

Yosemite PCA Board Meeting July 8th, 2021

Meeting called to order by Brian at 7:12pm

June minutes were okayed by everyone, accepted by Brian and a second by Dave Boyd.

Treasurer Report

Larry stated the current balance in our account is \$16,448.

Larry also stated that he had received a letter from the IRS stating that our club tax returns weren't submitted for 2019. After some research he received IRS Form 990N and filed our taxes for 2019.

Membership Report

Gary stated that total membership was at 284, 190 primary and 94 co-members. There was an additional test drive total of four. Gary also noted that we've had nine new members from 5/9-7/8.

During this time, it was brought up by Larry that the car show in Oakdale on the August 6th would be a great opportunity to recruit new members and asked if we would have our Yosemite PCA banner for the event. Dave and Brian said they had been trying to locate but to no avail. Brian suggested that we go ahead and have Seegars Printing from Turlock make us a new one. He would check with Charlotte at corporate to see if the artwork was available.

Web Report

Don reported that the winners of the region websites would be announced soon.

He also updated us on the main PCA website and presented some facts and statistics. One million clicks to the PCA website and 110K unique users each month. Also, 45% of people were using the site for the mart section. Don said corporate had done eleven months of coding, six months of testing, and were trying to achieve the ability to send out 100k emails in six seconds.

Brian asked if we could digitize all marketing at the Yosemite website.

Larry suggested we try to monetize our website.

Brian added that the once a year El Portal section would be fine.

Gary and Larry suggested that the shops that have a link on our website and possibly pay to advertise.

Don added that we could do a write up monthly/quarterly on those shops.

Brian suggested that maybe we need an advertising chair.

Larry suggested a trial run to have shops pay and Dave noted what would they expect from paying for an ad.

Larry also added that the advertising revenue could be used to donate more to local charities.

New Business

Brian- CDW no longer needed as of 7/1.

Brian – August 9th and 10th Porsche week had five members signed up so far. The event would consist of 400-500 cars, food, and music.

Tech Talk Zucchi Garage. Brian- 28 members had signed up for tech talk at Zhucchi's garage on July 10th.

Oakdale car show August 6th, always sells out and we need the 15 car spots reported to Oakdale CC by July 26th. The price to show your car is \$23 and includes dinner. It's \$23 if a member wants to attend and, not show a car, and eat dinner. It was suggested that the tickets be listed on Event Brite for \$25 to cover the dinner and surcharge. The show goes from 4-8pm with music and dancing after dinner.

Dave asked Brian to have up on our website by Friday July 9th.

Brian stated he would send out an email blast by Saturday the 10th.

Larry, Dave, and Brian wondered if we need insurance for this event. Brian said he would check.

Werks update for August 12/13th. Brian and Don. Five people signed up so far. We would meet at Starbucks in Manteca drive through Skyline Blvd and Highway nine through Santa Cruz. Dinner in San Juan Baptista at a Mexican restaurant no reservation for such a small group.

Tech talk Porsche Stevens Creek Aug 28th. Brian has been working out the details for questions from the board members. Brian/Dave/Don suggested we just do a conga line drive to the event Brian stated that the dealer needs a two-week notice and predicts 10-12 cars with shopping or lunch afterwards for significant others.

New Member BBQ Sep 12th Jorge's Winery. Brian stated the event will go from 11-3pm with probably 80 people in attendance. Brian/Larry- The club will cover the cost estimated at \$40 per person=\$3200. Brian suggested that the invites go out by August 1st. Larry suggested people choice award or other awards. Dave wanted to know if new members were still getting swag bags?

Porsches, Pints, and Planes October 9th. Gary has been working with Bob Tyler on the special tour part of the day. Gary stated that we will meet in Modesto at 9:30, depart at 10 and meet at Blaker Brewing in Atwater by 11. The private tour will go first for approximately one hour followed by the general tour for one to two hours. The tour cost is \$30 person. Bob Tyler had asked if we could invite the Fresno Chapter to the event. Brian thought it was a good idea and asked me to email their president and copy him on the email. Brian wanted to know The Fresno Chapter interest and a straw poll on how many might attend from their group.

New Event parking Lot

Cars and Coffee August 7th? Brian stated with so many events in August the board will decide by next board meeting on when to have this event or not.

Turkey Drive II, November 14. Brian said the date is still on.

Stockton Ports Social. Brian said Jeff Rosenthal had suggested a social event at The Stockton Port ball Park in Stockton. The board members liked the idea, but to discuss further at the next board meeting and a date.

Year end Dinner. Dave/Larry suggested the Redwood Café and Gary mentioned Galetto's. Dave suggested that we consult with Derek McCain as he is a local expert on the food scene in our area.

August Board meeting. The board agreed on Monday August 2nd location tbd.

Brian adjourned the meeting at 8:52pm.