

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

Minutes of Meeting of the Executive Board
Held
23 May 2010

A meeting of the Executive Board of Riesentöter Region, Porsche Club of America, Inc. commenced on Sunday, May 23, 2010, at 4:15 PM EDT at the home of Chris Barone. The voting members present in person were Graham Knight, Joe Asher, Allison Dollery, Rita Hancock, Myles Diamond, Marty Kocse, Steve McMorn and Francine Knochenhauer, constituting a quorum. Also present for all of the meeting was our host, Chris Barone, Rally Master. Larry Herman, Chris Karras, Dan Newton, Brian Minkin and Peter Majka were absent.

Graham Knight called the meeting to order and welcomed the members.

Francine Knochenhauer moved the adoption of the minutes of the Board Meeting held April 23, 2010, which had been distributed to the Board in advance of the meeting. Myles Diamond seconded the motion and it carried unanimously. (Knight, Asher, Dollery, McMorn, Hancock, Diamond, Knochenhauer and Kocse in favor; no one opposed; no one abstained)

Allison Dollery stated that the Club's Federal tax return had been filed on time. Allison and Graham will contact Siegal & Drossner to obtain a copy of the return as filed.

Revamping of the new website is in process. Todd Little has confirmed that they are making very good progress so far and are on-schedule to meet the July 30th release date.

The latest issue of Der Gasser was mailed to members in early May. Dan Newton has been working very hard to make a seamless transition to the new printer and meet the target dates for publication. Feedback from Executive Board Members present was very favorable. Special thanks to Dan for coordinating this effort and establishing the relationship with Getz Printing and reducing cost for future Der Gasser issues.

Chris Barone is now gathering volunteers to assist with the 2010 RTR Rally schedule. September 25th and 26th look to be potential dates. Whoever designs the rally route will not be able to participate per PCA rules. Last year's rally was very well received so announcement of a Fall offering should be very positive.

Planning for the RTR Summer Spectacular which combines the AX charity event, picnic and monthly meeting at the Reading Airport is in progress. Steve McMorn confirmed that we are on well our way with a \$1,000 sponsorship from Porsche of the Main Line. The date for the spectacular is Sunday, August 15th and the location is Millennium Aviation at the Reading, PA airport. We are anticipating 60 cars for the autocross, 40 cars for Concours and another 40 cars for

a more casual car show. Lee Giannone, Concours Chair is organizing the overall plan for the show. The Concours program will have 10 classes of cars with anticipated fee of \$25 per registered car.

RTR is working with Millennium Air and Miller-Keystone Blood Center (MKBC) to handle arrangements for catering. For planning purposes, registration is required for all who plan to partake of food. MKBC has two vendors who specialize in dessert items lined up for the event. More vendors are expected to be confirmed in the coming weeks. A pig roast or pasta menu may be a more cost effective solution to serving a large group of people. Arrangements will be made for concession stands to serve the general public. A raffle/silent auction is being planned to support charitable donations. Volunteers may be needed to solicit items for this auction. Steve McMorn to arrange meeting in June with MKBC to confirm food options and schedule.

Future RTR charity events including Planes and Porsches (AX) and October Track Weekend (DE) should result in donation of proceeds only after break-even point. The Club needs to settle operating expenses prior to commitment and issue of donation check to the charitable organization.

The AX Barbeque is scheduled for Saturday, June 26th at Specialty Cars from Noon to 1:30 PM. A drive is planned for 2:00 PM. The cost for the barbeque will be covered by the AX budget.

Social momentum continues with even more new offerings for RTR members to enjoy. This month, a Bucks County breakfast was held followed by a drive to the 9/11 Memorial in Lower Makefield. Our first "wine and dine" is set for May 27th at the Columbia Hotel in Phoenixville. June will kick off with the *Falling Water* tour on June 11-13 and the Porsches and Polo is confirmed for Tinicum Park in Bucks County on June 19th. July and August will be busy as well. Email blasts continue to be the best option for communication of social events. The social write-up on the website has been revised and the Social Chair is hoping to resolve issues with update of the social category content with the Webmaster. The Social Chair is creating a social request process form to ensure consistency on the details gathered from members who wish to host an event. Marty Kocse concurred this will be very helpful when sending email blasts as formatting is often problematic when not consistent from the source copy.

