

YOS Dec. 9,2021 Board Meeting

Meeting Minutes issued January 3, 2021

In Attendance: Dave, Jeff, Larry, George, Don, Gary and visitor Cathy Kuhn
(Brian was not able to attend)

Meeting started at 8:02 pm, Grains of Virtue Brewing Company, Oakdale

Cathy volunteered to be Secretary as the Board position was open; Dave to confirm if she can be voted in by the Board, although those in attendance provisionally voted her as Secretary.

Old Business

Minutes from November board meeting approved; not sure who made motion or who seconded.

Treasurer Report (as of 11/30/21): Larry reported that the Region's available balance: **\$14,968**. The balance includes \$500. from National and \$750. also from National for the charity event. Eventbrite proceeds for the holiday dinner will cover the check to Chefs of New York. 45 dinner attendees

Membership Report: Gary reported 296 members (194 primary, 104 associate) Discussion of marketing membership at automotive vendors in Yosemite Region i.e. Brochure about PCA Yosemite Region, information of how to join, board officers business cards.

Gary to reach out to Porsche dealers that member's use: Livermore, Stevens Creek, Fremont, and Rocklin to see if they are willing to have our Region info.

Web Report: Don discussed the positioning of Ads, which have been at the end of the newsletter for years. With the ability to place ads digitally on El Portal, website and E-blasts and differing sizes 100 X 600 pixels for standard ads, 200 X 600 for larger ads, we might offer a banner Ad for each newsletter.

Additionally, ads could be interspersed between articles. Vendors could also offer member discounts for services in their ads and then track the response to the ads. For additional cost, a specific vendor's ad could roll on the website. Don will contact advertisers, such as Migliore, McCoy Tire and Kruse-Lucas to go over pricing and desired ad placements. *Don will get ad packages.*

El Portal: Don asked members how they learned about Region events. The top way was through e-mail blasts, second, through the website and third, through the newsletter. Since the newsletter is quarterly, it often is "old news" for events that occur without a lot of lead time. The new format for El Portal will be continued as it had good usage by the members.

Sim Racing: Jeff reported that a new Sim rig from Migliore is available. It would be good to have it at an event so more members can try it. Our (?)

record for Series 7 was a podium finish. The next Series will be National. Sim Racing would be a good activity for Junior Members so an Introduction to Sim Racing could be at an upcoming event. Jeff mentioned that one does not need a dedicated PC to do Sim Racing. *Jeff to follow up about placement of the new to our region Sim rig.*

Name tag discussion: Gary or Larry noted that only a few name badges are left. Trophy Works is still the source of the magnetic badges. The option of a lanyard style was brought up at the prior meeting, but Brian is not here to give any about costs. Item tabled until next meeting.

New Business:

Calendar for 2022: What follows are preliminary suggestions for events

January: Board meeting to be moved to Jan 6, since Dave will not be available for 2nd Thursday of the month.

Porsche & Pints to be done again at Dustbowl Brewing, Turlock possibly on 29th, 11 am *Brian (?) and Jeff to contact and confirm date*

February: Board meeting 2nd Thursday, February 10

Breakfast/Brunch at Stockton Country Club, maybe on Sunday ?? to contact and set date

March: Board Meeting March 10

Spring flower tour to Ironstone Winery—lunch & winery tour *Cathy to contact about Sunday dates, Mar 20 or Mar 27***

April: Board Meeting April 14

Tech Talk #1-date and location tbd

4/29, 4/30 & 5/1: IMSA race at Laguna Seca, overnight Hacienda de Leal, San Juan Bautista (one or two nights?) *Don or other to organize*

May: Board Meeting May 12

Breakfast and Drive—Baldi's Copperopolis or other location May 7 or 14?

Weekend Tour—Wawona in Yosemite or Evergreen Lodge option-May 21 & 22 *tour leader tbd*

June: Board Meeting June 9

Tech Talk #2-date and location tbd

Family Picnic for 4/4 (4-door & 4-wheel)—near Strawberry out Berry Creek Rd?

July: Board Meeting July 14

Breakfast-Cars & Coffee tie, date tbd

John Dho-multi day Coast-Redwoods tour, date tbd

Mozart (?) Auto Collection-drive & tour, date tbd

Aug: First Friday Car Show Oakdale Country Club

Board Meeting Aug 11

Monterey Car Week Aug 14-21 Werks Reunion Aug 19

German restaurant lunch/early dinner near Waterloo, Hwy 88 Aug 28 *Cathy to follow up (Cathy added this idea)*

- Sept.: Board Meeting Sept. 8
Saturday TBD-Tech Talk #3-Chemical Bros detailing/*Jeff to follow up & set date*
Sunday date TBD-New members BBQ, St. Jorge Winery/*Larry to arrange*
Rennsport ???
- Oct: Board Meeting Oct. 13
Saturday TBD-Breakfast Meetup/ Woods Creek or other site
Saturday/Sunday TBD-K. Telfer Studio/Sonora Campout/*Brian to follow up & set date*
- Nov. Board Meeting Nov. 10
Turkey Drive #3-New Option for Lunch & design drive to accommodate-*Larry to arrange*
- Dec. Board Meeting Dec. 8
Holiday Party date and place tbd (CarSeum, Golf Course, Redwood Cage)

**Cathy changed event to Sunday as she works at a library Fri & Sat weekly

The meeting was adjourned @ 8:30 pm.

Minutes submitted by Secretary, Cathy Kuhn