

JANUARY 2021



MAVERICK PCA BOARD MEETING

MINUTES

Date: January 6, 2021

Time: 6:30 PM

President: William Kruder

Bill –Opening

- 1) Welcome and new year start up: Bill greeted all meeting participants and promised another exciting year.
- 2) Webpage update and 2021 plans: As far as the website, Maggie Mer has assumed to role of webmaster. A newly formed web content committee (Debbie, Carey, Wendy and Jim) will assist with oversight and Maggie will handle design.
- 3) COVID update 2021: Though not a psychic, Bill anticipates no change in COVID-19 restrictions on activities in the first and second quarter. So, the club will continue under guidelines imposed in Spring 2020. Possibly, a return to 'normal' will happen in Summer 2021 but there are no guarantees.
- 4) Club Event Attendance: The club experiences attrition of 25% when comparing participants who show up for events versus those who register. Most notably, Ginger noticed this during the last rally. Except for Michael and Mike's Tech sessions, attrition is noted across the board. To compensate for this difference, committee chairs are advised to allow an 25% uptick in number or registrations permitted.
- 5) Club Ad and Communication process for 2021: Great job so far on ads but there is a need to resolve dates listed as TBD.
 - a) Update calendar info with specifics rolling using rolling 90 days.
 - b) Submit your ads 30-60 days out NEW deadline is the 8th of the month.
 - c) Submit a 150-300 word about your event with up coming plans for 201.
 - d) To help the 300 to 400 new members, each January we should include a 150 word outline/summary of the various types of club event activities as a kickoff in

Slipstream. For 2021, these submissions are due by January 10th. Tom will include as handouts in the New Member Kits.

- 6) Slipstream proofing by chairperson; calendar and club ad match in addition to web posted calendar: Those with ads are advised to verify dates so they match— Slipstream—Web--Ad
- 7) Slipstream NEW on line update: Going forward Slipstream will publish a bi-monthly print copy. Tis new online format starts in February 2021.
- 8) Social Media emphasis and timing expectations: Kendall completed a review of club social media activities and removed those which show the least activity. Pinterest was removed but Facebook and Instagram remain. Twitter, Google+ have been removed. There are future initiatives planned for YouTube, Facebook, and Instagram. The icons must be omitted for the website. Tom will remove these references from new member kits. He plans to curate these sites to achieve higher quality and feature press releases. The goal is to showcase 'how amazing we are.' The club is among the most active on social media and has garnered the attention of restaurants seeking to sponsor events. As far as archive access for members, Paul intends to post photos which can be used as social media content.
- 9) Mav of the Year aka James Shoffit Award winner-Kurt Skaggs has been selected for his tireless effort and work as Editor of Slipstream

10) Executive Board for 2021:

Secretary Olga Taylor

Treasurer Chris Flaugh

VP Carey Spreen

President Bill Kruder

- Landon- Mav of the Month; Amazon gift card courtesy of Autobahn—Chris Fernandes is selected as Mav of the Month. His service during Founder's Day included donation of the \$500 DJ fee to benefit Hope House. He will receive a gift card and Mav Hat.
- Chris- Financial update with Advertiser payment: Balance is \$154,889. This includes the quarterly refund of \$8,106 from PCA. Ad revenue from Slipstream is \$11,493. In 2020, the club donated \$27,000.
- Mike Mahoney- Advertiser 2020-21 update—Many advertisers were retained from 2020. In fact, some seek to increase their ads for online and print. Total revenue was \$11,493. The established due to date is 1/1/2021. Park Place is already active but Grapevine seeks greater presence with us.
- Tom/Beckie- Membership update: There were 102 renewals in December, 27 new members and 4 transfers. Twenty-eight members celebrated anniversaries with 5 at 45 years of membership. Membership affiliates grew by 10. Overall, there was a net

gain of 66 new member in 2020. Arjay and Kinnon expressed interest in getting involved—a welcome overture.

