

FEBRUARY 2021



MAVERICK PCA BOARD MEETING

MINUTES


Date: February 3, 2021

Time: 6:30 PM

President: William Kruder

Bill – Opening:

1. Welcome Chairs and Members: Bill issued a special welcome to committee chairs and members. A special welcome was issued to Mike McHorse transferee from the Carolinas Region.
2. Slipstream NEW online magazine update: Described as exciting and ‘a thing of beauty,’ commendations were extended to Arjay Cando and Kurt Scaggs for their work to create an online version of Slipstream.
3. Club Ad and Communication process for 2021: To reiterate ongoing requirements, the following items were reviewed:
 - i. Update calendar info with specifics rolling 90 days—Chairs hold this responsibility to respond to this ‘ASK.’
 - ii. Submit your ads 30-60 days out NEW deadline is the 8th of each month; a reminder to submit ads for events 30 to 60 days before the event and
 - iii. Chairs are reminded to draft a 150-300 word about your events and d upcoming plans for 2021.
4. Annual Awards submissions completed? Carey/Kurt-Submissions were completed for Family of the Year and Regional Service Awards on January 2, 2021. Newsletter and Website submissions will take place separately. For Slipstream, PCA will judge the print versions with credit for the number of issues. For Maverick Region, this means 6 issues.

 Landon- Mav of the Month; Amazon gift card courtesy of Autobahn will be awarded to Michael Durovick for his continued help with shows, Slipstream covers. He is a 4-year member. The gift card will be mailed.

🏆 Chris- Financial update with Advertiser payment—Slipstream ad revenue indicates similar performance to last year with \$17,000 received against \$30,000 billed. The Ashe and Invisibra are not returning as advertisers. On a positive note, there are potential advertisers on a waitlist. Closing out 2020 Year-end financials is in process.

🏆 Mike Mahoney- Advertiser 2020-21 update—An update will be provided as an addendum.

- Tom/Beckie- Membership update
February 1, 2021 Membership Report

Activity summary - February 2021

New Members: 32

Transfers In: 1

New Test Drive Participants: 3

Members with December “ending in 0 or 5” anniversaries: 20 45-year anniversary – Donald Osborne.

Renewed Members: 124

Non-Renewal Members: 40

Transfers Out: 1

Expired Test Drive Participants: 3

Member Record Changes: 35

Totals

- Primary Members:2198
- Affiliate Members: 1072
- Total Members: 3270
- PCA Juniors: 185
- Test Drive Participants: 21

Maverick Growth from numbers reported in January 2021 Primary-9 Affiliate -9 Total-18

PCA Totals Primary Members -88,631 |Affiliate Members-48,203 |Total Members-136,834

National Growth Primary Members 244 Affiliate Members 33 Total 277

Since Jan 1, 2021, we have added 32 new primary members and transfers. Our net 2021 primary total membership has increased by 6 members.

Member contacts - To Do.

1. Email new members - Completed.
2. Mail out new member packets
3. Personal reminder emails sent to all Jan non-renewal members

4. Personal reminder email sent to all members whose membership expires in February 5. Anniversary congratulations and recognition request emails sent to all 5-year multiple PCA December anniversary members.
- Carey Spreen - VP on PCA insurance waivers—The key learning from a PCA 101 leadership webinar is that waivers must be retained for 95 months. Chairs should contact Carey to arrange delivery of waivers from past events if hard copy. Electronic copies can be sent directly to him for retention.
 - Sam/Ted- Tours update -All Members tour is planned for March 21, 2021, a Sunday with 158 participants registered. Since registrants were collected last Summer, Debi will follow-up to confirm interest in participating in the March event. Approximately 75 cars are anticipated with 8 group leaders.
 - Ginger/Tom- Rally update-A pop-up rally is scheduled for February 13, 2021. A ClubReg link will be sent to the Marketing team. Approximately 20 cars are expected to participate in a one-hour drive.
 - Debi/Bill- Happy Hour update—The February virtual has been cancelled as the Region seeks to confirm a new chair. A March virtual is anticipated under the direction of a new chair.
 - Doug- Motoring Mavs to Tyler-Submitted by email after the meeting--Work to find a drive to the outer boundaries of the region continues. Tyler will be moved to a later time. The ideal drive time is between 90 minutes and two hours. This builds on a successful Wichita Falls drive last year.
 - Matt/Derrick- Mavs & Mocha Update-Everything is set for the February 13th event which features the 928. Frisco Fresh Market has plenty of parking and coffee is available. A canned food drive is planned. For March, the club returns to Turbo Coffee in the Colony and features the Boxster. April will feature a western location, possibly Southlake Town Square. The idea of mixing east and west continues. New destinations are welcome.
 - Maggie- Web Update-Work to stay on top of updates continues while simultaneously building a new website. Jim H. will help. Commendations were issued for quick response and turnaround to club requests.
 - Jimmyg- Charity update—No report submitted but Canned Food Drive is scheduled for February 13, 2021 and Mavs and Mocha Frisco Fresh Market.
 - Paul Moseley -Photography Chair update-The February contest is in the works with details pending. Interest in a D/E photoshoot was expressed.

- Wendy- COVID 19 update and new procedures, requirements, and expectations— Nothing new was presented.
- Renee/Craig- DE update with COVID expectations—Demand is up with a lot of interest expressed this year. February 20, 2021 will be a 1-day event with 55-60 cars registered. A box of waivers from past events will be provided to Carey for retention. March 2021 features a 2-day at Eagles Canyon under a lower negotiated rate. Instead of a flat rate, the new agreement assigns fees at a 'per driver' rate. As far as MotorSport Ranch, a favorable outlook is anticipated.
- Michael/Mike- Tech Session update –The Phoenix Insurance is hosting a virtual tech session on February 18, 2021 at 7PM. Pre-registration has been posted to the club website with thanks extended to Debi and Maggie. For March 6, 2021, RAC is hosting a Zoom/LIVE session featuring PDK service as the topic. The event can accommodate 30-35 participants on-site and 90 to 100 via ZOOM.
- Mark- AX update and Tire Rack Street Survival update—Lonestar Park is the location for the February 28 event. An additional 40 events are planned by all North Texas autocross clubs for 2021. The April 11, 2021 date is the scheduled as a Maverick event. Groupings have been expanded to 9 classes including separation of pre-1973 911s and a water-transaxle group. SCCA has 160 entries at their event, evidence of the popularity of AX. Street Survival scheduling is postponed pending Covid19 resolution because it requires in car instruction.
- Kurt/Arjay- SLIPSTREAM 2020-21 update new online magazine; December mailing issue—Current 'beta' test of online version is available for review at slipstreampca.org. Beyond a desktop version, tablet and smartphone versions are in development. The goal is to create a dynamic design. As updates continue, missing departments will be added. Future work includes a new spec for Ads, an upcoming events section, and hyperlinks to registration and club website. Arjay's expertise has been welcome. As far as submissions, chairs are advised to indicate a preference for 'print' or 'online' when submitting content. Guidelines for Best Practices will be developed and sent.
- Bill- Closing stay safe and be KIND.

Adjourned at ~7:30PM