



Maverick Region--Board Meeting Notes for January 8, 2025

- Bill – Opening—Call to order
 - Executive Board Members Present
 - William Kruder, President
 - Michael Hays, Vice President
 - Olga Taylor, Secretary
 - Jim Falgout, Treasurer
1. Welcome Chairs and Members—New Year’s Greetings was extended.
 2. Chair changes—New chairs Chris Cuyler (Store), David Harness (Charity), Daniel Dallacasa (Rally) and Steve Purser (Photographer) were welcomed for 2025. John and Rishi will serve as co-chairs for Mavs and Mochas—Former Co-chair Mike McHorse is moving to Arizona.
 3. Slipstream Editor search and production change—A search for a new Executive Editor is underway on Carey’s request. Michael Preston is in place to execute production tasks for 2025. Work with the outside contractor ended December 31, 2024.
 4. SUV owners group meet ups—Interest in launching an SUV owner’s group is growing. Membership Chair Tom Gomer indicated that there are over 500 SUVs in the club plus 36 Taycans and 89 Panameras.
 5. By Laws review in two phases 1) around election and criteria to run for office 2) general review—Pat Gouldy agreed to lead a By-laws committee and will solicit two or three additional members to help.
 6. Porsche Plano agreed to sponsor Most Valuable Maverick and will provide a \$100 gift certificate for purchases of parts and boutique items. It is unclear if the 10% PCA discount will also be applied.



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- Jim- Financial update and Quick Books primary admin update—
 - Jim spoke about the need to update QuickBooks to reflect himself as primary administrator. Board notes with Executive Officers listed and President government ID are required to make this change. Once completed, he will reconcile our records. In the interim, the bank balance is \$75,950.
 - He indicated that he would issue payment for vendor and member expenses on the first and fifteenth of each month.
 - Members are asked to scan receipts and submit them by email.
- Dana (Bill)- Invoice Advertiser 2025 update—Dana sent renewal letters to advertisers in October. This information will be used to send invoices to advertisers.
- Tom/Beckie- Membership update—Total membership stands at 4,188 as of December 31, 2024. This reflects an increase of 133 members over the previous year.
- Pat-Most Valuable Mav—Scott Kerfoot is the Most Valuable Maverick for Feb/March 2025. His efforts to support the Founders' Day Concours Judging and Officer Election were well done.
- Michael- From the Regions—With a photo of Amanda Damore's Ruby Star Neo Cayman, a write-up of the Founder's Day Toy Drive was submitted to Panorama.
- Carey/Doug- Slipstream update—The December/January issue shipped on January 3, 2025. Members should receive them this week.
- Kenin- YouTube update—With an 'eighties theme in mind, the idea for a Mavs and Mochas event is being conceived. This might include 80s Porsches and costumes.



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- John/Rishi- Mavs & Mochas update—The January 2025 event is scheduled for Texas Harley Davidson in Bedford. Contact info for Chris Kidd was requested to finalize Southlake Town Center in April.
- Tom/Lana- Happy Hour update—Harwood Arms is scheduled for January 16, 2025, at 5:30pm. The venue features covered parking. Two future events are pending.
- Bob/Daniel- Rally update 2025—Dates for 2025 are pending.
- Rob/Michael- Tech Session update—Nine or ten vendors responded to requests to host a tech session. For February, S-Collective is scheduled. Scheduling sessions at dealer locations is under consideration.
- David- Club Race 2025 update—The past year, 2024, was great. There are 2 races scheduled at Eagles Canyon (May 24-25 and October 11-12). The Maverick Region has the best motorsport culture per David.
- Keith/Tom- HPDE update 2025—MotorSport Ranch is the venue for the February 15-16 event. It will feature charity parade laps. The need for new uniforms for coaches was discussed—current uniforms feature the older Region logo.
- Mark- Autocross 2025—Ten events are scheduled. Lone Star Park is the venue for February 9 and March 9
- Lisa/Pat- Maverick Women Behind The Wheel update—In November, a Floral design class was held. The annual Cookie Exchange was held in December. January features “Painting with a Twist.” In February, Porsche Grapevine will host a tech session. March Madness contest will be a fund raiser for Hope House. The date for the October Mavs and Mocha has been moved to the first week. A pop-up was held at o Dumpling House.