- Maggie- Web update: The plan is to maintain the existing website while building out a new one. On that note, the focus is on evaluating against three criteria: must haves, nice to haves and get rid of. Content advice is welcome. Existing Fbook pages of Board members need an update. The idea is to post pictures of Board members with the cars. Meanwhile, a demo of the new website is pending. The goal is to move to the next level with updates and repairs to contributions from Bill Orr throughout the years. Current great website will become better and contain relevant content.
- Carey/Kurt- Annual Awards submissions: Two request/submissions are in the works as related to PCA National Family award and PCA National Charity award. The Kruder family will be submitted. Porsche Parade is scheduled for July 2021 with a highlight in the February 2021 issues.
- Jimmyg- Charity update: First Year Chairmanship featured 5 initiatives in 2020 to include Hope House (\$15,600) includes support of Bill Middleton, NTX Foodbank (4,300 lbs. of food) from bi-monthly Mavs And Mocha contributions, Patriot Paws (\$3000) including sponsorship of a service dog and volunteer efforts from Chantel with a featured Drive and T-shirts and monetary contribution to National Breast Cancer Awareness.
- Debi- Founders Day recap and All Member brief: The 2020 event was a huge success. For 2021 the same format is planned. Possibly, the club will host a Brunch in March 2021 to welcome new members. As far as Mavs And Mocha, November 13, 2021 may be selected as the date for Founder's Day.
- Jimmyg- Charity plans 2021: In 2021, the club seeks to retain the existing charities and possibly add one more. Volunteers are welcome. Appreciation is extended to John Kriler who has taken over setup for Tables/Tent/Loaner for Mavs And Mocha.
- Paul Moseley -Photography Chair update: Plans for using Google Drive will allow for storage of photos. Photo contests for members will continue in 2020. The idea of holiday themes works well. The oil change give from Mayo was awesome. Currently, Paul requests members to email photos from events for archival purposes. If granted access to the club's Google Drive, users are cautioned to avoid deleting emails. Photo contests will be limited to amateur photographers to encourage participation from members.
- Wendy- COVID 19 update and new procedures, requirements, and expectations: No changes from 2020 and no news. Hopefully, the future will be better.
- Renee/Craig- DE update with COVID expectations: A lot of activities have been planned for 2021. Dates have been negotiated for 2021 with February 20, 2021 as the first date at Cresson. In addition, there will be additional event at Eagle Canyon Raceway, COTA, and a joint event with Hill Country/Houston.

- Lead Follow update: Due to PCA rules, implementation of the program is not a fit. It required a learner following behind a volunteer coach. The club is not seeking to implement. In place of this idea, in-car coaching will occur. This includes class room and volunteer coaches working with a green group. This program is in high demand and successful—often sold out.
- Michael/Mike- Tech Session update: Incredibly positive feedback has been received from participants. For 2021, a full calendar is planned. Though virtual is not as desirable as in person, Tech receives a positive response. Vendors are being solicited. As it stands, Fifth Gear and Grapevine are under consideration for a hybrid or Facebook Live event. In addition, February 20 is under consideration. RAC and Phoenix Insurance are possibilities.
- Mark- AX update and Tire Rack Street Survival update: Lonestar Park is the location for February 28 and April 11 this year. As far as the Tire Rack Survival class, dates are still pending due to Covid19.
- Matt/Derrick- Mavs & Mocha update: The Cayman is featured for January 2021 at Harley Davidson in Bedford. Frisco is scheduled for February 2021. The March event will be scheduled for the western part of the region. RAC will be featured as a location in the Spring. Canned Food drive occurs in tandem.
- Doug- Motoring Mavs to Tyler: The September 2020 event was hugely successful. The planned Tyler trip will be rescheduled for Summer 2021. An alternative is needed for February 2020 with Weatherford, Granbury and Waxahachie as possibilities. March will feature a destination located south of the metroplex.
- Claudia/Jeff- Happy Hour update-January 21 features a Virtual Happy Hour hosted by Frank Zack. On a sad note, Claudia and Jeff are stepping down as chairs for 2021.
- Ginger/Tom- Rally update: Nothing added
- Sam/Ted- Tours update: Five tours are planned for 2021 starting in March. April will feature the Blue Bonnet tour with the Aloha Tour planned for October. An All-Member Tour is planned for March 2021.
- Kurt- SLIPSTREAM 2020-21 update new online magazine; December mailing issue- Delays in delivery for noted for November 2021. According to the Post Office, the system has been impacted by Covid19 absentees at the Fort Worth facility. Holiday delays were another factor contributing to the delay. Going forward, Slipstream is going online with a new platform. Delivery issues will be eliminated. Arjay will be working with Kurt.
- Bill- Closing stay safe and be KIND.

