

## **Santa Barbara Region Board of Directors Meeting January 15, 2025**

Virtual meeting via Zoom

The meeting was called to order by the President at 6:42 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, Dave Stone and Randy Fishwick,

Minutes of both September and November meetings were approved.

**President, Steve Doll:** Discussions under New Business.

**Vice President, Lorraine Gray:**

The next ladies' event will be on January 21 – lunch at Convivo Restaurant in Santa Barbara followed by a visit to the Funk Zone. 20 people have registered for this.

**Secretary, Doreen Shinn:**

The club now has the option of purchasing \$100 “gift cards” through MotorSportReg to award to any existing member. This is applied to the member's MSR account as a credit toward any future event registration.

On our MSR page, Cars & Coffee is now split into two information events: Camarillo and Santa Barbara.

**Treasurer, Jim Brown:**

All year-end and monthly reports have previously been submitted and are on file. Chase Bank has added Rod Hersberger as an “inquiry only” signator on the account. This will be reflected in the ByLaws. Waiting for proposal letters from both Singer Lewak (existing CPA) and Mark Sauer for tax preparation. \$700 is needed for postage – this was approved.

Discussion of removing the existing 10-year limit for committee chairs. This will be reflected in a change to the Bylaws.

**Past President, Rod Hersberger:**

Rod asked if the Board felt that this coming Saturday's drive to the Seabee Museum might be considered insensitive due to the fires that have occurred in the Los Angeles area this past week and suggested that the drive be eliminated and that everyone just meet at the museum. It was decided that the drive would be fine as it was not going through any areas that had been impacted.

## **COMMITTEE REPORTS:**

### **Activities, Lionel Neff:**

Lionel thanked Rod for establishing our Activities Committee which is very active and gave an overview of all upcoming activities for the year. The Board has already been provided with an updated calendar.

There was some discussion about having a drive/event after Cars & Coffee, which could be led by any of the Activities Committee members. A drive to the Solvang Motorcycle Museum after the Santa Barbara Cars & Coffee was suggested which would be led by Rod. Insurance would need to be obtained.

Lionel discussed having a private showing of Steve McQueen's Le Mans movie at the Alcazar Theatre in Carpinteria, CA. This event would commemorate the Mecum auction of the number 20 Porsche 917 from the movie. The theatre would charge \$1,000 for us to rent it for the event, plus take a percentage of ticket sales.

He looked into a field trip to the Reagan Ranch above the coast on Refugio Road, currently operated by The Young America's for Freedom Foundation in Santa Barbara; this won't work as they have a limit of 10 people.

Steve is setting up a lunch event at Aloha Restaurant on Presidents Day – February 17.

### **Advertising, Bob Clarke:**

All 2025 invoices have been sent out and payments have started to be received. Robert Watt discontinued his ad in the magazine; however, Bob has a new account replacement – also a real estate company.

**Archives, James Oldham:** Nothing new to report – James did not attend meeting.

**MotorSports, Glenn Crawford:** Nothing new to report – Glenn did not attend meeting

### **Concours, Tara Konrath:**

Tara was not at the meeting but had reported that she has confirmed an October 12 date with Zone 8 for our Concours. She is still looking for venues and welcomes any suggestions. She reached out to the park district but they won't allow vehicles to be parked on the grass.

### **Dealer Relations, David Stone:**

RUSNAK PORSCHE WESTLAKE

General Manager Mehran Forutan reported that December was an "absolute success" in all departments. The dealership had an all-time high for sales performance, breaking

every record on the books. They finished 2024 very strong and beat their set sales objective.

### PORSCHE SANTA BARBARA

Sales Manager Rene Verbrugge reported that sales during December were only average. Many of the vehicles due to arrive at the dealership were detained at the port due to a change in the DOT manager who handles certification of new federal regulations. Cars that arrived at the port in early November did not get to their dealership until the last four days of December. There were also shipping delays that affected all dealers. Overall, sales were very good in 2024, and PCNA reached their goals for the year.

New car orders remain strong as have sales of current inventory. The biggest seller this period was the Cayenne. They sold all they had in inventory and an additional five units provided by PCNA on request. Interest in the Cayenne has become much stronger following lack luster sales during the first 90-days after the new model's release.

Deliveries of the ICE Macan have slowed considerably because the factory production line is split between the ICE and all electric models. He does not expect to see ICE Macans back in inventory until February, and they have all been sold. The ICE Macan is now expected to be offered through 2026, depending upon customer demand.

Inventory currently on the showroom floor include a yellow 964 Speedster, a new blue 911 Cabriolet, a new yellow 911 Coup, a new Cayman and a Boxster S. He is waiting for delivery of the new Tacan GT rated at 1100 HP and the Turbo S, but information from PCNA is limited.

