

Riesentöter Region, Porsche Club of America, Inc  
(a Pennsylvania Nonprofit Corporation)

Minutes of a Meeting of the Executive Board  
Held  
17 April 2011

A meeting of the Executive Board of Riesentöter Region, Porsche Club of America, Inc. commenced on Sunday, April 17, 2011, at 4:00 pm EDT at Westover Country/Golf Club, Jeffersonville, PA. The voting members present in person were Graham Knight, Rita Hancock, Chris Barone, Bud Horenci, Joe Asher, Brian Minkin, Todd Little, Francine Knockenhauer, and Dan Newton constituting a quorum. Absent were Ian Curtis, Peter Majka, Larry Herman, and Myles Diamond.

Non-voting Board Member Paul Walsack (representing the DE Committee), Jeff Walton and Kris Haver also attended. Non-voting Board member Peter Webster was unable to attend. Also present for all or part of the meeting were Terry Minkin, Bodo Knockenhauer, Kathleen Horenci, and Vee Bichnevicius (representing the Autocross Committee).

Graham Knight called the meeting to order at 4:10 pm and welcomed the Board members and guests. Following a role call, Graham indicated that a Board quorum was present for voting purposes.

**February 20, 2011 Board Meeting Minutes:**

The minutes were distributed to the Board in advance of the meeting. A motion was made by Bud Horenci, seconded by Brian Minkin to accept the minutes as presented and approved by the Board unanimously. (Knight, Hancock, Barone, Minkin, Asher, Knockenhauer, Horenci, Little and Newton in favor, no one opposed). It was also noted that the March 2011 Board Meeting had been scheduled and subsequently cancelled due to the lack of a quorum.

Also under the Secretary portion Bud Horenci reported he had not yet completed the Commission program contract with Tire Rack, as approved by the Board in February, as he was waiting for the CJ Tire Der Gasser advertising contract to be renewed. Now that it has been renewed, Bud will complete the agreement and coordinate with Todd Little regarding the placement of an ad and information on the club website.

**President's Report:**

Graham Knight introduced Kris Haver as the newly appointed Awards Chair.

Graham requested of the Board and its committees that the RTR President be notified promptly whenever there is an incident/accident/problem with any club sponsored activities

rather than he hearing it from National for the first time. After some discussion, it was agreed that this notification request will be a given priority.

### **Treasurer's Report:**

Chris Barone presented the monthly February and March P&L financials. A motion to accept the financials as presented was made by Bud Horenci, seconded by Rita Hancock and approved unanimously by the Board. (Knight, Hancock, Barone, Minkin, Asher, Knockenhauer, Horenci, Little and Newton in favor, no one opposed).

Included under the Treasurer's report was information sharing regarding the PCA vanity plate program run by Zone 2 representative Tom Zaffarano. Members subscribing to that vanity license plate program had included an extra \$10 payment which was to be forwarded to a Watkins Glen Safety Fund charity organization. There are minimal records tracking that additional donation, but all indications are that the monies collected were never forwarded. To resolve the matter Tom Zaffarano suggested RTR send a check for \$2000 to the charity as that was his estimate of the monies owed. Chris was able to reconcile the RTR plate sales totals to the tune of our owing Zone 2/Watkins Glen Safety Fund \$1080. A motion to forward that amount to the appropriate charity was made by Bud Horenci, seconded by Graham Knight and approve unanimously by the Board (Knight, Hancock, Barone, Minkin, Asher, Knockenhauer, Horenci, Little and Newton in favor, no one opposed). This closes out this issue.

### **DE Report:**

In the absence of Myles Diamond, Paul Walsack presented the DE report. Paul reported the DE accident at the Jefferson event and that Incident and Safety reports were filed per National's requirements. This incident report by Paul was what initiated Graham's request, mentioned above, to be notified as soon as possible after an incident.

Paul also reported that the RTR lost approximately \$4400 on the Jefferson DE event.

Paul also reported that the Pocono event scheduled for May is approximately half sold, and he is optimistic it will be successful. Also mentioned was the initiation of a Heel and Toe Clinic as a new program we will offer at Pocono, and he is optimistic it will be successful as well.

A motion to approve the DE contracts for Pocono and Summit events was made by Graham, seconded by Chris Barone and approved unanimously by the Board (Knight, Hancock, Barone, Minkin, Asher, Knockenhauer, Horenci, Little and Newton in favor, no one opposed).

The Fall Pocono DE event was reviewed, and it was indicated that the DE Committee was working on promotional material and keeping Jeff Walton in the loop in that effort. It was also mentioned that the Pocono Region was willing to run an Autocross event that same weekend, since we had rented the entire facility, should we desire. The information was forwarded to the Autocross Committee for consideration.

Also mentioned was that we should consider doing email blasts regarding the DE and AX events rather than just depending on contacting previous entrants through Motorsportreg.com alone. The Board felt it might increase awareness and participation, and this should be implemented.

