

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

Minutes of a Meeting of the Executive Board
Held
16 January 2011

A meeting of the Executive Board of Riesentöter Region, Porsche Club of America, Inc. commenced on Sunday, January 16, 2011, at 4:00 PM EST at Westover Country/Golf Club, Jeffersonville, PA. The voting members present in person were Graham Knight (by phone), Rita Hancock, Chris Barone, Bud Horenci, Joe Asher, Peter Majka, Brian Minkin, Francine Knockenhauer, Myles Diamond, Larry Herman, and Dan Newton constituting a quorum. Absent were Ian Curtis and Todd Little. Non voting Board Member Peter Webster also attended. Also present for all or part of the meeting were Chris Karras, Terry Minkin, Bodo Knockenhauer, Katherine Weber, and Cheryl Herman

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

October 19, 2010 Board Meeting minutes: the minutes were distributed to the Board in advance of the meeting. A motion was made by Joe Asher, seconded by Myles Diamond to accept the minutes as presented and approved by the board unanimously. (Knight, Asher, Hancock, Barone, Diamond, Majka, Minkin, Knockenhauer, Horenci, Herman and Newton in favor, no one opposed)

Graham Knight reviewed the Board positions for 2011 as follows;

Graham Knight, President
Rita Hancock, Vice President
Bud Horenci, Secretary
Chris Barone, Treasurer
Peter Majka, Membership Chair
Larry Herman, Technical Chair
Joe Asher, Social Chair
Ian Curtis, Autocross Chair
Todd Little, Webmaster
Francine Knockenhauer, Goody Store Proprietor
Myles Diamond, Track Chair
Dan Newton, Der Gasser Editor

It was also noted the Peter Webster has volunteered and is appointed to be the Rally Master for 2011.

Graham noted that Marty Kocse was moving to the Speed Council and will continue his active role. Graham also noted the transition of Board Members who are either new to the

Board or changing positions and indicated that the transition activity for all positions appears to have been successful except for perhaps some minor details still being resolved.

Treasurer Chris Barone then presented the Board with detail financials, including Profit and Loss Statements for 2010, a Budget Spreadsheet for 2011, a Projected Profit and Loss Budget vs. Actual for 2011, and a Transaction Detail Spreadsheet of the Der Gasser and web site advertising revenue for 2010.

Der Gasser advertising was discussed. Invoices to be sent to existing advertisers. Assistance solicited from the executive team in contacting the 10 current advertisers in an effort to get them to recommit to 2011 advertising. Herman, Asher, Newton, Minkin, Curtis and Hancock all volunteered to contact a specific advertiser or two and report back next month. Chris will maintain the contact effort list and coordinate. A discussion was also held regarding increasing advertisers and whether it would pay to do so and whether it was a function that could be outsourced for a commission plan. Consensus seemed to be that because of the limited 1400 or so copy distribution that it may very well be too small a quantity/market to interest an outsourced firm. Dan agreed to try to determine whether increasing advertisers is financially possible or if the additional printing will just make the effort a wash or loser. This will be a continuing agenda item as we work toward a resolution to the decreasing ad revenue in Der Gasser.

A motion was made by Larry Herman and seconded by Francine Knockenhauer to accept the financial information presented by Treasurer Chris Barone. The vote was unanimously in favor of acceptance. (Knight, Asher, Hancock, Barone, Diamond, Majka, Minkin, Knockenhauer, Horenci, Herman and Newton in favor, no one opposed)

