

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

Minutes of a Meeting of the Executive Board
Held
16 March 2014

A meeting of the Executive Board of Riesentöter Region, Porsche Club of America, Inc. was held on Sunday, 16 March 2014, at 4:00 PM EDT at Iron Hill Brewery and Restaurant, a restaurant in North Wales, PA. The voting members present in person were Jeffrey Walton, David Newton, Chris Karras, Chris Barone, Marty Kocse, David Hathaway, and Wendy Walton, constituting a quorum. The voting members absent were David Nettleton, Paula Gavin, and Joe Asher. Also present at the invitation of the Board were: Nick Betegh and Yoyi Fernandez.

Jeffrey Walton called the meeting to order and welcomed the members and guests.

Jeffrey moved the adoption of the minutes of the Board Meeting held 16 February 2014 which had been distributed to the Board in advance of the meeting. Chris Barone seconded the motion and it carried unanimously.

Chris Karras noted that we still need signed certifications of the conflict of interest policy from Bill Cooper, Debbie Cooper and Larry Herman. Jeffrey Walton reminded the Board that many of the materials stored by the Club's historians, including back issues of Der Gasser, should be scanned for the permanent archives and to be made available to the members on the Club's web site. Jeffrey also noted that he was creating a time line of significant events on the Club's web site and solicited the assistance of the other Board members.

Jeffrey Walton showed the Board the printed tri-fold brochure that the Club will distribute to Porsche dealers and others to advertise the Club to prospective members. He also passed out business cards for the Board members to use in attracting new members. David Newton explained that the brochures will be lodged in the service areas of the Porsche dealers in our region because Porsche does not allow materials from other organizations to be displayed in showrooms with the vehicles. David also reported on his program to improve relations between the Club and the four Porsche dealers in the region. He described how member liaisons will work with each dealership, providing at least monthly updates to a binder that will be lodged at each dealership containing information about the Club and its the events and activities. Wendy Walton described an approach to further dealer sponsorship of Club activities.

Chris Barone drew the Board's attention to the February 2014 Treasurer's Report that he had previously circulated to the Board. Chris Barone moved the adoption of the Report, David Newton seconded the motion and it carried unanimously.

Chris Barone described how in past years the DE program generally broke even for the year or collected revenues in excess of costs. The excess cash has been used by the Board to subsidize other activities that did not operate on a break-even basis, yet the participants in the DE program never received such a subsidy. He proposed that for 2014 each activity be budgeted for on a break-even basis and that the Board budget funds for a Club-wide, per primary member discount per activity. Only primary members pay dues and affiliate and family memberships, one per primary member, are free. The Club has about 1,400 primary members and about 1,000 other members. The Club has authorized PCA national to collect dues on behalf of the Club and to retain a portion of them to pay for Panorama and other national member benefits. About \$15 of each primary member's annual dues are distributed to the Club. This month PCA national is making a one-time extraordinary distribution to the Club of \$7.50 per primary member.

The Board noted that in 2013 the principal use of subsidy dollars was to support the annual holiday party. Jeffrey Walton reviewed the details: about 80 members registered at the early-bird price of \$35 per person, about 90 members registered at the regular price of \$50 per person and the cost to the Club for the venue, food, door prizes and other elements of the party was about \$105 per person. Wendy Walton explained that she had contacted more than 20 possible venues and that the Chester Valley Golf Club in Malvern, PA, was by far the most cost effective location. Wendy also described how the cost could be reduced for 2014, but the sense of the Board was that a nice holiday party was important to many members.

Chris Barone provided several examples of how a Club-wide discount program could work. Based on attendance at the Club's activities in previous years, the Board could set a dollar amount discount per primary member per activity. For example, for an assumed annual participation of 385 primary member activities the Board could set the 2014 discount at \$25 (\$9,625 in total). For each activity a primary member participates in during 2014, whether DE, AX, holiday party, summer picnic or other activity, he or she would be entitled to a \$25 discount without regard for the number of activities in which he or she participates. A benefit of this approach would be to give primary members additional incentive to participate in more activities. A complication of this approach would be the need to confirm which participants are primary members of the Club. Chris Barone and Marty Kocse explained that motorsportreg.com, which the Club uses for registration of participants for many of the Club's activities, can electronically validate participants as members against the Club's member roster maintained by PCA national but that validation of the primary status of members is not automatic. Marty will consult with the registrars as to how best primary membership may be validated. Chris Barone noted that this approach would, for the first time, broaden member discounts to primary members participating in DE, AX, rally and other activities in addition to social activities.

The Board explored at length how such a new pricing structure could affect the budget and potential participation in Club activities and concluded that the proposal merited further consideration. Chris Barone undertook to reset the draft budget to provide for each activity to operate on a strict break-even basis and to analyze in greater detail historical participation patterns by primary members so as to estimate the cost of different levels of discount bearing in mind how new discounts may increase participation. As an interim step, David Hathaway moved the adoption

of a continuing resolution for the Club to maintain currently planned expenditures pending the adoption of a 2014 annual budget. David Newton seconded the motion and it carried unanimously.

Marty Kocse reported on the DE schedule and the discussions with Summit Point Raceway which was unable to make the substantial expansion of the Jefferson Circuit available for the Club's April DE. Another club scheduled to hold an event on the Jefferson Circuit cancelled when it became clear that the expansion would not be ready. Marty will carefully watch registrations for this event. Marty also described the Club's progress in planning to sponsor a PCA club race on October 10-12, 2014, at Monticello Motor Club in New York State.

Nick Betegh reported for David Nettleton on the progress of the newly formed Autocross Council in planning for the season. The AX kickoff meeting will be held on April 5, 2014, and the first event will be on the next day. Yoyi Fernandez reported on discussions for obtaining use of the Wells Fargo Center parking lot for the Club's annual AX charity fundraiser.

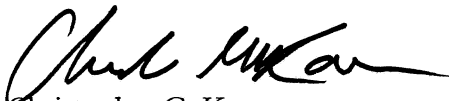
Chris Karras noted that the Club would again sponsor Tire Rack Street Survival teen driving safety classes in cooperation with the Delaware Valley Chapter of the BMW CCA and the Philadelphia Region of SCCA on April 26, 2014. The Club still seeks an appropriate venue for additional TRSS events.

Wendy Walton reviewed the schedule of forthcoming social activities, including substantial interest in the road trip to Annapolis, MD, that will include some behind-the-scenes access to the US Naval Academy.

David Hathaway reported on the status of software upgrades and changes in the production of Der Gasser and noted that the work was about 90% complete. He is adding a consolidated calendar that will show all activities.

The meeting adjourned at 6:10 PM EDT.

Submitted:



Christopher G. Karras
Secretary