



Maverick Region Board Meeting Minutes

April 3, 2019

By Carey Spreen, Region Secretary

Region President David Robertson convened the meeting at 7:03 pm. He recapped the Zone 5 Presidents' Meeting, which was held in Eureka Springs, AR earlier this year. Highlights of the meeting included:

- A reminder that we need to update our Region Bylaws, and a discussion of how Region Bylaws are approved.
- How PCA membership appeals are handled (for instance, if a member is banned from PCA).
- The PCA National organization is becoming more involved in Region affairs.
- An overview of National subsidies, in which PCA pays Regions to host certain events, such as Multi-Region weekends and Registry events.
- An emphasis on getting members who own 4-door Porsches more involved in club events; for instance, "light" off-roading, which could consist of a destination tour taking place on unpaved roads.
- An introduction to the new PCA Marketing Director, Jim Hemig.
- Getting the "millennial" generation more involved in club activities, such as the new Sim (simulated online) racing series, which is open to primary members, co-members, and PCA Junior members in good standing.

Rally Co-Chair Don Sebert pointed out that the Fifth Annual Easter Rally is set to take place on Saturday, April 20. As of the date of the board meeting, there were already 47 rally teams signed up, with more expected. The gimmick rally will start and finish at the same location: Ten 50 BBQ in Richardson, whose owner is a Maverick Region member. Don also reminded us that first impressions that we make with new members go a long way, and that, when we are having a conversation with a new member, to stay focused on that discussion, and not be easily distracted when another member strikes up a different conversation. Don saw this happen recently at the All Member Party, and said that it made a negative impression on the new member. Welcoming new members should be one of our highest priorities, not only at new member events, but any event that new members may attend.

Membership Chair Jim Hirsch was unable to attend, so Carey Spreen read Jim's membership report for April. In March the Region gained 50 new members, plus five transferring in from other Regions, and one addition to the Test Drive program. A total of 106 members renewed in March, but 42 more

members did not renew their membership. Four members transferred out, and three Test Drive participants allowed their trial to expire. Of note: in May, there will be 31 members with anniversary years ending in 0 or 5, including a 40th, a 45th, and a 50th anniversary!

The Region membership totals as of March 31 are now 2,013 primary (a new record) and 965 affiliate members, for a total of 2,978, plus 13 Test Drive participants. Maverick Region grew by 31 members just in March, and since the beginning of 2019, has had a net increase of 66 members. Fun fact: PCA has 145 Regions, and Maverick Region is the 12th largest by population.

Region Secretary Carey Spreen reported that he is still participating in monthly calls with the PCA Off-Road Tours committee, assisting them in updating the Off-Road Tour guidelines. He is also looking for a suitable route for a “light” off-road tour for our Porsche SUV owners.

Marketing Chair Bill Orr told us that he was able to install a digital picture frame at Porsche Grapevine. These internet-enabled digital displays show upcoming Maverick Region events and other news. We now have a total of seven of these frames distributed around the area: four at the Porsche dealerships and three more at Mayo Performance, Zims Autotechnik, and MotorSport Ranch. He is working on placing others at Eagles Canyon Raceway and the proposed Porsche Plano repair facility in McKinney. Bill related to us that he typically markets each Maverick event until it fills up (if there is an attendance limit). Any requests for email blasts to the membership should go to Bill at marketing@mavpca.org.

We have new **Monthly Social Chair**! Claudia Reynolds has offered to take over the task of locating suitable venues that can host our very popular monthly drinks-and-dinner events, and she has jumped in with both feet by setting up the April event. Thanks, and welcome aboard, Claudia!

Tech Sessions Chair Michael Baynton reported that the March tech session about ceramic coatings filled up quickly and attracted lots of new members. He had been working on a dyno day at Autoscope in May, but that has been cancelled. In November he is still shooting for a shared event with Hill Country Region (Austin area) at Werks 11 in Temple.

Tours Co-Chair Sam Bryant announced that the very popular Bluebonnet Tour, which runs about 1 hour 45 minutes and ends in Ennis, was already full with a waiting list.

Social Chair Debi Kruder was not present at the meeting, but David Robertson reminded us that Maverick Region will not be hosting a May at Mayo’s this year (although Mayo Performance will be putting on a lower-key invitation-only event instead), but we’ll be looking into resurrecting some traditional annual events, such as the Father’s Day Picnic. However, we may need to identify a separate chairperson to spread out the workload that is required to add events like this to our calendar.

Surya Purimetla suggested TSP Slam (a large automotive meet held at Texas Motor Speedway in May) as a possible venue for a social event. He will talk to Claudia (our new Monthly Socials Chair) about other possibilities.

Region **Club Race Chair** Pat Heptig reported that our annual Club Race will be held the weekend of November 10-11 at MotorSport Ranch in Cresson.

Drivers’ Education Chair Renee Hayden reported that we are getting record attendance at our DEs so far this year, so will be creating two lunch lines to help get our attendees, coaches, and workers fed more quickly. We will be continuing to offer the use of the 1.3-mile course at MSR to solo drivers while the

Green group uses the 1.7-mile course, this for a \$25 upcharge. Simpson Racing will be present at the April DE, and our DE Medical Chair, Dr Jeffery Komenda, will be demonstrating a new hybrid HANS (Head And Neck Support) device that works with regular three-point seatbelts. Renee also reminded us that the June DE will include a Car Control Clinic on the Saturday portion of the event.

Region Treasurer Deborah Fike gave us the Treasurer's Report. Our cash on hand as of April 1 was \$168,517. There is about \$23,000 in clubregistration.net, which is 70% of prepayments for the April DE. Year-to-date net use of funds is (negative) - \$12,386, with \$1,570 held in reserve from the 2018 COTA event to be donated to the Hope Shelter. Accounts Receivable include \$2,885 for unpaid *Slipstream* advertising, \$1,190 from Porsche Plano for sponsorship of the Club Race, and \$2,500 from RAC Performance for sponsorship of the April DE. Action items are writing off assets not in use by the DE team, and to identify a good interest-bearing account.

The recent **Patriot Paws** event raised an additional \$10,000, with about 2/3 coming from Maverick Region and the other third from the Corvette Legends club, which gives Maverick Region the right to sponsor and name a service dog. Don Sebert solicited suitable names (both male and female) from us so he would be ready to provide the name of the dog at the time of our donation to Patriot Paws.

Before closing the meeting, David announced the **Maverick of the Month**: DE Chair Renee Hayden, for her efforts in keeping our Drivers' Education program safe, exciting, and profitable. Congratulations Renee!

Meeting adjourned at 8:13 pm.