



## Maverick Region Board Meeting Minutes

August 5, 2020

### Minutes taken by Jennifer Parma, Region Secretary

**Region President Bill Kruder** convened the meeting at 7:00 p.m. Those in attendance virtually are welcomed. We are slowly getting back to normal with more twists and changes. Last time we met in June, Doug Jacobson was working on Motoring Mavs & Mittagessen but we are trying get that back on the calendar for this fall with Wichita Falls, Tyler and Granbury areas included. Bill asked who owns the lunches as we have a need for someone to take over so we can advertise them. Wendy Shoffit, in attendance virtually, volunteered to help with that. Bill gave a Slipstream update. Scott Kerfoot will be our online developer working with Kurt Scaggs. Jim Hirsch will be in an advisory role. Bill added that the pop-ups have been important especially during this time keeping the continuity in the club get together and credits Carl Adey, Bill Bradley and Pat Carmichael for spearheading those events. It is great to see our first ever pop-up ad in the Slipstream, too. Bill announced that **Bill Orr, Marketing and Social Media Chair** is resigning at the end of August. David Tierney who was in attendance virtually added that Bill Orr has done a fantastic job and brought the club a long way.

**Carey Spreen, Region Vice President** spoke of the Executive Board nomination committee that is comprised of Jim Hirsch as Chairman, Michael O'Hare, and Mike Mahoney. The only position open is that of Region Secretary. The ballots will go into the Slipstream for mail-in voting and ballots will also be available at the Founder's Day Dinner for in-person voting.

**Landon Stogner, Volunteers Chair** announced that the Mav of the Month is Pat Carmichael in recognition of coordinating pop-ups. Bill Kruder added that it is great to have a non-board member as Mav of the Month.

**Tom and Beckie Gomer, Membership Chairs** gave the membership report for July and August (no board meeting in July). For July: 31 new members, 1 transfer in, 1 new test drive participant, 99 renewals, 40 non-renewals, 3 transfers out. Maverick primary members 2130, affiliate members 1019, total members 3149, 192 PCA Juniors. For August: 24 new members, 7 transfers in, 1 new test drive participant, 119 renewals, 40 non-renewals, 1 transfer out. Maverick primary members 2143, affiliate members 1032, total members 3175, 190 PCA Juniors.

**Chris Flaugh, Region Treasurer** gave the report for July and August (no board meeting in July). July 2020: The balance as of June 30 was \$155,742, the balance as of May 30 was \$167,651.00 with a negative net change of \$11,909.00 due to Slipstream prepaid postage expense. August 2020: The balance as of July 31 was \$151,663 giving a negative net change of \$4,079.00. We received \$1,200 from Park Place Mavs & Mochas sponsorship and had an expense of \$6,054.19 for the Concours event, mostly for banners that can be reused since they have been ordered without a date.

**Wendy Shoffit, Registrar, Club Race** gave an update on the COVID 19 new procedures, requirements and expectations. There is a waiver that can be e-signed and only have to sign one time. There will be cards that show you have signed the waiver and also a Google sheet that will show all who signed to make it fluid across all events that need the signed waiver.

**Kurt Scaggs, Slipstream Editor** talked about the October issue of Slipstream having a focus on Breast Cancer Awareness month as well as the Maverick women. He reminded the board that September 10<sup>th</sup> is the deadline for content to go into the October issue.

**Michael Baynton and Mike O'Hare, Tech Sessions Co-Chairs** said that they are close to finalizing August but nothing as of yet. They are still unsure about September, too, but they have a long list of vendors from which to chose.

**Mark Schnoerr, Autocross Chair** gave the Autocross update. All North Texas autocross programs are back up and running. At the Equipe Rapide/Maverick event on August 2<sup>nd</sup>, a Macan S beat our regular Cayenne GTS driver, Igor Tulandin by 15/100 of a second, which was notable because Igor's times are usually close to the two-door Porsche times. Also noteworthy was driver Reid Cloud's run in his Cayman S, which beat Owen Coulman's GT3 by 4.7 seconds, and even beat Mark's time by 4 seconds. Reid is a UTA engineering student who obviously has prior autocross experience. COVID-19 precautions continue to be followed, including all attendees signing waivers, wearing masks when near others, keeping at least 6 feet apart, and no instructors or passengers allowed in the cars. Mark also said that other high-performance drivers' education organizations do some limited in-car instruction as well as lead/follow instruction. He went on to say that these organizations are inviting county officials to these events to show them that precautions are being taken, and that they are getting positive reactions from those officials. Our next autocross event is August 23<sup>rd</sup> at Lone Star Park. Mark asked that we approve a \$1000 donation to be paid at the November "Guns and Hoses" charity autocross, which was approved.

