

Santa Barbara Region Board of Directors Meeting

March 13, 2024

Virtual meeting via Zoom

The meeting was called to order by the President at 6:30 p.m.
Those present were:

Steve Doll, Lorraine Gray, Jim Brown, Doreen Shinn, Rod Hersberger, Art Shinn, Lionel Neff, Bob Clarke, Sue Kinsling, Randy Kinsling, Dennis Power, Glenn Crawford, Robert Watt, Dave Stone and Joe Niederst.

Minutes of last meeting were approved after the meeting by the Executive Committee.

President, Steve Doll:

Steve suggested that our next meeting might be held after the Camarillo Cars and Coffee on Saturday, May 4, at the restaurant there, which might interest other club members in staying for the meeting. Steve also offered his house when the weather is warmer.

Past President, Rod Hersberger:

Rod reminded everyone that the Air and Water show will be held April 27 at the Costa Mesa Orange County Fairgrounds, where they are anticipating a huge number of Porsches.

Vice President, Lorraine Gray

Lorraine has organized a ladies' lunch on Friday, March 15 at Boccacchios in Westlake Village, with ten people saying they will attend.

Treasurer, Jim Brown:

All February reports submitted by email to all Board and Committee members on 3/6/24.

Additionally, Jim advised of some tracking required by National: our cash balance is slightly in excess of 125% of annual expenses and he will be preparing a document to take care of the excess calculated at 12/31/23.

Non-Member income will be delineated starting in 2024 if we have any.

Non-member income, Interest, Advertising and Sponsorship income needs to be less than 35% of total income. 2023 was 27.6%.

PCA National sent us a surplus refund of \$3,232.

2023 Tax return info being compiled now.

An \$1100 expense was approved to cover Der Auspuff postage and miscellaneous expenses.

\$650 was approved for renewal of Quickbooks license.

Secretary, Doreen Shinn

Nothing to report.

COMMITTEE REPORTS:

60th Anniversary Ad-Hoc 6/24 – Dave Stone

Registration for the event is now open on msreg.com. There is a notice to indicate whether registrants will be attending the reception at Santa Barbara Porsche and the drive, both of which are optional. The banquet will be limited to 150 members but may be extended if demand exists. It is hoped that everyone makes a point to be part of this special celebration of our region.

The raffle entry form is available on page 4 of the March/April edition of Der Auspuff. A number of entries have already been received by Nick Liakas. The raffle is limited to 400 entries, so don't delay. It's a great opportunity to win some excellent prizes or cash. The flyer will go out to the other Zone 8 regions soon, but we wanted our members to have the first opportunity to respond. Winners need not be present at the banquet.

Dave's article on the review of the last decade of the region has been completed and is with Dennis Power, who will be inserting the appropriate photos. The article will appear in the May/June edition of Der Auspuff.

Dave asked that invitations be sent to National and Zone 8 representatives. He will discuss with Steve after this meeting. David also would like KEYT in Santa Barbara to publish a press release of the event.

Activities, Lionel Neff & Art Shinn

Lionel's criteria in determining the success of an event are the enthusiasm generated within our ranks, the number of Club members that sign up immediately, how soon it sells out, and the number of Club members on the waitlist. Also taken into consideration are price constraints and perceived value.

January 17th Edwards AFB Tour: This event, with a limit of 40 participants as specified by our host, sold out in a matter of days subsequent to its announcement. Participants met at the Denny's in Castaic. From there they travelled to the airbase where they were met by our host. The event was masterfully organized by Ron Mulick, who due to death in his family, could not lead or participate in the event. Lionel agreed to take Ron's place to lead the event. Everyone had such a great time and in response to the enthusiasm, a second identical event is rescheduled for March 27th whereby Ron Mulick will lead. SUCCESS? You bet.

February 17th The Taste of Italy Event: This event had a limit of 80 participants. Despite the large number allowed for attendees, it sold out quickly as well. The event was preceded by a meet-up at Porsche of Santa Barbara where Rene Verbrugge, the Sales Mgr., had arranged a wonderful continental breakfast for our 82 participants. The cars were divided into two groups prior to departure. We arrived at the Trattoria Uliveto dining destination and had a wonderful Italian themed luncheon. Everyone appeared to have enjoyed themselves. SUCCESS? Absolutely.

