

JANUARY 5, 2022

MAVERICK PCA BOARD MEETING

MINUTES



Time: 6:30 PM

President: William Kruder

Microsoft Teams meeting—Meeting was called to order at 630pm



Bill – Opening:

1. Welcome Chairs and Members (Pat and David Gouldy)—A welcome was extended to all members and chairs in attendance. Special welcome was extended to new members, Pat and David.
 2. COVID and January events—With the continuing health threat posed by Covid19, everyone was encouraged to remain vigilant—take no unnecessary risks. Postponement or cancelation remains an option.
 3. Autocross 2022-Covered in detail within the text of these minutes.
 4. Print vs Digital cadence change 2022-Changes to the bi-monthly Slipstream publication match the ad schedule.
 5. 2022 Calendar of Events-Chairs were encouraged to submit dates for events. The dates, if tentative, serve as a placeholder on the Maverick Calendar.
 6. 60th Anniversary—The Maverick Region is officially in its 60th year.
- Carey- National Awards submissions 2021—With much gratitude Carey Spreen has been submitted as PCA Member/Enthusiast of the year. This long overdue acknowledgement is recognition for long standing service to the region.
 - Chris- Financial update—Financials remain solid with a December 2021 balance of \$135,441 versus \$158,563 in November 2021. Generosity owing to philanthropy is reflective in the month-to-month difference of \$23,122. From a billing perspective, the club is in a strong position to support our events.
 - Landon- Mav of the Month; Amazon gift card courtesy of Autobahn—Sam Bryant, our newly retired Tours chair, is selected as Mav of the month. He will receive a gift card.
 - Tom/Beckie- Membership update—Details are provided in the attached report. For December, the region added 43 new members, 4 transfers, 93 renewals and 43 non-renewals. The total membership stands at 2,380. This represents a gain of 154 members in 2021. At 6% gain, the region matches growth experienced within the National membership. Whether word of mouth or other means, the club continues to grow. Welcome kits will be sent. Commendations were extended to Tom.

- Debi/Michael/Ted-All Member Party 2022—A new graphic will be unveiled to honor the club's 60th anniversary. Comprised of tiles of Slipstream covers, the new graphic is 'super cool' per Debi. The All-member party will be like recent years and features a tour, lunch and Gunter venue. As in previous years, tables where committee chairs can share event information will be available. Registration opens February 1, 2022. A \$4000 sponsorship from Autobahn has been secured but additional sponsorships are needed to offset costs. The estimated cost for attendance is \$30 per person. This covers lunch by Pecan Lodge and other expenses. A Tour fee of \$5 is under consideration.
- Mark-Autocross PCA clarification for 2022—A lengthy discussion reviewed the PCA guidelines for events. PCA retains exclusive ownership of its events. On that note, verbiage must not infer shared ownership with another entity. For Autocross, a change is needed to comply with this guideline. Mark shared a history of Equipe Rapide's role in Autocross. Due to the need for at least 100 Autocross participants, Equipe Rapide made it possible for Maverick Region members to be included. Dating back to about 2015, Equipe Rapide has been the owner of this event.
- Kurt/Arjay- New SLIPSTREAM cadence—Changes to the publication for digital and print versions are a better match for advertising. This also allows us to publish print versions prior to major events. The plan is for six print versions and six digital versions. Thanks to Debi, Bill and Kurt for creating a chart.
- Kendall- Social Media update—As of January 2022, Maverick's Instagram has about 8600 followers. For year-end, the goal is to increase to 10,000 followers. Posting will occur at optimal times. The Mavs & Mocha Instagram account has been closed. Requests for advertising via social media should be directed to Mike Mahoney.
- Ted/Michael- Tours update—The upcoming March 20th tour is in the planning phase. Outgoing chair, Sam Bryant, agreed to meet with the 2022 committee for a hand-off.
- Matt/Mike- Mavs & Mocha's update—The 2022 calendar is in development. After the January 2022 event, the February event is scheduled for Lakeside Market in Plano on February 12, 2022. Calendar will be updates as events become finalized.
- Doug- Mav outlier member engagement—Tyler and Wichita Falls are potential events for 2022. Final details are pending.
- Mike Mahoney- Advertiser 2022 update; online only additions—Renewals about \$36,000 reflect a renewal rate of 75%. There are three digital advertisers and one potential advertiser—we anticipate revenue of \$3900 each.
- Jimmyg- Charity recap for 2021 and update Tulipalooza 2022—Full details appear as an attachment. Jimmy provided highlights and extended thanks for participation. The Region was awarded 2nd place in the PCA National Public Service Awards for Service last year. This is due to the generosity of the club and volunteers who served. The Maverick Region has served Hope House for over 25 years with over \$18,000 provided as a cash award in 2021. Through monthly contact with the executive director, Jimmy remains abreast of their needs and status. In addition to Hope House, these are highlights of other organizations receiving support from the Maverick Region.
 - National Breast Cancer Foundation-\$5864
 - Patriot Paws-\$2400
 - Poston Gardens/Tulip Palooza-\$4500
 - Hedrick Foundation/PISD Students-\$1500