**Matt Wilson, Coffee Meets Co-Chair** announced the venue change for the upcoming Mavs & Mochas on Saturday, August 8<sup>th</sup> will be at the Starbucks at Lakeside in Plano. Still need formal approval from the City of Plano to move forward but doesn't see that as a problem. Parking will be every other spot in front of Weirs. Scott Kerfoot added that he went to Starbucks and the smoothie place to give them a heads up to open early and be prepared for extra customers.

**Claudia Reynolds, Monthly Social Chair** announced that there will be no happy hours in person at least until October. It will all be virtual. August will be hosted by Mike and Teri Mahoney and there will be door prizes provided by Phoenix Insurance. September is sponsored by Neiman Marcus.

**Scott Kerfoot and Kurt Scaggs** have been working to evaluate options for the Slipstream. They discussed moving the Slipstream to a new online monthly version with maintaining a hard copy 6 times a year. Mike Mahoney is working on getting advertisers. Scott Kerfoot wants to create a more modern look to appeal to the younger audiences. There is a lot of advantage moving online, particularly financial. This is all being considered in the analysis. Bill Kruder hopes to start in January with the new format, pending Executive Board approval. Also, the advertisers will be offered the advantage of not having to pay until January and at a 25% discount for the online format. Jim Flaugh added that it costs \$77,000/yr to print the magazine with \$61,000/yr in advance revenue, which leaves a negative revenue. There are other sources of revenue that make up for that loss, but reinforced that reducing the hardcopy to 6 times a year will help with that.

**Scott Kellogg, Concours Chair** said that he hopes that the Concours can be held in May or June of next year. He has banners ready to go that do not have a date on them so they can be used year after year.

**Renee Hayden, DE Co-Chair and Craig Janssen, DE Chief Driving Coach** gave the DE update virtually. Craig reported that they are working on determining what a successful DE looks like during a pandemic. We want to give people a place to drive quickly yet safely. Currently, PCA National policy is to not allow lead/follow and this combined with a county requirement that we not have two people in a car, means that we cannot market to about 40% of our entrants who are novices that require instructors.

PCA was to have issued a policy on lead/follow instructions, but no such policy has been forthcoming, and likely will not until the end of 2020. Solo drivers make up about 60% of DE entrants, but without new drivers feeding into the program, that number will drop as experienced DE folks move up to the Club Racing or other events. We are losing entrants to other organizations that do allow lead/follow instruction. Hill Country Region had to cancel their Fall Schnell Fest because of the PCA's policy forbidding lead/follow. Renee reported that the September DE will be only one day, Saturday, September 5<sup>th</sup> with the entry fee set at \$250 per driver, restricted to solo-only drivers. Mark Schnoerr observed that other groups use lead/follow and standard hand signals successfully, so why don't we do that? Renee responded that we are required to operate under PCA National's DE minimum standards, which currently require in-car instruction. Under those standards, lead/follow is not allowed and therefore, not an option for us at this time. Hopefully, there will be a resolution to this impasse soon.

**Sam Bryant, Tours Co-Chair** said that the August 16<sup>th</sup> tour has 50 cars registered with 21 cars waiting for cancellations. The tour will start in Weatherford and end at the Walmart in Granbury.

**Tom and Ginger Heuerman, Rally Chairs** announced the two new dates for the popcorn rallies are September 12<sup>th</sup> and 26<sup>th</sup>. They hope to have one in the SE region in Rockwall. The rallies will be simple and completely contactless with the route online and the waivers all done electronically.

**Jimmy Gallegos, Charity Chair** gave the charity update. October is National Breast Cancer Awareness month with canned food drives and t-shirts being sold to help build patient comfort boxes. Julia Cleath has been doing a great job with this. Chantel Tennyson has been working closely with him on the Patriot Paws project and are working to do a drive in maybe November to support that organization. He said we have collected close to 2020 pounds of food in the year 2020, which was the original goal. He hopes to do more food collections west of the metroplex.

The meeting was adjourned at 8:45 p.m.

After the meeting was adjourned, the Executive Board consisting of Bill Kruder, Carey Spreen, Chris Flaugh and Jennifer Parma took a vote and unanimously approved the changes to the Slipstream going forward with 6 printed issues and 12 online issues.