



MAVERICK REGION: PORSCHE CLUB OF AMERICA

Notes for August Board Meeting August 2, 2023

- Bill – Opening: The meeting was called to order by Carey Spreen, Vice President.
- 1. Welcome Chairs and Members
- 2. Reminder Slipstream changes back-half 2023—Officially bi-monthly, the due date for October/November submissions to Kurt is September 10, 2023. Earlier is better. BoDi
- 3. Chair changes- Store and Social Media—Peter Wen is transitioning from chair of the store with Guillermo Alvarez moving into this role. Chris Low is taking over Social Media chair duties from Guillermo.
- 4. Hot Wheels WANTED—The Club supply of Hot Wheels is depleted. Board members were asked to pick them up and send a receipt for reimbursement.
- 5. Rally update—Bob DiRenzo and his wife are planning a Gimmick Rally with support from Don S. and Carey. The event is anticipated for the third quarter.
- 6. Nomination Committee—Jim will form a nominating committee in accordance with the club’s by-laws.
- 7. SIM Racing Demo—Dates are pending for a Live SIM Demo with tentative plans for the Club House for the event. Set-up will be provided with possible registration support from Wendy.
- Chris- Financial update—The current balance of \$148,813 versus prior balance of \$184, 579, reflect pre-payment for Club Racing of \$35,666. As compared to the prior year’s balance of \$156,822, the difference is about \$8,000. The PCA quarterly rebate will probably set a record for the club.
- Dana- Advertiser 2023 update—Program update notices will be sent to existing advertisers. Members were encouraged to forward names of vendors who are willing to host us. A new vendor, Revolution Iced is in discussion to come on board as a vendor. There is no space for print ads. All new ads will be digital. Xpel/Dallas seemed interested by no word has been received from them. Rates have been sent to vendors, but no one has responded. Digital provides more ‘bang for the buck.’
- Pat Carmichael- Mav of the Month; Amazon gift card courtesy of Autobahn—A trio comprised of Chris Chilton, Paul Mosley and Raul Pena are under consideration. Their effort and follow-through for FoWoPoCo is notable. Paul is sending a write-up for a future Slipstream article.
- Tom/Beckie- Membership update—The club gained 37 new members, 5 transfers this month. Our year-to-date total is 91 members. Two members celebrate 45 years of membership: R Bradley and Jacques Krielen. The Maverick Region won the PCA Membership Growth Award at Parade. With over 4,000 members, this achievement is notable. Commendations were expressed to Tom and Beckie.



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- With regard to trophies, there was discussion of setting up a display at the All-Members' event or Founder's Day. The need for a defined storage space was discussed.
- Carey- From the Regions-A submission is planned for August in recognition of the 75th Porsche Anniversary. The Pick-Yer-Tour Weekend event is scheduled for April 12-14 in Kerrville, TX . Participation will be open to all Porsches at a cost of \$150 per vehicle. Registration opens up in October. Four different tours are planned to include self-guided, unpaved and off-road.
- Conor- Club Communication update—Members were reminded to submit dates for events. An email blast request will be sent.
- Michael- Tours update—Against a total of 85 registrants, only 50 showed up at the July FM 4 Tour. Discussion of the deleterious effect of 'no shows' ensued with notation of the effect on restaurants included. Within the registration system, members are able to cancel. Consideration will be given to sending email reminders to registrants, club follow-up from Bill and individual follow-up with 'no shows.'
- Mark- Autocross update—Lone Star Park in Grand Prairie, as a venue, was highlighted for the availability of shade and restrooms. Members were encouraged to be spectators. Three heats are planned at Lone Star on August 6 with a start time of 9:30AM.
- Renee- DE update—The next HPDE is scheduled for September 2-3 at Eagles Canyon. Registration opens on August 4. Members are encouraged to watch from the bleachers. Parade laps are planned, weather permitting—no racing.
- Pat- Women behind the Wheel update—An event with Grapevine Porsche during the latter half of September is pending. The July 29th 'Women's Only HPDE' was attended by 21 registrants with Park Place Porsche serving as a sponsor. A pop-up is scheduled for Village Baking on August 13th. The October M&M is scheduled for National Breast Cancer Foundation. The process for obtaining donations will be clarified. The cookie swap is planned for December 30th. There is discussion of collecting towels and pillows for Hope House. Tumblers are available for sale. Interested parties are requested to attend a LeMans watch party in Las Colinas.
- Mike/John/Rishi- Mavs & Mocha update—September 8th is the date for an event at the Porsche McKinney service center. This event features all 911 models from 1973 to 1989.
- Doug- Mav Outlier Member Engagement update—Wichita Falls worked out well with 'shout out' to Michael Hays for his help. The trip to Tyler is in the planned stage.
- Tom/Lana- Happy Hour update—A communication issue is suspected as the cause of low attendance at the last event.
- Chris- Social Media update—Facebook updates are in progress. Comments and suggestions are welcome.



- Kurt- SLIPSTREAM update—Troy agreed to help with graphics. There was broad agreement that the biggest problem is corralling content to meet deadlines. Wendy is volunteering. There was an idea of finding an associate that was presented.
- George- Tub Club—An August 2nd breakfast was held. Glen Rose is planned for a drive September 15-17th. In honor of Ferry’s birthday, there are plans for photos and a drive. 912s are welcome.



August 1, 2023, Membership Report

Activity summary - July 2023

New Members: 37

Transfers In: 5

New Test Drive Participants:1

Members with May ending in "0 or 5" anniversaries: 27

45-year Anniversary -

R Bradley

Jacques Krielen

Renewed Members: 130

Non-Renewal Members: 33

Transfers Out: 6

Member Record Changes: 11

Totals

Primary Members: 2718

Affiliate Members: 1284

Total Members: 4002

PCA Juniors: 264

Test Drive Participants: 20

Maverick Growth from numbers reported in June 2023

Primary	Affiliate	Total
25	13	38

PCA Totals

Primary Members	Affiliate Members	Total Members
103065	54178	157266

National Growth

Primary Members	Affiliate Members	Total
379	65	444



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Since August 1, 2023, we have added 42 new primary members and transfers. Our net 2023 primary total membership has increased by 91 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



AUGUST 2023 - MONTHLY FINANCIAL UPDATE

\$ 148,813.44 Current bank balances as of 6/7/2023

\$ 184,579.83 previous balance as of 6/7/2023

\$ (35,766.39) net change

Change due to:
Prepaid track deposit for October Club Race
Club Race sponsorship checks in process
Prepaid deposits for Founders Day

BOTTOM LINE

\$ 156,822.27 balance same month last year

\$ 148,813.44 current balance

\$ (8,008.83) difference

2023 Slipstream ad revenues

\$ 38,300.00 invoiced \$ 23,675.00 received to date 62% \$ 14,625.00 balance due no change from previous month
