

- **MAY 2021**
- **MAVERICK PCA BOARD MEETING**
- **MINUTES**



- **Date:** May 5, 2021
- **Time:** 6:30 PM
- **President:** William Kruder

Bill – Opening:

1. Welcome Chairs and Members
 2. Online Magazine Additions:
 - a. Maverick Modifiers
 - b. Porsche Purist
 3. Welcome back Porsche Plano!—Porsche Plano has returned as a sponsor with thanks to Keith for working with Mike Marsh. It is a 1-year digital only advertising. We are happy to have them back.
 4. June 2nd Board Meeting at Jose’s for chairs/co-chairs; invite to come. This meeting will be a thank you for the Board, Chairs, Co-chairs and special invitees. It is not an open invitation for the membership.
 5. Porsche Copyright Update-As far as T-shirts, mugs, and other items, we are learning about the dos and don’ts of using the Porsche logo. Through orders with vendors, we have experienced refusals on occasion. From our current understanding, we are allowed to use the Region logo with the Porsche logo.
 6. As far as featured advertisers, adding a preferred upholstery shop with complete the types of services that members seek.
- Landon- Mav of the Month; Amazon gift card courtesy of Autobahn-John Corrier is selected. He has been helpful with M&M tent setup.
 - Tom/Beckie- Membership update-The club added 31 new members and 13 transferees plus 3 test members. Twenty-seven anniversaries are noted with 2 members achieving 40 years of membership. This reflects reversal of previous trend where the club was losing members. The overall grown to date is 60 members. Details are provided on page 4.
 - Chris- Financial update with Advertiser payment—Current balance of \$159, 511 is nearly identical to prior month at \$159, 354. Revenue generated from Slipstream advertising shows receipt of 87% of invoices sent. Duplicative charges for garages have been resolved. D/E is revenue neutral due to participant fees and sponsorships.
 - Carey - Panorama from the Regions; By-law update-Revisions are needed to By-laws to ensure compliance with PNA. Peter, Bill and Carey will review our current approach to insurance and submit

changes for approval. Submission to Panorama for June will be covered by the Tub Club for the Region.

- Mike Mahoney- Advertiser 2020-2021 update; on-line only additions-The three-tier system is successful with 5 advertisers using this option for 'on-line only.' So far \$6900 has been collected in ad fees, about 22% of the total. Revenue gain. Details are noted on page 5.
- Jimmyg- Christmas in July for Hope House will include collection of household items (towels, etc.). Saturday at the M&M, canned food will be collected.
- Paul -Slipstream E Magazine banner contest--The 'dog' photo contest went great and garnered a wonderful response. There were 100 submissions for the cover. Susan Tierney is the winner of a \$100 gift certificate for Park Place Porsche. Going forward, coffee mugs and other swag will be awarded to winners. For the 4th of July, another contest is planned.
- Renee/Keith/Craig- DE update with COVID expectations There is new surface on the track. For last event, rain on Saturday slowed things down and a Red Flag was issued due to nesting Canadian geese. As for as sponsors, Porsche Grapevine provided goodie bags and Hagerty provided water. Coming up for COTA on June 4-6, a coaching school will be provided by Craig and 6 instructors. Selection of participants is by invitation. Porsche certification will be available. September 4-5 is set for Eagle's Canyon and PCA Club race is scheduled for August 16-17. The idea of a drive session for more senior owners of vintage cars was introduced. This proposed 'Test of the Track' would not require helmets and be limited to highway driving speeds. The committee will consider this idea.
- Scott Kellogg- Concours update--Against a capacity maximum of 60 entrants, there were 50 entrants as of May 5, 2021. In addition, 71 participants will attend with an expectation of at least 120 attendees. The Social event scheduled for Saturday, May 22, 2021 at Mena's has 48 participants. The revenue from this event is \$4500 with an additional \$5500 from sponsors. Tactical Fleet is the sponsor. Food will be provided by a MiCocina truck at the event. Planned for May 23, 2021.
- Mike O'Hare - Meet the Driver update--The Meet the Driver session is planned for August. The proposed driver has raced Sebring, Daytona, Laguna Seca and others. The recent announcement of a partnership between Penske and Porsche Motors was well received.
- Michael- Tech Session update--The April 24 Concours detailing session was sold out with 60 registrants and 50 attendees. Tony Varvel at Concorso featured specialists in window tint, dent repair and a cigar table. Weather was good and it was well organized.
- Mark- AX update and Tire Rack Street Survival update--There were 185 entries for the April 11 Mesquite event. The planned Street Survival program is tentatively planned for November-December time frame. Other clubs are adding time trial events. Looking forward events are planned for June and July at Lone Star Park.
- Kurt/Arjay- Editor updates--the goal is to add something new frequently to the online edition. There are not 'hard dates' for submission of digital content.
- Kendall- Social Media update from National--Social Media No No's
No jokes or mimes; No posting while driving videos; DE and Autocross pics must blackout license

