

# **Santa Barbara Region Board of Directors Reports**

## **November 8, 2023**

In lieu of a meeting, the following reports were submitted:

**President, Rod Hersberger (no report)**

**Vice-President, Steve Doll (no report)**

**Treasurer, Howard Rubenstein**

For the Period Ending – October 2023 and YTD 2023

Submitted to the Board via email you will find a Balance Sheet Previous Year Comparison as of October 2023, a Profit & Loss Previous Year Comparison January - October 2023, a Profit & Loss for October 2023, a Profit & Loss YTD comparison for January - October 2023, a Profit & Loss Month-by-Month January - October 2023 and a Profit & Loss of Activities for January - October 2023.<sup>1</sup>

The PCA Refund is for our share of the third quarter of new and renewable members. Similar reports for the period ending September 2023 were submitted as well.

**Secretary, Tom Sutphen**

Ballots are coming in and he will be distributing ballots at the two November Cars and Coffee.

**Past President, Rem Laan (no report)**

### **COMMITTEE REPORTS:**

#### **60<sup>th</sup> Anniversary Ad-Hoc 6/2024**

Our SB Hilton contract is for a minimum of 125 guests. The first deposit of \$2500 was made to the Hilton on August 14th. The Second deposit of \$2500 is due on Nov. 18<sup>th</sup> and the third deposit in Feb; 4th deposit in June with final payment in July.

Next meeting is being planned for early January.

#### **Activities Chair, (Art Shin/Lionel Neff)**

Last 2023 event 12/10 Holiday Brunch – Spanish Hills CC (Rod & Doreen)

In addition to our 2 monthly Cars & Coffee currently planned events for 2024 include:

Wed 1/17 Edwards AFB Tour

Sat 2/17 A Lunch in Italy at Trattoria Uliveto

Sat 3/16 Rock Inn @ Lake Hughes Drive & Lunch

Mon 3/18 SBR/LAR/GPX Autocross, Santa Maria

Sat 4/13 Post Cars and Coffee drive to Buellton to Pence Vineyards for Lunch and Wine Tasting

M-F 5/20-25 Lake Tahoe Jamboree

Tue 6/18 Kernville Backroads overnighter

Sat 7/20 SBR 60th Anniversary Drive, Banquet, and Celebration

Sat 8/17 Pine Mountain Club Drive via (newly opened) Hwy 33

Sat 9/14 Detail Clinic

Sat 9/21 Gimmick Rally

Sun 10/13 SBR 45th Concours d'Elegance

Mon 10/14 SBR/LAR/GPX Autocross, Santa Maria

Sat 11/2 Post C&C Camarillo Airport Aircraft Museum

Wed 11/13 Drive over Hwy 229 to Creston and the Loading Chute Restaurant

Sun 12/15 SBR Annual Holiday Party Luncheon

**Advertising (Bob Clarke)**

Except for a newer advertiser just sent a bill, all payments are current. The \$3,500 balance that is due from Rusnak for their advertising should be resolved soon.

**Dealer Relations (David Stone)****RUSNAK WESTLAKE PORSCHE**

Mr. Forutan provided the following information from Rusnak Westlake Porsche:

Sales for the period have been increasing overall. The dealership has moved up in the national ratings from 27th to 26th in September and up to 23rd in October. They anticipate a strong November. Mr. Forutan expects a very good allocation of cars for 2024, based on their increased sales. Their allocation will be separate from the Pasadena store.

The dealership hired Andrew Neal as their new Service Manager a few months ago. He came from Audi and is accustomed to a high-volume dealership.

Mr. Forutan and his wife, Megan, will be joining us for our Holiday Party on December 10th and will be providing two generous gifts for our raffle.

**SANTA BARBARA PORSCHE**

Sales Manager Rene Verbrugge reported that orders and sales for the last period have continued to be very good. He and all other Porsche dealers are awaiting the 2024 allocations to be announced by Porsche. They are expected later this month and will cover the entire year. All dealers will be notified the same day. He said that this year, Porsche has built more GT cars than in the past. He received more GTS models than S cars, especially in the 911 line.

The dealership renovation and expansion continues. Demolition has been completed and construction is progressing well. Although completion was estimated to be in January, he would be happy to see completion sometime in the first quarter of 2024 due to City inspections and approvals.

Their Oktoberfest event for the launch of the new Cayenne was a success with an estimated 150 in attendance from both SBR and the Central Coast Region, which the dealership also sponsors. Rene provided six tickets to the Porsche Experience Center, which were given out by Rod via email. He confirmed that he will be able to provide additional tickets to the center as our third-place raffle prize for our 60th Anniversary celebration.

Rene and his wife, Nicole, will be attending our Holiday Party on December 10th. He will bring a few gifts for our raffle.

**Membership (Sue Kinsling)**

Sue reported that during October, 6 new members joined our region, 0 transferred in, 1 transferred out, 18 members failed to renew their memberships on time.

At the end of October 2023, our membership stood at 804 Primary, 506 Affiliate and 1 Life member. Total Region Membership 1311.

We had 12 Test Drive Participants.

**Webmaster (Randy Fishwick)**

The PCA SBR Website has been updated with current events through December 2023.

The current Nov-Dec 2023 Der Auspuff is now available from the website and ISSUU.com.

Other sections of the website were updated with information from Der Auspuff, including the

President's Column, Sponsors, and Classifieds. The business card carousel has been updated with new media, with more cards on the way. The rotating carousel at the top of the homepage has been updated with new images and coded to start on a random image each time with each page refresh. Other, largely unnoticeable HTML/JavaScript updates and bug fixes were made with help from GitHub Copilot (Thank you Microsoft/OpenAI).

### **Social Media (Sal Reyes)**

Sal reported:

Instagram

Postings: 10

Followers: 861 (+25)

Accounts reached: 493

Most popular posting: RENNSPORT 7 Weks Trophy Qualifying

Facebook

Postings: 16

Followers: 1312 (+24)

Most popular posting: RENNSPORT 7

All upcoming events posted on Facebook events calendar.

### **Editor Official Publication (Dennis Power)**

The November/December edition of Der Auspuff was in mailboxes within a day or two of the first of November. It was a full issue with reports on the August field trip, two motorsports events, an event sponsored by Santa Barbara Porsche, and the usual range of columns and other reports. Preparation is now underway for the January/February 2024 issue; the deadline for copy is December 1. I will introduce a few design changes for the coming year, but the topics covered in the contents will remain the same. Suggestions for stories and contributions are welcome.

### **Archives (James Oldham)**

Archives has nothing significant to report.

### **Motorsports (Glenn Crawford) (no report)**

### **Concours (Robert Watt and Tara Brundrett)**

Nothing to report for Concours.

### **Goodie Store manager (John Barrison) (no report)**

### **Insurance (Randy Kinsling)**

Insurance has nothing to report.

### **Public Relations (Dick Lange)**

My submittal for the Boxster Cruise-In was published in the October issue of Panorama. I submitted the Wrightwood Drive for publication in November and Cars & Coffee for the December issue of Panorama.

### **Safety (Joe Niederst) (no report)**

**Old business: none**

**New Business: none**

Next meeting is January 10, 2024, 6:30p.m.

Respectfully submitted by Tom Sutphen, Secretary