### **Autocross Report:**

Vee, subbing for Ian Curtis, indicated the first of 6 autocross events on the RTR calendar was a big success. This event was sponsored by the Central PCA Region, and RTR had excellent participation and wonderful results.

The annual Planes and Porsche event, to be held with Millennium Aviation at Reading Airport, was discussed, as well as a determination as to who might be available and willing to coordinate a Concours and Show and Shine. After some discussion it was suggested the Show and Shine could be simpler if it were a Porsche corral with a People's Choice Award. Also an effort to contact Lee Giannone to gauge his interest in running the Concours will be made.

### **Social Chair Report:**

Joe Asher reviewed the Social activity over the past few weeks, reviewed future activities planned and mentioned the cancellation of the parachuting/skydiving event in June due to lack of participants.

Joe also mentioned the concern he and other Board members had regarding our Membership Chair (Peter Majka) and his response to blast requests and the frequency of same. It was felt that we should be doing at least one blast a week to include any and all activities (Social, DE, Autocross, etc) to promote and increase participation. We also have not had a membership report for a couple months, and there is concern that the new member greetings are not happening, although this could not be verified. After some discussion it was determined that Brian Minkin would meet with Peter to try to gauge his continuing interest in doing the Membership Chair job and to determine how we might be able to assist in getting it done better. Brian will report back to the Board next month and, if necessary, the Board is prepared to name a replacement.

### **Vice President Report:**

Rita Hancock reviewed the schedule for upcoming Board Meetings and General Membership Meetings and will update the web calendar accordingly. Details can be obtained on the website.

### **Der Gasser Editor Report:**

Dan Newton reviewed the Der Gasser status, including the just completed issue. Advertiser renewal/revenue was also reviewed and additional advertisers status.

Dan also checked with the printer, per the Board's request, and was able to determine that adding an additional 4 page increment to Der Gasser to accommodate any additional advertisers would only equate to an additional \$221 per issue, making adding advertisers a good deal for the club. Dan will verify if those additional dollars include any additional postage due to mailing a heavier piece.

Also discussed once again was the potential for adding a Member Business Directory page to Der Gasser for any members interested in participating. An affordable price was suggested for participating, and it would present an opportunity to advertise their businesses to all other RTR members. Bud Horenci and Jeff Walton will take on the project to try and implement this program.

#### **Web Site Report:**

Todd Little presented the website hit information, and it has increased significantly over the past few months. He shared that the website is being accessed to the tune of 3000 hits per month and by up to 800 different computers/people. This is valuable information and will assist in the selling of advertisement on the web.

Todd also mentioned his desire to integrate an ecommerce/on line store for RTR goods and a migration of the "Forum" so that it is better integrated with the site.

#### **Goodie Store Report:**

Francine Knochenhauer presented the latest RTR shirt she will begin offering as soon as the next General Membership Meeting. It was noted that a screening error related to the club website address is printed on the shirt and Todd Little said he could redirect any attempts to use the invalid address should the Board desire. Francine reported she has purchased 150 shirts for resale.

#### **Membership Chair Report:**

Peter Majka was unable to attend so no report was given but discussion of the Membership Chair activity was held under Social's portion of the meeting.

#### **Rally Master Report:**

Pete Webster was unable to attend but sent an email indicating he has all but finalized his rally efforts and was about ready to begin promoting it.

#### **Zone 2 Report by Brian Minkin:**

Brian attended the semi-annual Zone 2 President's Conference and reported back on several items discussed at the meeting. It was shared that the membership of PCA is now up to 105,000 members and affiliates and retention numbers were improving as well.

It was also shared that the Baltimore Grand Prix, scheduled for Labor Day weekend this year, will include a PCNA sponsored Porsche Platz for PCA members.

Porsche Parade in Savannah GA was also reviewed, including information regarding the raffling of the restored 1973 911 T.

Region awards were also mentioned, and Dan Newton has already submitted Der Gasser for consideration in the newsletter category. Joe Asher indicated he will check to see what's involved in the Art Award category so Bodo Knochenhauer could consider submitting his art work which we used in the cover of the September/October 2010 issue of Der Gasser.

Also mentioned was the dealership relations efforts which regions should make, insurance issues regarding track rides and the need for at least one of the occupants to be a certified instructor, tour waiver forms and the critical requirement that all participants sign them, and the essential requirement that all new members be greeted with emails/letters/phone calls so they feel welcomed to the club.

And finally, Brian mentioned that PCA now has a Goodie Store on line, and they will work with any region to add the region's logo to their inventory of merchandise. This is particularly valuable for the smaller regions who cannot justify their own Goodie Store due to their membership count.

That concluded the meeting and the Board adjourned at 6:00 pm.

Submitted by,

Bud Horenci, Secretary