Track Chair Myles Diamond gave a DE report including an event schedule review. He also announced the Paul Walsack has agreed to be the DE Co Chair and that Steve Hoagland and Jim McComb will assume the Safety Chair function. These positions will be ratified at February Board Meeting. Instructors (Steve Meenan and Rick Owens) will remain the same. The schedule has been released and published both in Der Gasser and on the web site. Myles also reported the two contracts; Watkins Glen and New Jersey Motorsports Park have already been signed and submitted with the track deposits necessary. **All contracts will be put to the Board for ratification at next month's board meeting.** It was also reported that we can expand the event scheduled for Pocono to include Autocross, Concourse and a charity event during the same weekend since we are renting the entire track. The dates will be either the first or second weekend in September and still need to be finalized. Myles reported that if we want to include the charity event activity, Mike Andrews would volunteer to run that portion of the weekend. The Board decided to take it under advisement and discuss again next month. An agenda item will be added. The issue is whether we will want to do a charity event again this year and if so, do we want to do one so close to the reading Autocross charity event in July. Myles will create a plan for the expanded event and discuss next month. It was also mentioned that Thompson and/or Don Rosen might be interested in sponsoring some of this activity and bring new cars to display at the event. Joe Asher agreed to follow up.

Myles is also working on a bifold or trifold type flyer to promote the DE activities and when he has some ideas on paper will consult with Dan Newton and Bud Horenci regarding favorable print sourcing and pricing.

Autocross Chair Ian Curtis was unable to attend but Graham said he spoke with him and an Autocross schedule for the year, including Planes and Porsches in Reading again, was still under construction and we should have one soon.

Social Chair Joe Asher reported on the different activities already scheduled and being planned including the ski trip, sky diving (both have had very limited response so far), the Cape May brewery tour and weekend in April and the Hershey Swap Meet event. It was suggested the Hershey Swap Meet be a club event, even renting vendor space to empty out the spare parts no longer needed in member's garages and basements (this will be an agenda item next month for follow-up). He also reported that Westover is the selected venue for our annual party next December and that a brief tour would be available at the end of the meeting. He reported that we would be doing a drive and dine with Wendy Walton doing the arrangement, a Reading Phillies game and he was working with member Chris who works for the Reading Phillies in making the arrangements and at least a couple breakfasts as time permits.

Rita Hancock took a poll to see how many Board Members would be willing to host a Board Meeting and six or seven members indicated they would. It was also determined at least until the weather is better, that Westover would be the venue for the February 20 meeting, again at 4:00 PM using the same format we used this month. General Membership Meetings are scheduled through May or so and include February 23 at Thompson Porsche, March at Dougherty's, for April she's working on Main Line Porsche and May she's working with Jim Sangiorgo in using the Knopf Porsche facility.

Editor Dan Newton reported on Der Gasser and the fact that he's been happy with the printer's performance. **The first two issues have now overrun the original budget expectations but the printer assures us they will be curtailing costs accordingly.** The next issue deadline is February 10, 2011. It was also determined that any advertisers, after the follow up mentioned above under Chris Barone's report, who have not committed to renew their ad, would have that ad pulled for the next issue.

Web Master Todd Little was unable to attend the meeting due to the very recent birth of his daughter. Graham reported that the web site continues to improve with contents updates being made weekly. It was also mentioned that any Board Members with web site updates should still work through Todd as he is very responsive and able to load those updates within a couple days.

Francine Knockenhauer reported that the Goodie Store sold and delivered 38 of the new jackets and had two more to deliver next month for a total of 40. She also reported she was

working on a new shirt for the store and it was concluded that a long sleeve might be more popular than a short sleeve. She will proceed accordingly.

Membership Chair Pete Majka reported he still has some minor transitioning from Marty Kosce to do but was working on it. He also reported the current primary membership is 1359 and the associate member number stands at 977 for a total membership of 2336. He reported 13 new members signed up in the past month and that he was working on getting out the welcome contact to those members. Peter will also assemble for the Board a three month membership cancellation list so the Board can determine if there's anything we can do to reverse those decisions, assuming we know some of those who cancelled. It was also agreed by the Board that we would NOT do a member survey this year, having done one for two years in a row. Next year seemed to be the Board's consensus as a more appropriate time frame between surveys. And finally Peter agreed to work on some of the member breakfasts that seem to be so popular.

Graham reported the next Zone 2 meeting will be held at the new PCA National Headquarters in Columbia, Md.

The meeting adjourned at 5:40 PM EST.

Following the completion of the meeting, a quick tour of the banquet facility was conducted.

Submitted:

Bud Horenci
Secretary