

AUGUST 2021

MAVERICK PCA BOARD MEETING MINUTES



- **Date:** August 4, 2021
 - **Time:** 6:30 PM
 - **President:** William Kruder
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- Bill – Opened the meeting at 6:34PM
1. Welcome extended to all Chairs and Members by President Bill Kruder.
 2. 60th Anniversary planning Debi and Scott K: Scott K is playing a key role in creating graphic art renditions of ‘cool’ artwork to reflect ‘Branding’ for the event.
 3. Bylaw update-Carey indicated that a vote is needed for pending new features. He plans to present this initiative at the upcoming ‘in-person’ meeting.
 4. September’s board meeting will be a fun time replicating the June 2021 meeting at Jose. Invitees include PCA Award winners from Parade and Board members. Light dinner with 2 drink maximum is planned.
 5. Hendrick Scholarship Foundation- Berk Smith—Jean Callison, owner of a Macan and Panamera presented an overview the work, focus and needs of this foundation. The foundation provides a \$15,000 scholarship for college students over a six-year period. Beyond funding tuition and college expenses, Scholarship recipients receive coaching and mentoring. Workshops are also presented to enhance their entry into job market. Currently, the foundation supports 55 scholarship recipients who attend Texas A&M, Prairie View A&M, UNT, Columbia, Collin College, and other schools. Applicants are encouraged to apply by PISD counselors and through the AVID program. Awardees show promise and demonstrate perseverance over difficult life circumstances.
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- Wendy/Carey- Parade recap—Carey and Wendy’s daughters worked together on Parade activities. The Maverick Region was recognized with awards in the following categories: 3rd Place for Website, 2nd Place for Public Service with \$1000 cash award, Family of the Year, Overall Tech Quiz and Autocross. Commendations were extended to Maggie M. JimmyG, Bill/Debi Kruder, Carey Spreen and Wendy Shoffit respectively. Carey will submit the article about award winners, while Wendy submitted the Taycan experience article.
 - Landon- Mav of the Month; Amazon gift card courtesy of Autobahn-JoAnn Talty, a 5-year member, was selected for Mav of the Month. She has been active with charitable efforts and features on Women behind the Wheel.
 - Carey- Panorama from the Regions Update-Commendations were extended for successful efforts to highlight Maverick Region activities in Panorama magazine. He has been faithful in authorship and submission each month.
 - Tom/Beckie- Membership update—Overall, the Region gained 10 new members, 10 transferees and 5 test members. Details are included as an attachment.
 - Chris- Financial update with Advertiser Payment-Current position \$156, 593 reflects difference of <\$11,361> because of gain of about \$3,000 from advertising and expenses for Slipstream printing (about \$5,300), postage (about \$3,000) and ClubReg deposit (about \$5,000). From a billing perspective, \$27,637 was received against billing of \$30,331. Outstanding receipts equal \$2,693. This performance is much better than August 2020 with a net positive difference of about \$5,000.

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- Mike Mahoney- Advertiser update—There was full agreement to align advertising with fiscal year calendar.
- Kurt/Arjay- Slipstream update—Commendations were issued to Arjay for his work on the Online edition of Slipstream. Arjay will submit new content received from contributors including photos and written copy. Arjay expressed appreciation to all who assisted with launching the Online version of Slipstream.
- Maggie- Website launch—The new format for 'mavpca.org' website has been launched. Within a few days, full functionality is expected. This official launch meets the goal to simplify the user experience, especially for new members. It is possible to add events to the calendar though debugging of synch problems are being corrected. A Wizard to guide the uploads for members is available. The registry for cars is functional. Likewise, the classified section is functional. Maggie was commended for her 7–8-month journey to achieve a successful launch of the new format.
- Matt/Mike- M&M update—Frisco Fresh is set for August 14 and features the 928s. For September, Mike is seeking out new sites for the GT3 feature cars.
- Mark- Autocross update—A new member, Tennison posted a video featuring an event. Lone Star Park was the event venue Carey Spreen and Ed Mayo posted good times but were affected by the heat. Though enrollment is down, this is typical for hot Summer timeframe. Burleson is a site that works. The Street Survival event is still pending. The next event is August 29, and all are welcome. There is a 'ride-along' option provided waivers are signed.
- Sam/Ted- Tours update—The Revolver Brewery tour is scheduled for August 7, 2021. Forty-five registrants are noted.
- Wendy- COVID update—Waivers are no longer required. But stay tuned. This decision could change.
- Keith/Craig-DE update and Senior racing idea follow up—Two events remain for this year at Eagles Canyon. Sponsors have been generous with acknowledgment of Porsche Grapevine and Hagerty. The rate change from a flat fee to cost per car has been a welcome change.
- Mike O'Hare- Meet the driver update—The inaugural event is scheduled for August 14, 2021. The current registration of 64 is approaching the maximum of 75. Don Yount is hosting with access to his collection. In October, there is tentative agreement to meet with Bill Smith. Possibly, a meeting with Patrick Long will be firmed up.
- Michael/Derrick- Tech update—the joint event with the Hill Country Region at Werks II went well. About 30 attendees including 4 Maverick Region members attended the event in Temple, TX. Charlie, Lone Star Region, is interested in planning more joint events. For late September, a tech session is under consideration.
- Kendall- Social Media update—A possible Classic Wine Events with Kevin Buckler, The Racers Group, is tentative for October 9, 2021. It will be held in Southlake.
- George Maffey- Tub Club—Barbara Madsen plans to write an article for Panorama. An event is tentatively planned for September 19, 2021, at Clark Gardens in Weatherford. This event presents an opportunity for an article for Slipstream. A picnic and photos are planned.
- Dana/Susie- Monthly Social update—A full calendar of events is planned with locations as noted: August 19/Trophy Park, September 16/Jose, October 14/Mena's-Flower Mound, November 11/Cotton Gin-Prosper, January 20/Mexican Bar-Plano. Registration is required for these events, and all are scheduled for 5pm to 7pm.

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- Debi/Scott K- Special Events, Communications update and 60th Anniversary branding—This celebratory year will be highlighted for the entire year. The December 4th Founders Day will include 4 great events as last year, Mavs & Mochas at NorthPark, Plano Christmas Cops Toy Parade and concluding with the Founder’s Day Party and Concours at Grapevine Porsche. Our annual Silent Auction for Hope House will also be live online beginning November 1, 2021. Members with donations for the silent auction should contact Debi Kruder,
- Any open subjects...Kenin mentioned a LeMans watch party but did not elaborate on it.
- Bill- Closing stay safe and be KIND at about 8PM.
- Correspondence to Secretary: Received: Bill Middleton resigned from Region PCA and duties supporting Hope House on July 13 via email notice.

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August 1, 2021 Membership Report submitted by Tom Gomer

Activity summary - August 2021

New Members: 36

Transfers In: 10

New Test Drive Participants: 5

Members with July "ending in 0 or 5" anniversaries: 31

45-year anniversary - William Dawson

Renewed Members: 84

Non-Renewal Members: 43

Transfers Out: 3

Expired Test Drive Participants: 4

Member Record Changes: 0

Totals

Primary Members: 2303

Affiliate Members: 1123

Total Members: 3426

PCA Juniors: 183

Test Drive Participants: 17

Maverick Growth from numbers reported in July 2021

Primary	Affiliate	Total
27	6	33

PCA Totals

Primary Members	Affiliate Members	Total Members
92241	49304	141566

National Growth

Primary Members	Affiliate Members	Total
513	263	776

Since July 1, 2021, we have added 46 new primary members and transfers. Our net 2021 primary total membership has increased by 77 members.

Member contacts - To Do

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