- North Texas Food Bank-\$5000 plus 2500 pounds of canned food-A Mavs days of service is under consideration.
 - Plano Police Department Toy Drive-\$810 in gift cards, \$150 Cash plus toys
 - Numerous others including Guns&Hoses, Stonebriar Church, Leukemia and Lymphoma Foundation, Rudy Macinas/memory of grandson, and others.
- Well wishes and commendations were extended to all participants. Jimmy also issued an open invitation to members seeking a volunteer assignment. Contact Jimmy and he will get you involved. There's a spot for every interest. Further details are included on page 7.
 - Tom/Lana- Happy Hour update—Mexican Bar in Willow Bend is the venue selected for January 20, 2022. There was some discussion of the challenge of identifying locations with interest in hosting the Region. For February, a Frisco location has been identified. The March event is set for Marty B's in Grapevine.
 - Michael/Derrick- Tech session update—The December 2021 Tech session at Bennett Motor Works was 'amazing' per Michael Baynton. Future events will be placed on the calendar when finalized. On a related note, a group of Maverick Women Behind the Wheel are in discussion for a possible tech session at Park Place Porsche.
 - David Hodges- Club Race 2022 new event—The October 2021 event was a success. There is discussion of adding May 28-29 to the calendar for an Eagles Canyon event. A tour drive to the venue is being considered. The 'Texas Two Step' was a big deal with hopes for a repeat in 2022.
 - Renee/Craig/Keith- DE update 2022-Calendar dates are set for 2022 in February, March, May, and September. Registration for the February 19 event opened on January 20, 2022. There is a plan to reach out to previous participants and to others outside the Region.
 - Scott K- Concours 2022—Commendations were extended for designing the 60th Anniversary logo for the Maverick Region. Artwork is nearly ready for review with Bill and Chris.
 - Mike O'Hare- "meet the driver" series updates—Club members met with driver David Hodges and a panel of club local drivers on January 20th. In addition, participants were treated to a parade lap. A future event may include a meet-up with driver Patrick Long. Through recently retired, his Porsche pedigree includes LeMans and the Rolex 24 at Daytona. Park Place Porsche has agreed to host an event. Mike received commendations for his accomplishments. This may be a branding opportunity for the anniversary logo for T-shirts and mugs for purchase.
 - Kurt provided a reminder for submission of articles for February Slipstream.

Bill- Closing stay safe and be KIND—Meeting adjourned at about 8pm.

January 1, 2022, Membership Report (submitted by Tom Gomer, Membership Chair)

Activity summary - January 2022

New Members: 43

Transfers In: 4

New Test Drive Participants: 0

Members with January “ending in 0 or 5” anniversaries: 27

25-year anniversary - Joseph Dickman

Renewed Members: 93

Non-Renewal Members: 43

Transfers Out: 6

Expired Test Drive Participants: 4

Member Record Changes: 17

Totals

Primary Members:2380

Affiliate Members: 1141

Total Members: 3521

PCA Juniors: 115

Test Drive Participants: 16

Maverick Growth from numbers reported in December 2021

Primary	Affiliate	Total
7	3	10

PCA Totals

Primary Members	Affiliate Members	Total Members
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94316	50213	144550
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National Growth

Primary Members	Affiliate Members	Total
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412	174	586
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Since Jan 1, 2022, we have added 46 new primary members and transfers. Our net 2021 primary total membership has increased by 154 primary members.

Member contacts - To Do

1. Email new members - Completed

2. Mail out new member packets -
3. Personal reminder emails sent to all Oct non-renewal members
4. Personal reminder email sent to all members whose membership expires in Nov
5. Anniversary congratulations and recognition request emails sent to all 5-year multiple PCA April anniversary members

Nomination for 2021 PCA Public Service Award: Maverick Region

Submitted by Carey Spreen, Maverick Region VP, and Jimmy Gallegos, Region Charity Chair

Contact info: 817-422-3480 (mobile);

Hello Michael,

We are making this submission to nominate Maverick Region for the 2021 PCA Public Service Award. In 2021 we supported 12 charity and community service projects, as detailed below.

Huffaker-Hughes Hope House: For over 25 years, Maverick Region has supported the Huffaker-Hughes Hope House, a home for victims of domestic abuse, named for facility owner Lisa Huffaker, and Lanean Hughes, an active Maverick and staunch supporter of the Hope House until her death in 2006. This is the longest-standing community service supported by the Region, which includes building a new home for them several years ago. The Hope House received \$18,000 in cash and gift cards from Maverick Region this past year, which helps with yearly expenses for the home and community outreach programs. The 2021 donation was largely from the Founders' Day outdoor event, attended by over 250 Mavericks, as well as from the related Silent Auction, which has been a tradition for many years. We also purchased a new washing machine for the Hope House. Region President Bill Kruder and his wife Debi, who also serves as our Special Events Chair, Wendy Shoffit, and Jimmy Gallegos helped with Hope House efforts throughout the year.

