



**Maverick Region
November Board Meeting Notes
11/1/23**

In person at Classic Wine-Frisco

- Bill – Opening at 630PM.
 - New Rally Chair- Bob Dirienzo has volunteered to organize a Gimmick Rally. Inspired by his experience at Porsche Parade 2023, he will organize a ‘Bunny Hop’ Gimmick Rally in 2024.
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 - Slipstream proofing—Help is needed for Slipstream Proofing. Members are requested to ‘proofread’ their submissions. For chairs, calendar submissions need to be proofread to ensure accuracy in logistics. Failing in this area is creating major problems.

 - Editor search update-Though not yet finalized, an editor has been identified. The EBOD reviewed and approved the idea of utilizing an outside editor with oversight by the club chair.

 - Upcoming Election improved voting format—The online option for elections will be forwarded to members. Members may also submit ballots by mail or in-person on Founder’s Day.

- Pat- Mav of the Month; Amazon gift card courtesy of Autobahn—Anjan Shenoy is our selection for November.

- Tom/Beckie- Membership update—The club continues to grow with the following October 2023 results: 27 new members, 1 transfer, 131 renewals, 41 non-renewals. The total Maverick Region membership is 4,056. Details will be attached.



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- Chris- Financial and Slipstream payment update –The current balance of \$165, 434 reflects of decrease of \$16, 261 over prior month. The change reflects expenditures for Slipstream printing costs and Founder’s Day upfront costs. Unlike the prior year where our balance was \$160, 0202, our current position reflects a difference of \$5,414. Details are included as an attachment.

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- Dana/Susie- Ad Rates 2024—Rates are increasing against a 25% decrease during Covid19. Going forward, rates are expected to increase as follows: +15% in 2024, +10% in 2025 and +10% in 2026. Color printing costs increased at a historic rate across the Region. Over the years, the impact for increased printing costs is expected to be: <\$22,000> in 2023, <\$16,000 in 2024>, <\$12,000> in 2025, and <\$7,500> in 2026. A discussion of tier pricing based on loyalty occurred with the agreement to retain consistent pricing for advertisers. Some have been ‘grandfathered’ in. Digital ads provide the best bang for the buck. Members are advised to forward questions or concerns to Dana.
- Debi-Silent Auction/Founders Day update—Following a successful formula from prior years, food trucks will be present from Hutchins BBQ, Monkey Shoulder, Pizza Testa, and a beer vendor. A cigar vendor will be present, as well. The auction is live. We are currently at 27.5% of the goal of \$13, 500. Custom Mav logo leather wallets have been added to the silent auction offerings.
- Open to Chairs...
- Club Racing—David extended a shout out for a successful season. In February 2024, COTA will include a DE Event. Hallet Motorsport Racing is in discussion to co-sponsor a DE in collaboration with another Region.
- Maverick Women Behind the Wheel—A total of \$7500 was donated to National Breast Cancer Foundation in October. November 19th is scheduled for a tour and tea at the Arboretum. On December 3, 2024, the Region Cookie Swap is planned. Scheduling for 2024 Ladies Track Day is pending.
- Tours—There are a few slots open for the Patriot Paws tour.



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- East Texas Event—Due to weather, only 3 Mavs showed up. Doug attended a POET (Porsche Owners of East Texas) gathering. There are plans to re-schedule.
- Happy Hour venues are needed to accommodate members who reside in the west. A plan for a Southlake event is in the works.
- AutoCross—There are plans to resurrect the Cayman class. After 15 years, the Equipe Rapide President resigned. Mark remains liaison with Ed Mayo continuing as an 'at large member. A \$1000 check was issued for Guns and Hoses.
- From the Regions—A photo from Club Racing will be submitted.
- Mavs & Mocha-The Shop is scheduled for the November event.

Bill- Closing stay safe and be KIND.



November 1, 2023 Membership Report submitted by Tom Gomer

Activity summary - October 2023

New Members: 27

Transfers In: 1

New Test Drive Participants:1

Members with September ending in "0 or 5" anniversaries: 21

35 year Anniversary - Ray Hamby

Renewed Members: 131

Non-Renewal Members: 41

Transfers Out: 4

Member Record Changes: 0

Totals

Primary Members: 2743

Affiliate Members: 1313

Total Members: 4056

PCA Juniors: 267

Test Drive Participants: 27

Maverick Growth from numbers reported in October 2023

Primary	Affiliate	Total
3	10	13

PCA Totals

Primary Members	Affiliate Members	Total Members
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104529

54821

159373

National Growth

Primary Members	Affiliate Members	Total
372	232	604

Since November 1, 2023, we have added 28 new primary members and transfers. Our net 2023 primary total membership has increased by 116 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

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NOV 2023 - MONTHLY FINANCIAL UPDATE

\$ 165,434.80	Current bank balances	as of	11/1/2023
\$ 181,696.15	previous balance	as of	10/4/2023
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\$ (16,261.35)	net change		

Change due to:
Slipstream printing costs
Founders Day upfront costs

BOTTOM LINE

\$ 160,020.60	balance same month last year
\$ 165,434.80	current balance
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\$ 5,414.20	difference

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