

MARCH 2021 MAVERICK PCA BOARD MEETING MINUTES



Date: March 3, 2021

Time: 6:30 PM

President: William Kruder



Bill – Opening:

1. Welcome Chairs and Members-A special welcome was extended to members and chairs with special mention of Kenin, Dana, Mike McHorse, and Doug Jacobsen. In particular, Landon will match volunteer work with those interested in volunteering. Within the next 30 days, he will help identify interests and place them. On a related note, volunteers have the option of switching assignments. The club seeks volunteers, possibly a couple, to lead the monthly Happy Hour activities. Kenin Fenster will be working with Kendall and Scott S. to upgrade the club's use of YouTube.
2. Slipstream NEW online magazine release-It is officially. The online magazine launched about 2 weeks ago to great acclaim. At least 4 members lauded the magazine with words of praise. Arjay was issued heartfelt thanks for his effort.
3. Zone 5 Presidents meeting-VP Carey attended this meeting via Zoom. He learned that half of the zone presidents are new to the role. The meeting focus seemed to be Risk Management and Insurance. Discussion of the new Zone 5 website was also a focus.

4. Annual Awards submissions completed for Slipstream?
Carey/Kurt—The club has submissions for this category and sent our May and December issues for consideration.

- 🏆 Landon- Mav of the Month: Amazon gift card courtesy of Autobahn—Rod Turner, a long-time contributor to Slipstream, is recognized for March 2021. With 20 years of membership, Rod has contributed to the club. Landon will reach out to him to award him the gift card. Thanks to Autobahn for providing it.
- 🏆 Chris- Financial update with Advertiser payment—Presenting 3 topics, Chris noted that the club received reimbursement of \$9500 from PCA national. As a result, the Club’s current financial position is \$141,974 in March 2021 versus \$132,384 last month. Due to cancellation of the February DE at Eagles Canyon, monies paid will be transferred to a future event. Finally, time was dedicated to key learnings related to Best Practices to reduce the risk of an audit. The club complies. Attention is needed to ensure the process of contract approval and response to advertising revenue. Invoices sent to advertisers of \$30,331 resulted in receipts of \$17,093 and \$13,237 pending.
- 🏆 Mike Mahoney- Advertiser 2020-21 update—Generally, ad revenue is on track reflecting \$22,812 in paid and pending. About \$7500 in additional revenue is expected. This equals the planned amount of about \$30,000. Transition to alternating print and online Slipstream publication will affect advertising. To accommodate this change, discussion of a tiered approach for full page, half page and quarter page advertisers is ongoing. The goal is to leverage several venues for advertising including online magazine, social media, and print.
- 🏆 Tom/Beckie- Membership update—A written report was received and included with these minutes. Broadly speaking, membership for March reflects an increase of 28 members, 2

transfers and 129 renewals. Net growth is 20 members. Membership tenure ranges from 1 year to 35 years.

- 🏆 Carey Spreen - Review Risk Management & Insurance requirements—A Webinar reviewed requirements for liability coverage for events. Coverage is extended to participants, members, region staff and sponsors per event. It does not extend to damage to cars or structures. Several additional events are not covered. Drones are not allowed at events. Juniors aged 16-17 are covered if they are licensed drivers. Release waivers are required for everyone in attendance. Spectators are not allowed but become participants upon signature of release waivers. Glove box usage was not discussed.

- 🏆 Maggie- Web update—Numerous sponsors have been added with plans for an upcoming feature, sponsor of the week. The classified need additional work. The new website will launch in June 2021. Committee meetings are ongoing. A request for individual photos with Porsches was issued.

- 🏆 Jimmyg- Charity update—Despite the February weather, Mavs and Mocha attendees provided 264 pounds of canned food for donation to the North Texas Food Bank. To aid with member donations, plans to create an online option with link to MavPCA is in the works. To date, the ‘code name’ has not been identified.

