

Maverick Region
Porsche Club of America
January Board Meeting Notes
1/4/2023 6:30PM
In person at Classic Wine Storage Frisco



Bill – Opening

- -New Chair announcements: Derrick Tate and family assume leadership for PCA Juniors. Rob Turner joins Michael Baynton as Co-Tech Chair, Stephanie Summers joins as Special Events Co-Chair, Mavs & Mocha chair, Mike McHorse, is joined by Rishi Burke and John Cuyler as Co-Chairs. Guillermo Alvarez is the Social Media Chair. Troy Hall is our new Ads Chair supporting Slipstream. Search for an editor remains ongoing as Kurt Skaggs is pursuing retirement from this role.
- Event registration changes for 2023—Effective for this year, all registrations will go through ‘clubreg’ (few exceptions) and should be created by the chair of that event. Board members can receive training from Club Registration (Clubreg) and Wendy agreed to use her ‘clubreg’ expertise to support the transition.
- Porsche 75th Anniversary 6/10—Dealerships may possibly become involved in Mavs & Mochas events.
- Four ‘in person’ Board meetings are planned for 2023. Three meetings will be held at Class Wine Storage in Frisco. The fourth meeting will be held at Jose.
 - ****UPDATED:** April meeting will be in person at The Nest Craft in Addison.
- Zone Presidents will meet locally March 3-4, 2023. Plans are finalized for accommodations and dinners.
- Landon- Mav of the Month; Amazon gift card courtesy of Autobahn—Vanessa Fernandes-Clark is selected for this month. For years, she has been involved in securing Nordstrom-North Park for our annual Founder’s Day Mavs & Mochas. She has continued despite no longer employed by Nordstrom.
- Bill- Mav of the Year—Keith Olcha is the Mav of the Year. He joined the club in 1991 in Chicago and transferred to the Maverick Region in 1998. Over these many years, he has served as chair of DE, Autocross, and HPDE. A member of the vaunted Crest Club, Keith has over 25 years of PCA membership. Some highlights included discussion of his 1993/964 RS America. A former Maverick Region president, he remains active in Club Racing.
- Tom/Beckie- Membership update-December membership shows 47 new members and 1 renewal. Details appear in the attached report.
- Debi- Silent Auction & Founders Day recap—With 493 registered, the 2022 event was the highest recorded—this exceeded the previous record of 451. Despite the weather, participants enjoyed Deep Ellum brewery, Fletchers Corny Dogs, Charles Newman’s BBQ and Pizzeria Testa. Seventy-two cars registered for the Concours and 137 cars were noted at the December Mavs & Mochas. Total expense of about \$20,000, Grapevine Porsche’s sponsorship played a key role.

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- Chris- Financial update-The current balance is \$146, 839 versus prior month of \$135, 441. The PCA rebate of \$9,377 is the largest to date. Slipstream invoices have been sent. Details are provided on the attached.
- Chris/Bill-Discussion of the region’s finances resulted in a proposal to secure the services of a professional bookkeeper. The proposal was accepted by unanimous vote of the board for a one-year trial. Jim Falgout’s firm was selected to handle bookkeeping services. This includes deposits, invoices, and checks. Oversight will be provided by Chris.
- Dana- Advertiser 2023 update—Thirty-two advertisers account for \$39,550 in expected revenue. The due date for payment is January 31, 2023.
- Bill/Kurt- Club Ads monthly events need to follow a rolling 90 days; non monthly 45-60 days out from event date or desired print date—Help is needed from members for submissions of ads to the editor. A rolling 90-day timeline requires submission of ‘Save the Date’ Slipstream ads. Given this requirement, Slipstream event ads are due by the 10th of the preceding month. For example, M&M is planned about 45 days prior to the event—the Slipstream event ad is due by the 10th of the preceding month.
- Kurt/Bill- Slipstream proposed changes—After trial of the online version, review of its performance fell below expectations. With about 30% engagement, the online edition will be discontinued by midyear. Adjustment will be made to accommodate online advertisers.
- Any open subjects...
 - Expect a renewed focus on Social Media from Guillermo Alvarez
 - Plans for the All-Member party are on track. The date is March 19, 2023 at One Preston Event Center with Pecan Lodge BBQ on the menu. Fees for tour registration will be based on the number of cars versus number of participants (drivers and passengers).
 - A Fredericksburg Tour is in the planning stages with hopes for Autobahn to serve as sponsor. The expected club expense is about \$4,000.
 - A Shout-out was made to commend the work of the Happy Hour chairs.
 - The April Mavs & Mochas will feature a joint event with Tub Club—expect to see 356s on display.
 - Carey was commended for his vigilance in submitting articles to Panorama. The January issue features our off-road adventure with a Cayenne and the James River Crossing. Michael Hays and the Plano Toy Drive are expected for February 2023.
 - A volunteer is needed to take over the Kruder’s Cars and Coffee segment of Slipstream.