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- Debi- All Member Party update—Oak + Ivy in Aubrey will serve as the venue on March 23, 2025. Tours will be included. Registration is set for February 1, 2025.
- Dave- Charities 2025 update—Plans to refocus and add volunteer opportunities (i.e., The North Texas Food Bank) are goals for 2025. Opportunities for member employer matching donations will be explored.
- Anjan- Web update—Knowledge transfer is in process. Current focus includes formatting updates to the website and integrative calendar. New headshot photos are needed from board members. Considerable effort is occurring to update and catalog data. A new format for Coffee Meets is in development. Details of the report follow:

Anjan- Web update continued

The screenshot shows a presentation slide titled "Updates" with a light green background. The slide is divided into two columns of bullet points. The left column lists: Knowledge Transfer (with sub-points: Good progress, thanks Maggie!, Already hands on majority of the task, Can provide support as needed), New page for coffee meetups (new Format!), Google Calendar (with sub-point: integration and categorization), and Slipstream Update. The right column lists: Work in Progress (WIP) (with sub-points: Backend Files cataloging, Fix dead pages/ update events coming in), Pages in updates (taking it slow, will speed u now!) (with sub-points: BOD, MWBTW), and Request for help (with sub-points: Head shots for Bod Page, Review Content and format help, Pages that need to sunset and/or update, Ask yourself? Does this need to be on the website).

- Chris Cuyler- Store –She is looking forward to diving in and learning the ropes.
- Steve- Photography update—A collaboration with S-Collective is under consideration in partnership with Kenin (Possibly)



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- Wendy- Zone 5 Representative update—Information was provided on insurance reporting. She spoke about the need for reports before and after 'driving events.' Waiver retention is 96 months with digitized files defined as the preferred mode. The PCA Glove Box is an ideal spot for archiving the waivers. The recent Zone 5 Cruise included 16 participants.
 - Observer's Report:
 - <https://web.pca.org/?event=observersReports.observerReportFormMain&m=4dDAhBzUJqfSU%2Bt0vfEXcfpzs0JdHxpXC1QN%2BDob1tk%3D>
 - Post Event Report:
 - <https://web.pca.org/?event=eventsChairsReports.postEventForm&m=4dDAhBzUJqfSU%2Bt0vfEXcfpzs0JdHxpXC1QN%2BDob1tk%3D>
- George- Tub Club update—Continued work to keep the groups together is ongoing. February Garages and Gearheads and April Mavs and Mocha feature Porsche 356s.
- John Cuyler requested help with setup of the tent for the January 11 Mavs and Mochas. He needs 4 people/volunteers.
- Any open subjects...

Closing stay safe and be KIND



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January 1, 2025 Membership Report (submitted by Tom Gomer)

Activity summary - December 2024

New Members: 26

Transfers In: 4

New Test Drive Participants: 1

Members in September ending in "0 or 5" anniversaries: 34

Philip Guthrie 40 yrs

Pat Carmichael 15 yrs

Renewed Members: 141

Non-Renewal Members: 55

Transfers Out: 2

Totals

Primary Members: 2828

Affiliate Members: 1360

Total Members: 4188

PCA Juniors: 251

Test Drive Participants: 23

Maverick Growth from numbers reported in December 2024

Primary	Affiliate	Total
6	5	11

PCA Totals

Primary Members	Affiliate Members	Total Members
106832	55899	162754



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National Growth

Primary Members	Affiliate Members	Total
32	3	35

Since January 1, 2025, we have added 32 new primary members and transfers. Our net 2024 primary total membership has increased by 133 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