

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



- **Date:** April 7, 2021
- **Time:** 6:30 PM
- **President:** William Kruder

- Bill – Opening:

- Welcome Chairs and Members

- Thanks to inspiration from Kurt, new Slipstream features “Women behind the Wheel” and “Motorsport Mike” will appear in upcoming monthly issues. Joann Talty will author ‘Women Behind the Wheel,’ based on interviews with women driving Porsches. Mike O’Hare will author for “Motorsports Mike” with additional insights into his thoughts following on page.

- Chair changes, new chairs due to a welcome influx of new volunteers. In particular, the following changes are in progress. Many thanks and appreciation are extended to these volunteers. For
 - Derrick Tate, a long-time Mavs & Mocha co-chair is now joining Michael Baynton as co-chair of the Tech committee.
 - Mike McHorse stepped up to join Matt Wilson as new co-chair of Mavs & Mocha .
 - Kenin Fenster joins Kendall Awtry and Scott Sheetz in the Social Media arena.
 - Dana and Susie Jones are the new co-chairs of the Social Committee.

- Landon- Mav of the Month; Amazon gift card courtesy of Autobahn: Bill briefly assumes the position as chair of the Mav Volunteer committed and identified Landon, current chair, and the Stogner boys as Mav of the Month. Commendations issued for the PCA Juniors’ work at the All-Member Party. Great participation was noted at the PCA Juniors table. Kenin agreed.

- Tom/Beckie- Membership update—See attached report for details. On balance the club gained 33 new members, 8 transferees and 3 Test Drives. There were 29 renewals and 0 non-renewals, excellent results. The region has 3328 Primary members and 185 PCA Juniors. There was discussion of highlighting PCA Juniors on the web and adding signage at events.

- Chris- Financial update with Advertiser payment-Chris read notice from National of a surplus refund of \$10, 955. The account balance for April 2021 of \$159,354 is an increase over March 2021 due to receipt of the surplus from National, receipts from March DE, sponsorship from Park Place and Slipstream advertising. About 80% of expected ad revenue has been collected.
- Michael- Tech Session update-A welcome was extended to Derrick Tate for joining Michael Baynton as Tech Co-chair. Despite Covid19, Tech sessions have been well attended. There is a high incidence of 'no shows' with speculation that people sign up early, but plans change later. For the upcoming April 21 at Concorso, there are 45 registrants to date. The maximum is about 50-60. A presidential notice regarding 'no-shows' is under consideration.
- Mark- AX update and Tire Rack Street Survival update-For the 2nd Sunday event, there are 147 registrants including 39 novices. This will be held at Lone Star Park and includes SCCA/BMW/Porsche. As far as Mineral Wells, nothing is firm because a new contract is in the works. For Tire Rack street survival, plans are progressing with Sam Graff Coordinating for an October/November event.
- Kurt/Arjay- SLIPSTREAM 2020-21 update new online magazine-Commendations were extended for the work of the committee with special mention of Arjay Cando. Kurt solicited input. Online is up and running. A print version will be sent out in May.
- Debi- PSA subsidy program (See Region Presidents slide)/ All Member Party update—Great feedback was received regarding the All-Member Party. For 2022, the tentative date is March 20, 2022 at the same venue. The format will be the same. For Founder's Day, the date is December 4, 2021 with the same format of Mavs & Mocha , Toy Drive, Porsche Grapevine Party with food trucks and Concours.
- Kendall- Social Media update; new advertising protocols—The club is gaining new Instagram followers and experiencing great engagement. All around changes have been positive. The 'YouTube' initiative remains in development with a few videos recently uploaded. A video of the Boxster M&M is available for viewing. Work on the Tech session is in development. Likewise, work continues to create an All-Member party feature. Currently, links to channels are in process so that members subscribe. It is anticipated that a unique style will coalesce to create some level of standardization for videos.
- Sam/Ted- Tours update—The upcoming Bluebonnet Tour is sold out with 120 registrants and 23 on the waiting list. A tour will be established for the March 20, 2022 All Member Party date. Great turnout was noted for the 2021 March tour.

- Matt Wilson- Mavs & Mocha update-Everything is ready for the upcoming Southlake event featuring 4-door cars. Starbucks and permits are approved with help from Chris Kidd. For the May 2021 event, the featured model is the 996 and will occur at Montgomery Plaza in Fort Worth.
- Carey Spreen - Review Risk Management & Insurance requirements; Glove box usage-Insurance requires documents 2 weeks prior to an event with rough headcount. Emails to advise planners will be sent out. As far as the Region Focus webinar, the topic is Social Media policy on April 20, 2021. Phase 2 registration for Porsche Parade is available. With French Lick located within 850 miles, members are encouraged to attend. The next opportunity for a parade within proximity is 3 years.
- Mike Mahoney- Advertiser 2020-21 update; online only additions-The first digital only advertiser, Blair Automotive, is on board. We have one more prospect, Texas Collector Cars and Owners Club—it is located out west. The 3-tier approach is working.
- Maggie- Web update-The official launch date of the newly designed website is July 2021, following Parade. Work by the committee, Wendy, Jim, and Carey, focuses on evaluating the existing site. A meeting of the committee is scheduled for May 2021.
- Jimmyg- Charity update, Tulip member giving-Members, about 40 registered plus an additional 20, attended the event. Groups of members participated in small caravan groups for the drive down to Waxahachie. Event sponsors appreciated the \$4500 donated to their organizations. In terms of North Texas Food Bank, a donation link for members is available. A link will be added to the Region website to facilitate access to the donation link. This provides for donation of cash online. To date, \$3100 has been donated online and 785 pounds of food. The need remains high. About 521 pounds of food was donated at the March 2021 event at Turbo Coffee.
- Paul Moseley –Slipstream E Magazine banner contest, Pups & Porsche feature-The banner contest received 5 entries. Pooches and Porsches as received 23 as of the deadline. Entries and will be featured in the May issue of Slipstream. Currently, permission from owners in the photos is a requirement to be reinforced.
- Wendy- COVID 19 update and new procedures, requirements, and expectations for 2021—Nothing new.
- Renee/Craig- DE update with COVID expectations—For the March 2021 event, payment has been received from 75 registrants and is expected to yield \$1000+. Sponsorship provided by Park Place Porsche is \$3000 plus T-shirts. As far as the May 1-2 event, there are 48 signed up with an expectation of 100 total. Grapevine Porsche is sponsoring the September 4-5 event.

- Scott K- Concours update—Plans are being finalized with 8 of 10 judges confirmed. Participants will receive a goodie bag provided by Porsche Grapevine. Armbands may be needed to ensure Covid19 compliance. All participants, guest and concours entrants, are required to pay to attend the event. Word needs to go out to increase the number of entrants.
- Mike O'Hare- "meet the driver" series sponsored by The Phoenix Insurance—Plans are underway to provide monthly articles for insight into club racing. Articles regarding the spectator side of racing will be augmented by others featuring the driver side. A 'meet the driver' feature is expected to provide a unique perspective.
- Doug provided an update on the events in the outer boundaries of the region. The 2020 Wichita Falls event was successful. Though Tyler remains on hold for 2021, Granbury, Cleburne and Glen Rose are under consideration. Separately, with no intention formalizing a tour, members may wish to drive through these beautiful rolling hills. The possible date is May 9 or 16.
- Easter Bunny Hop Update—the event went well despite challenging rally instructions.
- Bill- Closing stay safe and be KIND