



Maverick Region

Notes for October Board Meeting

10/2/2024

- Bill – Opening: (6:36pm)
 1. Welcome Chairs and Members extended at 6:36PM with Jason Criddle in attendance as a guest.
 2. Next Board Meeting: **DATE CHANGE** (due to Palooza) to Wednesday, October 30th, in person at JOSE, Dallas.
 3. By-Law Updates 2025—Changes are in discussion with Carey.
 4. Slipstream New Advertising Sponsorship 2025—Sponsorships for HPDE and Club Racing will allow access to Social Media. Dana will highlight this benefit to them.
 5. Hope House Charity 2024/New Maverick Match Up-Changes to Hope House Charity include transition from the Silent Auction fund raising activity to member donations. These changes for 2025 are pending approval from the Executive Board.
- Financial update (Olga for Chris)—The October balance of \$112, 252 reflects a change of \$8,049 versus September’s of \$104, 703. The change is due to increased Slipstream revenue.
- Advertising (Dana): Dana stated that ad revenue is up to date with the removal of one long-term advertiser. After phone calls and non-payment, Zim’s was dropped, a painful but necessary decision due to non-payment. For the 2026 program year, advertisers will be notified of Slipstream’s transition to full-page ads exclusively though digital ads will remain. For the 2025 program year, we will continue to honor existing advertiser’s ¼ or half page ads but will only accept full page advertising beginning the 2025 calendar year. All 2025 advertising rates will be increased 10% from the 2024 rates. The ratio should be 50% ad pages and 50% content.



- Membership update (Tom and Beckie)—Club membership reflects 41 new members, 2 transfers and 2 test drives. Fred Lagomarsino is recognized for 35 years of membership. There were 143 renewals, 45 non-renewals and 6 transfers out. Region membership stands at 4,153 year-to-date.
- From the Regions (Michael)—Michael mentioned that Panorama does not seem to prioritize publishing submissions from the regions. It seems that despite timeliness in submissions, the articles with pictures are published in subsequent editions. For example, a FloMoPoCo article was published but the women’s cooking event was not. The goal of monthly submissions remains.
- Slipstream (Carey and Doug)-Content was submitted to the editor on September 12 but subsequent follow-up revealed that delays were due to personal issues. All is back on track with anticipated distribution of the September/October issue during the second week of October. The deadline for the December/January edition is November 1. We anticipate transition to Mike Preston as an in-house volunteer to serve as editor for the 2025 program year.
- MWBTW/National Breast Cancer and M&M: October 12th (Lisa/Pat)—Everything is set for the event at the National Breast Cancer Foundation. Deborah from Florida will be present with jewelry—a portion of proceeds from sales will be donated to the foundation. Rishi and John will provide donuts and coffee Rishi mentioned that Einstein donated 8 dozen bagels and coffee. No food truck. The track day was fantastic with Fifth Gear serving as a sponsor. Shout out was sent to acknowledge Wendy’s help. Upcoming events include floral arranging on November 17th.
- Gimmick Rally: Sunday, October 20th (Bob/Dave)—Dave Harness confirmed October 20th as the date for the Gimmick Rally. There are 25 registrants and 4 on the waiting list. Bill surrendered his spot and will help with administration. The destination is Babe’s in Sanger. Wendy mentioned that Chris Alvarado is available to support ClubReg.
- Tech Session: November 2nd (Michael/Rob)—Stuart’s was amazing with appreciation expressed to Troy and Rob. There were 90 attendees, and we look forward to a future event and possible M&M. November 2nd is set for PDK repairs and MC² with 50 registrants and 5 on the waiting list.