National Breast Cancer Foundation (NBCF): This is the second year that Maverick Region has participated in National Breast Cancer Awareness month in October. Once again, Maverick Charity Chair Jimmy Gallegos and others met with Mavericks Kevin Hail, NBCF President and COO, and Janelle Hail, NBCF Founder, to organize the October National Breast Cancer Awareness Month event. We raised and donated a total of \$5,861.00 to the Foundation, which included \$2,780 in pre-registration donations, \$831 in same-day donations, \$1,750 in a matching donation from Maverick Region, and \$500 from DJ Chris Fernandes, who performed at our annual Founders Day event; he graciously donated his fee to the cause. Also of note was a local jewelry store owner and Maverick Region member, Deborah Gasper, who donated 20% of her sales during the event. HOPE Kits, which contain thoughtful items that provide encouragement and comfort to breast cancer patients, such as fuzzy socks, tea, unscented lotion, lip balm, an inspirational bracelet, and education resources, were given to cancer patients currently fighting the horrible disease. The event was attended by well over 100 Region members at the NBCF corporate office parking lot in Frisco, Texas, in conjunction with the Mavs & Mochas event. Additionally, the cover of the October Slipstream featured 14 Maverick ladies and their Porsches, photographed by Michael Durovick for the second year in a row. We plan on supporting the NBCF for years to come.

Patriot Paws, in Rockwall, TX, whose mission is "to train and provide service dogs of the highest quality, at no cost, to disabled American veterans and others with mobile disabilities, in order to help restore the veterans' physical and emotional independence. Patriot Paws intends to build partnerships with state and community organizations to help develop and support this goal." Maverick Region sponsors a service dog, a blonde Labrador Retriever which we named "Porsche," who will be in training for a few more years. This year Mavericks donated over \$2,400 to Patriot Paws this year, which was raised through Drivers' Education parade laps, driving tours, and member cash donations.

Poston Gardens Foundation: The Poston Gardens Foundation supports Daymark Living, a residential community in Waxahachie, TX dedicated to helping adults with intellectual and developmental disabilities. At a new 10-day festival in March, known as Tulipalooza, which features 250,000 tulips in bloom, they raised funds for 12 leading North Texas charities. On one of those days, Mavericks donated \$25 per car (with 50 cars in attendance), which the club matched with another \$25 per car, plus another \$1,650 in additional personal donations, and a final \$350 from the Region to make it a nice round \$4,500.

The Hendrick Scholarship Foundation (HSF) was established 30 years ago by a small group of Plano, TX community leaders to honor the legacy of Dr. Wayne Hendrick, Plano Independent School District (PISD) Superintendent from 1961 to 1991. Dr. Hendrick led PISD through a time of great population growth and societal change, championing every student's needs and setting the standards for excellence that define the district to this day.

The HSF continues that important legacy, providing the vehicle for less fortunate high school graduates to receive the college education they deserve. HSF provides PISD graduates who have overcome significant adversity, through no fault of their own, with scholarship funds AND support services to succeed in college and life. Those services include a personal coach throughout their entire journey, continuous education/training in a broad range of life/school/career skills, community referrals, and career guidance. We believe it is these comprehensive services that lead to remarkable results. Hendrick scholars' four-year graduation rate is more than four times the average for a similar demographic in Texas: 50% versus 12%. Maverick Region donated \$1,500 to the HSF in 2021.

North Texas Food Bank (NTFB): Maverick Region runs a quarterly canned food drive in February, May, August, and November, with food and cash donations going to the NTFB. This year Mavericks donated over \$5,000 and 2,509 pounds of food to the NTFB.

Plano Christmas Cops Toy Drive, in Plano, TX, assists Plano families in need during the Christmas season. For a fifth year, we had terrific weather and a great turnout for this event, with 80 cars for the caravan. We filled up ten Christmas Cops boxes, two large contractor bags, and provided ten unbagged boxes of diapers. Additionally, Maverick Region donated \$810 in gift cards and \$50 in cash.

Guns and Hoses Foundation of North Texas, in Garland, TX, is 501(c)3 Organization founded in 2002, dedicated to providing immediate assistance to the families of fallen Police and Fire Fighters lost in the line of duty in North Texas. Maverick Region's autocross provider, Equipe Rapide, hosts a charity autocross every year to benefit Guns and Hoses; this year, as in past years, Maverick Region donated \$1,000 to the cause.

In addition to the above, Maverick Region donated to the following charities in 2021:

American Heart Association: Maverick Region donated \$350 in ticket proceeds in August.

Live Like Radyn Foundation: Maverick Region donated \$500 to this foundation, started by Rudy Mancinas (aka Rudy Manseenus), an active and very generous PCA member, who passed away in 2021.

Leukemia and Lymphoma Society North Texas: The Region donated \$500 to the LLS "Light the Night" event in October.

Stonebriar Community Church: The Region donated \$500 to this Frisco, TX church's Back to School supply drive.



Phyllis and Jimmy “Jimmyg” Gallegos with one of the many containers full of food from the food drives



“Porsche,” the Patriot Paws service dog sponsored by Maverick Region



Jimmy Gallegos (left) introducing National Breast Cancer Foundation President and CEO Kevin Hail, and NBCF Founder Janelle Hail