- 🏆 Paul Moseley –Slipstream E Magazine banner contest—Park Place Porsche donated \$100 for online advertising. A request to ‘share’ Facebook photos versus ‘like’ was made. This change gives Paul access to the photos.

- 🏆 Wendy- COVID 19 update and new procedures, requirements, and expectations for 2021—It is unclear how the statewide

removal of Covid19 restrictions affect the club. Per National, new Covid19 waivers are needed for 2021 annually based on date of prior waiver release. Additional guidance is needed on handing refusal to sign based on State guidance.

- Renee/Craig- DE update with COVID expectations—Guidelines from the CDC will be followed for DE events. This means masks in cars and where social distancing is impossible. The Motorsport Ranch event was cancelled and rescheduled for May 2021 with sponsorship provided by Porsche Grapevine. A second DE is scheduled for September at Eagles Canyon. Regarding sponsorships, Park Place will cover Eagles Canyon. An additional \$3000 in sponsorship is anticipated from dealerships. Hagerty is a new sponsor and donated \$1000 for water.
- Michael/Mike- Tech Session update—The focus for the March 6 session is ‘PDK Service’ onsite at RAC Performance. This event features in person and online registrations for up to 40. Looking forward, ‘Detailing’ is under consideration as a topic for the end of April 2021. The February 2021 session with Phoenix Insurance provided a wealth of information. The principals are extremely knowledgeable on a range of insurance topics. Members are encouraged to leverage their knowledge.
- Mark- AX update and Tire Rack Street Survival update—Due to Covid19, issuance of year-end awards was delayed until February. This included 50 awards issued with 38 ladies among the group. Ten events are planned though fewer entries were received February 28th. Paul Moseley captured photos of activities. The next AX date is April 11 at Lone Star Park and July options are under consideration with possibility of Time Trials. Addition of new entry classes resulted in a win for Scott Scheetz in his 944. Mineral Wells is under investigation as a possible venue. Social distance and mask mandates remain in place.

- 🍷 Kurt/Arjay- SLIPSTREAM 2020-21 update—Nothing was added beyond comment #2 from Bill Kruder.

- 🍷 Debi- PSA subsidy program (See Region Presidents slide)—requests for PCA subsidy of \$750 for charity and \$500 for the all-member event have been submitted. A future request for Multi-region subsidy is possible if the club extends invitations to another region to a future event.

- 🍷 Debi- All Member Party update—For March 23, 2021, the club has access to the entire venue including the Victoria House at One Preston. A multi-stage process is planned from the house: check-in, Covid19 waiver, new member. Tables with signage MAVPCA event type will be set-up with committee chairs planned as hosts. Chris Fernandes will serve as DJ.

- 🍷 Kendall- Social Media update; new advertising protocol—From analysis of other region Facebook pages, Mavericks have the highest number of submissions. The advertising protocol will feature rotations, Kenin and Scott Scheetz have been helpful in working to improve club presence. There is opportunity to increase YouTube presence. Since the club Facebook pages are ‘private,’ it is not possible to ‘share’ content. An idea to increase cinematic is under consideration.

- 🍷 Sam/Ted- Tours update—Plans are final for the March All Members tour with 166 participants and 75 cars expected. A maximum of 80 cars will be allowed. Tour leaders have been identified for this 60–65-minute tour. Arrival the guest house is expected at 10:25am. The Blue Bonnet Tour is scheduled for April 25, 2021.

- 🍷 Matt/Derrick- Mavs & Mocha update—The Boxster is featured for March 13, 2021 at Turbo Coffee. A lot of excitement has been generated for this first time Boxster recognition. A ‘big’

turnout is expected. Plans for Southlake in April are pending with Chris Kidd assisting with approval. This event will feature '4-door Cars.' The May venue is pending.

- Felicitations were extended to George, President of the Tub Club, for attending the meeting.
- Motoring Mavs—Doug is working to finalize a trip to Tyler.

Bill- Closing stay safe and be KIND.

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Adjourned at ~7:30PM