Rene wants to host a special event this year to include PCA members, besides his annual Oktoberfest. He must wait to schedule it until PCNA advises him about their business plan and the mandatory events the dealership must hold for product launches or other business.

Rene is looking forward to hosting the send-off refreshments for our Valentine Drive on February 15.

### **Distribution, Sal Reyes:**

Instagram:

- Content Shared: 9 Postings

- Total views: 1.9K

- Most popular posting: December's C&C at Leadbetter Beach

- Total Followers: 1.2K

Facebook:

- Content Shared: 14 Postings

- Total views: 3.4K
- Most popular posting: Annual Holiday Brunch
- Total Followers: 1.4K

### **Editor, Dennis Power:**

The January/February edition of *Der Auspuff* is out. I'm grateful to our printer Mike Dunwell for his efforts over the holidays. We have stories from Lionel Neff, Doreen Shinn, Steve Geldman, Lorraine Gray, and Bill Hallier. Great photos are featured by Gary Krueger, Art Shinn, Bill Hallier, and Steve Geldman. I couldn't do it without the excellent participation of club members. The March/April edition is in production. The deadline for copy for that issue is February 1.

### **Insurance, Randy Kinsling:**

The requested COI for the January 18 event to the SeaBee base has been received. No other matters are currently pending.

### **Membership, Sue Kinsling:**

New Members	7
Transfer In	0
Transfer Out	0
Lapsed	- 15
Life Members	1
Total Primary Members	846
Affiliate Members	527
Total Region Membership	1374
Test Drive Participants	9

**Public Relations, Dick Lange:** Nothing new to report – Dick did not attend meeting

**Safety, Joe Niederst:** Nothing new to report – Joe did not attend meeting

### **Webmaster, Randy Fishwick:**

#### **PCASB.org:**

- The PCA SBR Website has been updated with current events through March.
- The current Jan-Feb 2025 *Der Auspuff* is now available from the website and ISSUU.com.
- Several sections of the website were updated with information from *Der Auspuff*, including the Events, Classifieds and About Us pages.
  - I've made the *About Us* page a separate page as previously suggested by one of the website judges. I plan to do the same for the Membership page, which might be done before the board meeting.

- The 2025 PCA National Website Contest Submission period has been announced from March 1 – March 23. Wow, it seems like we just got the results from last year's contest. At any rate, I have been incorporating the suggestions for our website from the last contest. Whether it will be done using the current hand coded HTML/CSS/Javascript like we're using now or Wordpress instead remains to be seen.

**Old Business:** None

**New Business:**

Steve advised that, in his Presidents' meeting, all regions discussed getting new members. The dealers could help by handing out our club brochures to everyone who purchases a car, or by purchasing a one-year membership for new car owners. Steve and Dave will meet with the two dealerships to discuss this possibility. Dave mentioned that, unlike Santa Barbara, Rusnak does give us pushback on our requests to them.

Cards (slightly bigger than business card size) will be printed for Board members to put on Porsches that they see. These cards will contain information about Cars & Coffee.

There was also discussion about asking attendees at our Cars & Coffee events to take pictures and post them on Instagram to possibly attract new members.

Lionel advised that the third-round order of 60<sup>th</sup> anniversary jackets is in – those who ordered jackets and are attending the Seabee tour will be given them at that time. All others will receive them at the February Cars & Coffee events.

Dave advised that Rusnak Porsche has a huge turnout when they hold their bi-monthly No Substitute Saturday events. He has repeatedly asked them not to hold them on the same day as our Cars & Coffee in Camarillo, as our members would like to attend both events.

Steve suggested that maybe Rusnak would be willing to host one of our future Board Meetings; Dave will check into this.

The board discussed giving \$5,000 to aid in fire relief. Executive Council approved that we would donate \$2,500 to Direct Relief and another \$2,500 to our Grand Prix region which is already working on this.

Jim requested (and the Executive Council approved) pre-approval for all activities each year, so that all the event coordinator would need to do is request a check rather than have to go through the approval process.

The New Membership Recognition lunch was discussed. Doreen Pankow is organizing this and has presented two options. The Executive Council approved the "Gold Coast Luncheon" which would require a club subsidy of approximately \$3,650, pending Jim

checking with Doreen Pankow on whether we subsidized the lunch the last time. We will also see if any sponsorships can be obtained.

There being no further business, the meeting was adjourned at 7:56 p.m. Next meeting will be in-person at Marie Callender's in Camarillo after Cars & Coffee. Members attending Cars & Coffee will be invited to attend the meeting.

Respectfully submitted by Doreen Shinn, Secretary