plates. A Youtube video featuring the May 2021 Concours is planned. The recently completed All Member Party video will be posted.

- Sam/Ted- Tour's update-The Bluebonnet Tour was well attended with 95 cars and 155 attendees. The event was fun despite missing BBQ lunch. And article is expected for June 2021 Slipstream.
- Matt/Mike McHorse- Mavs & Mochas update; location change for Saturday--The Mavs & Mochas event was switched from Cowtown due to the marathon. An email blast was sent to notify members. June 2021 is scheduled for Novel Coffee in Flower Mound.
- Doug- Glen Rose 6/26--Plans are finalized for club event in the Southwest quadrant (west of I 35 and south of Fort Worth). Approximately 80 members live in this area. Coffee, lunch and a drive are in the works. A trip to view dinosaur tracks is also possible.
- Maggie- Web update--Nothing new added
- Any open subjects...

Commented [A1]: The name we have decided on is Mavs & Mochas (plural) to match the Facebook page name

Commented [A2]: Mochas

Bill- Closing stay safe and be KIND

May 1, 2021 Membership Report submitted by Tom Gomer.

Activity summary - May 2021

New Members: 31
Transfers In: 13
New Test Drive Participants: 3
Members with March "ending in 0 or 5" anniversaries: 27

40-year anniversary - Marc Tuno & Charles Armstrong
Renewed Members: 145
Non-Renewal Members: 47
Transfers Out: 4
Expired Test Drive Participants: 0 Member Record
Changes: 26

Totals

Primary Members:2266
Affiliate Members: 1113
Total Members: 3379
PCA Juniors: 181
Test Drive Participants: 17
Maverick Growth from numbers reported in April 2021

Primary	Affiliate	Total
34	17	51

PCA Totals

Primary Members	Affiliate Members	Total Members
90511	48771	139303

National Growth

Primary Members	Affiliate Members	Total
859	194	1053

Since May 1, 2021, we have added 44 new primary members and transfers. Our net 2021 primary total membership has increased by 68 members.

Member contacts - To Do

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

5/5/21 Board meeting Update Submitted by Mike Mahoney

Advertisers

7 out of 26 paying advertisers have an outstanding balance

\$22812.50 has been paid or is on the way

\$7518.75 is outstanding

\$30331.25 Total Billed

Digital Only Advertisers so far total - \$6900

Blair Automotive - Tier 1 - \$1500

Texas Collector Car Storage Tier 1 - \$1500

Dallas Ski Club Tier 2 - \$900

Corsa Werks Tier 1 - \$1500

Wheel Restore USA Tier 1 - \$1500

Concour Sponsors 11 @ \$500 each total - \$5500

Stuart Paint and Body

Tim Schutze Residential Real Estate

Fifth Gear Automotive

Hagerty

On-Site Tires

Phoenix Insurance

Apex

Billy Go Plumbing & Air

Autoscope Foreign Car Care

Innovative Autosports

Corsa Werks