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- Jimmy G issued thanks for generosity related to our philanthropy. He mentions the 29-year relationship between Mavericks and Hope House. In addition, the Region supports the American Heart Association, Patriot Paws, North Texas Food Bank, Wipe Out Kids Cancer, National Breast Cancer Foundation and others.

- 🍷 Bill- Closing stay safe and be KIND.



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January 1, 2023, Membership Report submitted by Tom Gomer

Activity summary - December 2022

New Members: 47

Transfers In: 1

New Test Drive Participants: 0

Members with December “ending in 0 or 5” anniversaries: 21

40-year Anniversary - Eric Nottorf

Renewed Members: 117

Non-Renewal Members: 48

Transfers Out: 5

Expired Test Drive Participants: 0 Member Record

Changes: 9

Totals

Primary Members: 2607

Affiliate Members: 1209

25 5 31

Total Members: 3816

PCA Juniors: 261

Test Drive Participants: 34

PCA Totals

Primary Members	Affiliate Members	Total Members
100019	52762	152804

National Growth

Primary Members	Affiliate Members	Total
479	155	634

Maverick Growth from numbers reported in December 2022

Primary	Affiliate	Total
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Since January 1, 2023, we have added 48 new primary members and transfers. Our net 2022 primary total membership has increased by 219 primary members.

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Member contacts - To Do

1. Email new members - Completed
2. Mail out new member packets -
3. Personal reminder emails sent to all May 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

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Treasurer's Report submitted by Chris Flaugh

JANUARY 2023 - MONTHLY FINANCIAL UPDATE

\$	146,839.21	Current bank balances	as of	1/4/2023
	160,020.60	previous balance	as of	11/2/2022
\$	(13,181.39)	net change		

CHANGE DUE TO: Founders Day expenses
Charitable contributions
Pre-paid deposits for all member party

BOTTOM LINE

\$ 135,441.48 balance same month last year

146,839.21 current balance

11,397.73 difference

Slipstream ad revenues

■ Still at same point as last month: \$35k billed, \$33k collected

■ 1 advertiser left market, partial payment in discussion

■ 1 advertiser still outstanding

2023 Slipstream invoices have gone out.

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PCA NATIONAL QUARTERLY REBATE

each quarter, PCA rebates each region \$15.50 for each new and renewing member

		2020		2021		2022
Q1	\$	8,974.50	\$	9,362.00	\$	10,617.50
Q2		8,540.50		10,121.50		10,370.50
Q3	\$	8,106.50	\$	9,160.50	\$	9,377.50
Q4	\$	8,215.00	\$	8,881.50		
TOTAL		33,836.50	\$	37,525.50	\$	30,365.50
AVERAGE		8,459.13	\$	9,381.38	\$	10,121.83

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MAVERICK REGION PCA
BOOKKEEPER PROPOSAL

Background

In 2019, there was a proposal initiated during the presidency of David Robertson, to consider hiring a professional bookkeeper to perform some of the accounting functions currently under the club Treasurer's responsibility. At that time, the club Treasurer role had moved between 3 people in a relatively short period of time (from Rich Solomon to Deborah Fike, back to Jim Falgout as interim treasurer.....basically 3 different treasurers in the span of about 1 year), so the thought process was that hiring a professional bookkeeper would provide greater consistency in the future.

After I was elected Treasurer, David Robertson, Jim Falgout, Bill Kruder and I discussed the proposal and decided to table it at that time. We feel now is the time to revive that proposal.

During the 4th quarter of last year, Bill Kruder and I asked Jim Falgout to revise his original proposal, based on my experiences as Treasurer for the past 3 years, and how I thought the specific roles should be allocated between the treasurer and bookkeeper.

Proposal

The proposal basically consists of having the bookkeeper code all of the club's bank account entries (checks and deposits) to the correct account in QuickBooks. The bookkeeper would also provide a monthly financial report for the Treasurer to report to the Board each month. The cost of these bookkeeping services, as provided by the firm of James L. Falgout, Certified Public Accountants, would be \$300 per month. Any additional work required to bring the current coding up to date would be at a rate of \$50 per hour.

The Treasurer would continue to perform the functions of check writing, bank deposits, invoice generation.

Recommendation

As the club has grown over the years, essentially to the size of a small business, we feel this proposal will provide an enhanced and ongoing level of consistency and professionalism, befitting an organization of our stature. As an additional benefit, freeing the Treasurer from some of the more time consuming accounting tasks will allow the Treasurer to focus more on planning for the future.

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We support this proposal, and suggest we engage the firm of James L. Falgout, Certified Public Accountants, for a 1 year term, as described in the firm's 11/30/22 proposal. After the 1 year term is over, the Board may seek to renew a contract, or solicit other potential providers.