March 13th Rock Inn Drive and Luncheon: This event was held today and was a success with 31 attendees. The participants met up at the Moorpark Target and had an entertaining drive to and luncheon at the Historical Rock Inn.

April 10th Pence Vineyards Drive, Luncheon, and Wine Tasting: This event has a minimum requirement of 60 and a limit of 80 participants. We now have the 60 minimum signed-up on MSR. Because we were contractually bound to a minimum of 60, we now have no financial exposure. With all this event includes (drive, tour of the Pence Estate, fancy Michelin scored restaurant luncheon, and a special wine tasting), Lionel was surprised it didn't sell out immediately. Perhaps the \$100.00 figure is a moving target.

The remaining events are in the planning stage with the May 20 - 24 Lake Tahoe event nearing completion. The total per-night cost is at a reduced rate of \$272 per couple, which is a savings of \$100 per night (including parking and activity fee). The hotel requires a signed contract and a \$13,000 guarantee for a minimum of 12 rooms. This would be placed on our credit card but would not be charged if we meet the minimum. These were approved by the Executive Committee.

The next planned event will be an overnight in Kernville in June, which Lionel is currently working on.

Lionel thanked the members of the Activities Committee (especially Doreen Shinn and Dennis Powers) for making these events the successes they are.

Advertising, Bob Clarke

Bob has good news to report that both of our Porsche dealers' advertising 2024 bills have been paid. The SBAG payment of \$6,500 and Rusnak's payment of \$7,000 are paid in full for this year. Also, payments from other advertisers are coming in. Unfortunately, we did lose one advertiser, Monaco Motors, who didn't want to renew.

Steve suggested that he and Lorraine meet with the Rusnak General Manager as a courtesy. Bob advised that their Cars & Coffee last weekend drew a large turnout.

Lionel suggested that, because Rene Verbrugge (Santa Barbara) does so much for the club, he and his wife be invited to the Pence Vineyard event, at our cost (\$85.00). This was approved.

Membership, Sue Kinsling

New Members	3
Transfer In	3
Transfer Out	- 1
Lapsed	- 7
Life Members	1
Total Primary Members	817
Affiliate Members	519
Total Region Membership	1337
Test Drive Participants	12

Jim asked what factors are bringing in our new members. One is that the Santa Barbara dealership is giving club information to new car buyers.

Insurance, Randy Kinsling

All COIs for March have been received. The event for the DE on 3/18/24 at Streets of Willow is a shared event and the other Region is supplying the insurance COI. The COI for the Pence Wine Tasting Tour 4/10/24 has been received. Lionel will give him the daily itinerary for the Lake Tahoe Jamboree on 5/20-25 so he can order the COIs for the event. Nothing else to report.

Webmaster, Randy Fishwick

PCASB.org: Updated the website with current event information from Der Auspuff magazine, PCA National, and other sources.

Randy has spruced up the website to meet PCA's requirements for the annual website competition and hopefully make it more functional and attractive.

The current Mar-Apr 2024 Der Auspuff is now available digitally from pcasb.org and ISSUU.com.

Edwards AFB Event: Once again, Ron Mulick, Doreen Shinn, and Randy teamed up to gather and organize member information for the second Edwards AFB event.

Dealer Relations, David Stone

RUSNAK WESTLAKE PORSCHE

General Manager Mehran Forutan reported that last month they sold only 30 units due to incoming inventory delays at the port of entry. They have several special cars among the ordered units held on dock waiting for release by Customs. Concerning used cars, they currently have two Turbo S models, two Sport Classic models on consignment and one GT-4RS.

Mehran said that he will not be able to attend our 60th Anniversary celebration as he and his wife will be visiting family in Germany that week. Dave suggested that

he offer the invitation to one of his managers or sales staff to represent the dealership. He also asked for an appointment to discuss sponsorship details of our event.

