



## Maverick Region Board Meeting Minutes

**February 12, 2020**

By Jennifer Parma, Region Secretary

**Region President Bill Kruder** convened the meeting at 6:54 p.m. He asked if everyone approved the minutes from the January 2020 meeting, and the board approved.

Bill introduced Ronald and Sylvia Meyer, who won the PCA raffle for a new Porsche. They were congratulated by the entire board.

**Jimmy Gallegos, Charity Chair** talked about the charity initiative and the vision for 2020. He introduced Meredith O'Neal with the American Heart Association who shared her personal story on how the loss of her son made it a personal mission to raise funds for the AHA. Jimmy stated there would be more details to come on how the AHA will be a fundraising opportunity for the club.

Bill made an announcement for **Landon Stogner, Volunteer Chair** (not present) that the Maverick of the Month goes to **Tom and Ginger Heurman, the Rally Co-Chairs**.

Bill Kruder stated that **Paul Moseley**, (not present), will be the Photography Chair, a newly created chair. He will help **Kurt Scaggs, Slipstream Managing Editor**, with Slipstream and also coordinate with the amateur photographers providing a photography tech session to anyone wanting to learn. A future date will be announced. Bill stated that Paul will also be choosing a photo of the month.

**Tom and Becky Gomer, Membership Chairs** gave the region's membership report for January 2020. There were 29 new members, 0 transfers, and 2 new test drive participants. A total of 120 members renewed their memberships, but 46 did not renew. There were 3 transfers out. The region has 3,132 total members.

On the heels of the membership report, Bill Kruder announced that for the 2nd year in a row our that region will be awarded the Membership Growth Award.

Bill Kruder discussed trying to get more involvement with the areas surrounding Wichita Falls and Tyler and that we should try to have meets that include these areas. We need a point person from each of those areas to help coordinate a pop-up. Bill said he would send out emails to get that going.

**Chris Flaugh, Region Treasurer** stated that 2019 was a strong year. The 2019 Statement of Activity prepared by interim Treasurer James Falgout shows a net excess of \$29,714 for the year. We increased the 2019 charitable contributions to \$23,651, up from \$21,600 from the previous year.

Peter Wen asked why we have so much money sitting in the bank. He said we should charge less for events and give money to charities and that we should be breaking even. Bill Kruder agreed that was a valid point and that the goal is to be revenue neutral making the charitable contributions a number one priority. He told the members if anyone had any ideas, to let him know. David Robertson, past President said that we need a good balance of how we spend the money and reminded the board that about 5 years ago the account was down to \$0.

**Mike Mahoney, Advertising Chair** gave a review of sponsorships and events for the year. The All Member Party will have a mimosa bar sponsored by APEX and the bisquit bar will be sponsored by Phoenix Insurance. At the Concours, the sponsors will be Phoenix Insurance, Stuarts, Fifth Gear, AutoScope, Tim Shutze Residential Real Estate and Billie Go Plumbing.

**Carey Spreen, Vice President** brought up the prospect of creating a member directory. He stated we previously charged \$5 per directory but asked if we could do this online instead. Bill Orr said we can do it online with a password protected login. He added that we are about a month away from a new website and plans on making some kind of directory.

**Debi Kruder, Social Chair** spoke about the All Member Party. She stated that it is paid for mostly by the club. Debi went on to say that she anticipates the All Member Party costing about \$6,000.

Debi asked that the chairs have tables set up at the All Member Party to market the DE, Coffee Meets, PCA rallys, tours, happy hours, etc. She added that the Founder's Day event was highlighted in the "For the Regions" section of last month's Panorama.

**Scott Kellogg, Concours Chair** and **Mike Mahoney** spoke of the sponsors at Concours noting that Tactical Fleet is the event sponsor. The cost is \$500 for sponsorship which will get them a 10x10 tent to highlight their business. The vision is to have a race competition class with awards. Entry fee is to be determined. There will be a reception the night before with dinner and 2 drink coupons included. Goodie bags will include a t-shirt. The event is scheduled for May 30 for the dinner and May 31 for the concours.

**Peter Wen, Merchandise Chair** gave a big thanks to Bill Orr and David Tierney, Event Ad Design for helping partner with Blipshift for the t-shirt recently designed and available for order. Over 100 shirts have already sold. Peter said that if they continue to be popular, we can look at new shirt designs. Peter has ordered 500 lanyards at a cost to the club of \$.69/each and will offer double sided name badges at the cost to the club of \$7.50 each, both to be given free to new members upon joining. Peter was wondering if a smaller size name badge would be more cost effective and Tom Gomer will review the cost. He added that 53 personalized cups with the Maverick and crest logo have been ordered by members.

**Renee Hayden, DE Co-Chair** spoke of the weekend at Motorsport Ranch February 22-23. 116 participants were confirmed and 9 are on the waitlist. A new event Taste of the Track will allow 4 door Porsches on a track, no helmets required. We will have a new sponsor for the event to provide breakfast.

**Mike O'Hare, Tech Session Co-Chair** said there are tech sessions set up through May. Also in the planning stages is a Le Mans watch party. **Jack Griffin** stated that it will be held at the Garages of Texas in Carrollton on June 13 and 14 beginning at 9 a.m. Saturday and ends on Sunday. There will be plenty of TVs, parking, food and beverages.

Bill Kruder reminded everyone that all contracts should be sent to Chris Flaugh. Bill added that we are trying to centralize the usernames and passwords and to forward that information to Carey Spreen who will create and maintain a master list.

**Claudia Reynolds, Monthly Social Chair** announced next week the Maverick Happy Hour and Social will be at Midway Point in Addison. In March, it will be at Champps. April and May are still to be determined, but hopefully it will be at the Green Room in May.

The meeting was adjourned at 8:37.