuisine on August 18, 2024.
- Debi- Founders Day and Auction update—The December 7<sup>th</sup> event is set for Porsche Grapevine. Food options will include In-N-Out Burger and Testa Pizza. A Live music option is under consideration. The fundraising goal is \$13,000. Continuation of offering a Silent Auction is under review.
- Mark—Autocross—The next event is set for September 18<sup>th</sup> at Lone Star Park. There will be 100 to 140 cars with Porsches comprising 15%. A ride-along fee of \$10 is required for non driving participants. All other pre-register at Autocross.com.
- Stephanie/Milton- Charities update—The February drive yielded 162 pounds. In May, we collected 188 pounds. The online giving is \$235. WBTW has collected \$2,378 plus hygiene kits for Hope House. The idea of working a ‘packing’ shift at the North Texas Food Bank was well received. Stephanie will explore this idea.
- Troy- Club Ads update—Members are asked to send ad requests to Troy.



- Wendy- Zone President update—Parade 2025 is scheduled for Oklahoma City. Members are asked to consider volunteering to assist. Interested parties should contact Wendy. Parade is scheduled for July 5-12, 2025.
- Wipe Out Kids Cancer T-shirt Iron Ons—To date, almost \$1000 has been collected for the FoWoPoCo and FloMoPoCo Iron-Ons. Paul Moseley will have them available M&M.
- Sponsorships—A lengthy discussion of eligibility to host an event provided clarity. A summary from Bill’s August 12 email follows:
  - As a follow-up to our discussion around Sponsors and who can and cannot host an event.
  - Think it’s pretty straight forward:
  - Sponsors as part of what they receive from us includes “hosting” an event at their place of business or a location of their choice.
  - Non-Sponsors are NOT allowed to host an event anywhere.
  - To be a sponsor there are now FOUR ways to do that:
    - Advertise in Slipstream (currently no space available)
    - Advertise in our Facebook groups (3) only.
    - Support our HPDE events.
    - Support our Club Race events.
- > To close anyone, you have that would like to be a sponsor please refer them to the respective Chair for requirements and rates.
- Questions should be directed to Bill Kruder.





## **August 1, 2024, Membership Report**

### **Summary - July 2024**

New Members: 35

Transfers In: 6

New Test Drive Participants:0

Members in August ending in "0 or 5" anniversaries: 30

Carl Herrmann & Toby Pennycuff - 25 years

Renewed Members: 141

Non-Renewal Members: 45 Transfers Out: 4

### **Totals**

Primary Members: 2786

Affiliate Members: 1335

Total Members: 4121

PCA Juniors: 256

Test Drive Participants: 26

Maverick Growth from numbers reported in July 2024



Primary	Affiliate	Total
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23	12	38
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PCA Totals

Primary Members	Affiliate Members	Total Members
106347	55689	162059

National Growth

Primary Members	Affiliate Members	Total
92	127	219

**Since August 1, 2024, we have added 41 new primary members and transfers. Our net 2024 primary total membership has increased by 22 primary members.**

**Member contacts - To Do**

1. Email new members - Completed.
2. Mail out new member packets - Completed.
3. Personal reminder emails sent to all May non-renewal members.
4. Personal reminder email sent to all members whose membership expires in Nov.
5. Anniversary congratulations and recognition request emails sent to all 5-year multiple.

PCA April anniversary members



AUG 2024 - MONTHLY FINANCIAL UPDATE

\$ 106,951.48 Current account balances as of 8/7/2024 \$

125,043.53 previous balance as of 3/6/2024

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\$ (18,092.05) net change

Change due to:

Higher Slipstream costs

Slipstream advertising revenue still due (\$17k)

2nd quarter PCA national rebate not received yet.

(typically received at some point in August, about \$10k)

BOTTOM LINE

\$ 148,813.44 balance same month last year

\$ 106,951.48 current balance

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\$ (41,861.96) difference



SLIPSTREAM AD REVENUES

\$ 41,904.00 BILLED	
\$ 24,172.00 RECEIVED	58%
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\$ 17,732.00 REMAINING	42%