The holiday party is confirmed for November 13th. Communication to RTR members will be highlighted at the monthly membership meetings as well as next two issues of *Der Gasser*. Rita Hancock and Jackie Gilberg from RTR Social Committee will meet with Maggiano's Event Manager and confirm the final menu in early June.

Myles Diamond noted the DE weekend held at Shenandoah was successful even though attendance was light. The Pocono DE event was more profitable. There has been very positive feedback from those participating at Pocono particularly from new members. T-shirt sales continue to be brisk and a pizza and beer gathering adds to the positive vibe. Taste of the Track (TOTT) is going well and has proven to be highly successful in bringing extra revenue into the DE Program. Brian Minkin led the recent Pocono TOTT event which was very well received. TOTT should be available at every DE as long as there is someone available to lead. DE at Lightning is on deck for June 11-13.

Myles Diamond led a discussion of a new Instruct Only (IO) DE discount policy. IO for two (2) DE events and receive a credit for a free RTR DE in 2010. Restrictions and rules as follows:

- Limited to current DE season only, *i.e.* no carry over from one year to the next.
- Splitting DE's not allowed. Instructor must instruct for the entire DE event to get credit.
- Non-transferable
- Must be PCA Certified Instructor
- Instructor must attend the event without a car.
- Exceptions and other interpretations may be considered for next year's program.

Rita Hancock moved the approval of the new IO policy. Second by Graham Knight. The Board approved (Knight, Asher, Dollery, McMorn, Hancock, Knochenhauer and Kocse in favor; no one opposed; Diamond abstained).

The Board then considered changes to the expense reimbursement policy to permit reimbursement of hotel expenses as follows:

- Speed council members may be reimbursed for hotel expenses when working a DE event and not driving. Speed Council members are defined as Track Chair, Track Co-Chair, Chief Instructor, Assistant Chief Instructor, Safety, Assistant Safety, Registrar and Co-Registrar. Limited to a maximum of four hotel rooms for any one DE event. Maximum reimbursement to be set at \$100/night and is subject to DE event being profitable (profitable being defined as a minimum of \$1,200 above breakeven point).

Francine Knochenhauer moved to adopt the hotel reimbursement policy and Joe Asher seconded the motion. The Board approved. (Knight, Asher, Dollery, McMorn, Hancock, Knochenhauer and Kocse in favor; no one opposed; Diamond abstained).

The Board then considered a further Speed Council discount:

- Speed Council members who attend and work at a DE event will receive at 100% discount off the entry fee. The discount is non-transferable. Speed Council members are defined as Track Chair, Track Co-Chair, Chief Instructor, Assistant Chief Instructor, Safety, Assistant Safety, Registrar and Co-Registrar.

Graham moved to adopt the provision. Allison Dollery seconded the motion. The Board approved (Knochenhauer, Asher, McMorn, Hancock, Dollery, Knight and Kocse; no one opposed; Diamond abstained). Graham Knight and Myles Diamond to prepare a document stating the new expense reimbursement policy.

Marty Kocse noted member retention initiatives in place citing the example of recent positive feedback from new members attending their first DE program. He asked that every Board

member continue to reach out and make the effort to make members feel welcome. Business cards for Executive Board should be made available for providing to Porsche owners who may not be aware of PCA membership and RTR activities.

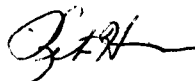
The next member meeting will be held on Wednesday, May 27th hosted by Knopf Porsche of the Lehigh Valley at the Porsche Distribution Center in Easton, PA. The Club will be the first PCA region to tour the site. This should attract a sizeable crowd as the venue includes the specially arranged tour and a wonderful catered German buffet.

The next Executive Board Meeting will be held at the Philadelphia Ronald McDonald House on Sunday, June 27th. Rita will make the arrangements and confirm the details in an email to Board Members.

Marty Kocse reviewed an analysis of the Club's activities based on survey results. Chris Karras did a terrific job in establishing the survey criteria and summarizing results. Email blasts continue to be an important channel for RTR communication. Special guest speakers on topics of interest could further help to promote strong attendance for new and old members.

The business meeting ended at 6:00 PM EDT with the survey results continuing to be discussed until 7:45 PM EDT. Not all the Board members were present for the entire meeting. Steve McMorn left the meeting at 6:00 PM and Allison Dollery left at 6:45 PM.

Submitted:



Rita Hancock
Acting Secretary