Several SBR members attended the "No Substitute Saturdays" event on March 9th. It was very well attended with literally no space left on the lot for cars to park. The dealership provided a coffee coach, donuts and t-shirts for the attendees. There were no less than a dozen cars on the showroom floor, including a privately owned Singer Targa creation and a privately owned, fully restored 356A coupe. Other vehicles included a new GT3RS and several lightly used 911 coupes, Targas and Cabriolets. Mehran was extremely pleased with the turnout and hopes to repeat this event every other month.

SANTA BARBARA PORSCHE

Sales Manager Rene Verbrugge reported that they had an excellent February with 58 orders placed for new cars. Available cars enroute include a Meissen Blue 911GTS Cabriolet and two additional 911S Cabriolets. They also have allocations for a 911 TurboS coupe and a 911T coupe. All cars will be sold at MSRP. He is taking orders for the new Macan EV with deliveries expected in September.

The dealership expansion and remodel are now moving right along. The roof has been completed and the glass is being installed on the expanded areas. There will be an upgrade to the elevator, and the stairs have been moved to the rear of the showroom. The upstairs space will be business offices and the Finance Department. He believes that the construction will be completed by late Spring. They will be hosting an open house sometime between May and late summer, depending upon the timing of Porsche AG's review and approval and final approval from the City. It may be combined with the 3rd Annual Oktoberfest.

Concours, Robert Watt

Robert attended a Zone 8 Zoom meeting on Monday 3/11 to determine future Concours events: There will be no Zone 8 Series again this year, nor any in the foreseeable future. Zones can no longer sponsor events. Our club needs to decide if we will hold a Concours event this year – only two regions so far have committed to these events for 2024. Rod suggested that rather than a Concours, maybe we could hold a Shine and Drive, with possibly a picnic and a vote for the favorite car. In the future (not this year) we could possibly share the event with another region. It was determined that nobody wants a Concours event this year.

Editor, Dennis Power

The March/April edition of Der Auspuff was out a couple days before the start of the month, thanks to good response from the contributors. That was notable since February is a short month. The May/June edition is in production. As part of

the buildup for our 60th Anniversary celebration, Dennis has in hand a very informative recounting of the most recent ten years of our club's history by the knowledgeable David Stone. He looks forward to working this into an illustrated article that will be a keepsake for members. We'll provide internet access to the July 2014 issue of the magazine that recounted our full 50 years of history. He will obtain from Sir Speedy Printing a flashdrive of 2018 – 2020 pictures. We also have in production various announcements and flyers for the 60th Anniversary raffle and the celebration to be held on July 20. Deadline for copy for the next edition is April 1.

Social Media, Sal Reyes

Facebook

Postings: 14

Accounts Reached: 1.6K

Followers: 1,320

Instagram

Postings: 7

Accounts Reached: 895

Followers: 919

Motorsports, Glenn Crawford

March 18th's DE at Streets appears to be booking up well. Can always use more participation from SBR. Octobers is all scheduled. Glenn has talked to Mehran Forutan in person about benefits for Rusnak, Motorsports drivers and PCA members working together but nothing is settled yet. He has a message into him to schedule a formal meeting.

Goodie Store, John Barrison

There was a discussion about ordering hats for the 60th anniversary. John has already ordered 10 hats at \$35 each (including patch) – Steve will find out how much the cost would be if we ordered 100+ hats. Four jackets (presold) have been ordered at a cost of \$455 – reimbursement was approved. Jim suggested that John be given a budget for the remainder of the year – last year store income was \$1,930 and expenses were \$1,732. Steve suggested a \$2,000 budget, but this will be put on hold until the price for hats (above) has been determined.

Safety, Joe Niederst

Nothing to report.

Archives, James Oldham

Nothing to report.

Public Relations, Dick Lange

Nothing to report.

Old business:

None

New Business:

Dave Stone advised that the Las Vegas Region is holding a celebratory lunch on April 20 for their 50th anniversary.

Next meeting May 8 at 6:30p.m.

There being no further business, the meeting was adjourned at 7:30 pm.

Respectfully submitted by Doreen Shinn, Secretary