- FOUNDERS DAY: Saturday, December 7th, Porsche Grapevine
 - Mavs & Mochas (Rishi/Mike/John)—Innovative is the location for Founder’s Day. They will display a few special cars and provide coffee/donuts. For November, we need to find a new spot after the removal of Zim’s from our list of sponsors.
 - Tours/Toy Parade (Sam/Arjay/Chris)—Everything is in place per Michael and Stephanie. We will use our established meeting spot at Walmart in Plano and follow the previous route. Plano Police Department is on board.
 - People’s Choice Car Show (Scott)—Artwork is complete. Renovations to Porsche Grapevine require follow-up with Liz to finalize details.
 - Election (Olga): 3 ways to Vote—Voting is allowed by mail, online and in person. On November 1st, additional biographical information beyond membership info will be sent via email blast.
 - Founders Day Family Affair (Debi/Kim)—An amazing event is planned with a live band featuring our Rallye Chair Bob DiRienzo; food from Pizzeria Testa, In & Out, and Jose’s; PCA Jrs and posters, decals and swag,
- Charity (Stephanie/Milton)—To date, charity receipts for the North Texas Food Bank equal \$430. The next food collection date is November 11th at M&M. The club selected November 16th as a date for 10-12 volunteers to help pack food on site. An email blast will be sent when details are finalized. Wendy volunteered.
- Hope House (Debi)—The club will maintain support despite the transition from the Silent Auction fund raising plan. Each year, the club donates about \$18,000 to support Hope House. With only 5% club membership participation in the Silent Auction, we would like to implement the new Maverick Match-Up for 2024. The 2024 plan anticipates \$7,000 from sponsors, \$1800 from People’s Choice Car Show, \$1,500 in merchandise sales, \$4,000 from Members matched with \$4,000 from the Maverick Region. The EBOD has approved up to a \$5,000 match.
- Club Race (David)—Eagles Canyon is the next scheduled event with parade laps available for an expected Tours group of 80 cars. A summary report from David Hodges follows:
 - ECR II Club Race and HPDE update
 - ~40 racers
 - ~40 solo HPDE drivers
 - ~40 volunteers and staff
 - Porsche Plano is our premier dealer sponsor for this event.



- Club Race (David)—Continued
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 - On Saturday we will have 2 practices and qualifying, followed by a 30-minute session.
 - Sprint race at 2:30
 - On Sunday we will have a 30-minute Sprint Race at 9:20am and a 40-minute sprint race at 11am
 - Parade laps are available for all at 11:30 on Saturday and 11:50 on Sunday.
 - The Maverick tour group is doing parade laps on Sunday. Looks like a tour group of +80 cars is expected.
 - Updates for 2025
 - The Summit Point livestream was very successful, we expected to have more.
 - races live streamed. This will include ECR in May 2025. Great opportunity for race and sponsor advertising.
 - We expect PCA to Liaison with a few race schools to offer a new path to getting a race license.

- Autocross (Mark)—An overview was provided with the course map, a fast drag race. Carey Spreen had the fastest time. November 10th is the next scheduled event.

- Zone 5 Rep (Wendy)—The Wheels for Wellness event went well with John and Wendy staffing the table. Wendy helped the club receive a \$500 subsidy for participating in this charity event. Olga and Stephanie were recognized for their help with gaining approval for this charity. Members were reminded to adhere to insurance requirements including events that involve observers. Merchandise is available for sale on the Zone 5 website—this is not a profit seeking venture. Palooza, NOLA and OKC are on the schedule for Fall and Winter. The need for Parade tour leaders will be explored.

- Social media (Chris)—A new phone number should be used for Chris at (310) 200-2121.

Bill- Enjoy Palooza those attending. See you next at JOSE on 10/30, followed by FOUNDERS DAY, December 7th. Stay safe and be KIND.



October 1, 2024, Membership Report

Submitted by Tom Gomer

Activity summary - September 2024

New Members: 41
 Transfers In: 2
 New Test Drive Participants: 2
 Members in September ending in "0 or 5" anniversaries: 38
 Fred Lagomarsino - 35 years
 Renewed Members: 143
 Non-Renewal Members: 45 Transfers
 Out: 6

Totals

Primary Members: 2807
 Affiliate Members: 1346
 Total Members: 4153
 PCA Juniors: 253
 Test Drive Participants: 27
 Maverick Growth from numbers reported in September 2024

Primary	Affiliate	Total
20	18	38

PCA Totals

Primary Members	Affiliate Members	Total Members
106485	55800	162308

National Growth

Primary Members	Affiliate Members	Total
145	75	220

Since October 1, 2024, we have added 43 new primary members and transfers. Our net 2024 primary total membership has increased by 55 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



OCT 2024 - MONTHLY FINANCIAL UPDATE

Submitted by Chris Flaugh

\$ 112,752.63 Current account balances as of 10/2/2024

\$ 104,703.15 previous balance as of 9/4/2024

\$ 8,049.48 net change

Change due to:

+ more Slipstream ad revenues collected.