

# FEBRUARY 2022

## MAVERICK PCA BOARD MEETING MINUTES



- 🏆 Bill – Opening:
  1. Welcome Chairs and Members-
  2. COVID- PCA has not added anything new to guidelines. On that basis, the club will continue with current schemes—committee chairs should employ protocols within their comfort levels.
  3. 2022 Calendar of Events—Chairs are encouraged to submit tentative dates to calendar. This gives us an opportunity to avoid overlaps.
  4. 60<sup>th</sup> Anniversary—A mug with the new logo will be available for sale at the All-Member Party. Conor will send an email blast. The poster featuring tiles of Slipstream covers is ‘very cool.’
  5. Maverick Motorsport graphic—Inspired by Kurt, a graphic for Club Racing will be available. There will be T-shirts.
  6. New Rally Chairs—Tom and Ginger will be stepping down from their roles as Rally Chairs. The new chairs, hopefully, a couple will be in place before the Easter/Bunny Hop Rally in April.
  
- 🏆 Chris- Financial update—Details are provided in the attached.
  
- 🏆 Landon- Mav of the Month; Amazon gift card courtesy of Autobahn—The Mav of the Month is Bill Bradley, a member of 8 years. He initiated the popular FloMoPoCo (Flower Mound Porsche Coffee), a well-attended and welcoming weekly gathering of Porsche owners.
- 🏆 Tom/Beckie- Membership update—The club gained 41 new members and 8 transfers. Net growth in membership matches the national growth rate. Additionally, there were 115 renewals and 56 non-renewals. Details are attached.
- 🏆 Ted/Michael- Tours update—The All-member tour is set. Registrants will receive emails with details. A pre-tour drive is planned for one week prior to the event. A social event is planned to honor committee members and recruit new ones. Within the first 24 hours of opening registration, there were 70 cars enrolled.
  
- 🏆 Mike O’Hare- “meet the driver” series updates—Patrick Long will be the featured driver at the March 31 event scheduled for about 100 participants. There will be a poster featuring Patrick Long’s autograph and a goodie bag for participants.

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- ✿ Renee/Craig/Keith-DE Update—Registrations for the upcoming event are on track to break even. Hagerty, Park Place Porsche and Grapevine Porsche continue in sponsorship roles.
- ✿ Tom/Lana- Happy Hour update—An April event is in the planning stage.
  
- ✿ Debi/Michael/Ted-All Member Party 2022—the party will be a huge event featuring tour. Tables will be available for committee chairs to provide information. With prior notice, signage can be created for committees.
- ✿ Kurt/Arjay SLIPSTREAM update—An article featuring an ‘intro’ to tours is needed.
  
- ✿ Kendall- Social Media update—Progress toward goal of 10,000 followers continues against current level of 8900 followers. Hagerty has been added as an advertiser in this category. Reception to social media/digital has been ‘phenomenal.’
  
- ✿ Matt/Mike- Mavs & Mochas update—Planning is in full swing with events planned in various locations within the Metroplex.
  
- ✿ Doug- Mav outlier member engagement—A Tyler event remains in development with a July 2022 tentative date. Wichita Falls is planned for April. Doug was commended for this outreach to members who live outside the immediate Dallas/Fort Worth area.
  
- ✿ Wendy- Women behind the Wheel update—A planning session served brainstorming on possible activities. Wendy and Joann met with Park Place representatives, Karen and Jenny, to schedule a Happy Hour session for Women Behind the Wheel in April. Possible events will feature light tech, driving, and other topics of interest. The October Slipstream cover will feature women drivers in honor of National Breast Cancer Awareness Month.
  
- ✿ Mike Mahoney- Advertiser 2022 update—Payments for 2022 meet expectations. The digital option is working out great.
  
- ✿ Jimmyg- Charity update Tulipalooza 2022—About 50 members are registered for the March 27<sup>th</sup> event. This event provides support for people with autism. Ted is working the details for a group drive to Waxahachie.
  
- ✿ Carey- From the Regions and National submits—Three award entries were submitted: Carey Spreen for Enthusiast, Maggie M. for Website and Maverick Region for Service. Conversion to the new PCA template for By-Laws is in progress. The changes will allow for online voting, hopefully. Carey is also working a retrospective of the club’s

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accomplishments over these last 60 years. Registration for Porsche Parade opened March 2, 2022.

- 🏆 Scott K- Concours 2022 update—Artwork for posters and T-shirts is being finalized.
  
- 🏆 George thanked Maggie for helping with the Tub Club website. The April M&M will feature the 356.
  
- 🏆 Any open subjects...

Bill- Closing stay safe and be KIND

## Financial Report Submitted by Chris Flaugh

### FEBRUARY 2022 - MONTHLY FINANCIAL UPDATE

\$ 123,692.00 Current bank balances as of 2/2/2022

\$ 135,441.48 previous balance as of 1/5/2022

\$ (11,749.48) net change

#### CHANGE DUE TO:

Track deposits paid for future events

All Member Party deposits paid

#### BOTTOM LINE

\$ 141,974.00 balance same month last year

\$ 123,692.00 current balance

\$ (18,282.00) difference

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## **Feb 1, 2022 Membership Report submitted by Tom Gomer**

### **Activity summary - Feb 2022**

New Members: 41

Transfers In: 8

New Test Drive Participants: 2

Members with January "ending in 0 or 5" anniversaries: 30

55 year anniversary - Ed Mayo

35 year anniversary - Jack Griffin & Don Breithaupt

Renewed Members: 115

Non-Renewal Members: 56

Transfers Out: 5

Expired Test Drive Participants: 5

Member Record Changes: 12

### **Totals**

Primary Members: 2399

Affiliate Members: 1148

Total Members: 3547

PCA Juniors: 113

Test Drive Participants: 15

Maverick Growth from numbers reported in January 2021

Primary Affiliate Total

19 7 26

PCA Totals

Primary Members Affiliate Members Total Members

94656 50375 144550

National Growth

Primary Members Affiliate Members Total

340 162 502

# FEBRUARY 2022 MAVERICK PCA BOARD MEETING MINUTES



**Since Feb 1, 2022, we have added 46 new primary members and transfers. Our net 2022 primary total membership has increased by 73 primary members.**

## **Member contacts - To Do**

1. Email new members - Completed
2. Mail out new member packets -
3. Personal reminder emails sent to all Oct 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