



Maverick Region Board Meeting Minutes

December 5, 2018

By Carey Spreen, Region Secretary

Region President David Robertson called the meeting to order at 7:05 pm. His first order of business was to briefly recap 2018, which he termed “one heck of a year.” He noted that we had record attendance at numerous events in 2018, but that we can’t rest on our laurels – we must keep innovating to keep growing, especially if we want participation by the up-and-coming younger generations. We also look forward to more dealer participation and sponsorship in 2019.

David gave us a Founders’ Day recap by the numbers: at least 196 cars arrived for Mavs & Mochas, 85 of them in the People’s Choice show. The Toy Run to Plano had about 80 cars participate, donating over 1000 toys and \$650 in gift cards. The dinner event, held at Porsche Grapevine, had 275 registered attendees, a new record. Founders’ Day is also traditionally where we request donations for our oldest charity, the Huffaker-Hughes Hope House, and records were broken here as well: we collected \$2,250 from online registration, another \$1,925 in Walmart gift cards, and brought in a staggering \$14,500 in the silent auction, which took place online this year instead of on site, meaning that bidding was open to the entire membership, not just those attending the event. This allows the Maverick Region to donate \$20,000 to the Hope Shelter, \$5,000 more than last year. Thanks to all who donated!

While on the subject of charity, the Region will also continue working with Patriot PAWS, with an event coming up in March in conjunction with the Corvette Legends of Texas club.

Board elections also took place at Founders’ Day, and this year, the full board was voted back in for 2019, with David returning as President, Jim Falgout as Vice President, Deborah Fike as Treasurer, and Carey Spreen as Secretary.

David thanked and congratulated Social Chair Debi Kruder for pulling together all of the details of the event and overcoming the inevitable logistical challenges. Check-in at the door went much more smoothly this year due to fully on-line registration, and the long lines to pick up silent auction merchandise last year were nonexistent this year. As a fitting tribute, Debi was presented the James Shoffit Maverick of the Year award at Founders’ Day for volunteering her time, energy, and ideas for our various social events in 2018.

Slipstream Editor Kurt Scaggs was unable to attend the board meeting, so David passed along Kurt’s request to the event chairs to get their events on the region calendar as soon as possible so that they can be promoted properly in *Slipstream*.

Region Treasurer Deborah Fike gave the Treasurer's Report. The region's cash on hand exceeded \$204,000 as of November 30. Our year-to-date net source of funds (the difference between total income and total expenses) was \$35,907, with income exceeding expenses by that amount. There is still \$7,675 left to collect from five *Slipstream* advertisers, while three more have made partial payments. We are also waiting for sponsorship payments for Founders' Day, the upcoming All Member Party, Maverick of the Month gift cards, and Club Racing. Action items are to send the \$20,000 check to the Hope Shelter; send a \$2,710 donation to Momentous Institute (collected from the Luxury and Supercar Showcase event), care of Park Place; pursue higher interest-bearing investments for the club's savings account cash; and complete the list of in-use assets and equipment, including writing off assets not in use.

Membership Chair Jim Hirsch was unable to attend the meeting, so Region Secretary Carey Spreen gave the Membership Report. Activity in November included 24 new members joining, plus one transfer in from another region; there were no new Test Drive program participants. A total of 76 members renewed in November. On the other hand, 14 members chose not to renew, one member transferred out, and 3 Test Drive program participants let their trial periods expire. There were 33 members who made record changes (change of address, contact info, Porsches owned, etc.) in November.

In November we had a net gain of 18 Primary and six Affiliate members, bringing our membership totals to 1,939 Primary members and 946 Affiliate members, for a grand total of 2,885 Mavericks. This is a new record high count for us. Since January 2018, our net Primary membership has increased by 140. As usual, Jim sends reminder emails to all members whose renewal month was November but had not renewed. Jim also sends a welcome email and new member packet to all new and transfer members, as well as anniversary congratulations for members who have been with the club for a number of years ending in 5 or 0.

We had two guests at the board meeting: longtime member David McBee and new member Surya Purimetla, both of whom were interested to see what goes on at our board meetings. Welcome David and Surya!

Monthly Social Co-Chair Clark Randall gave us the dates for the first two events of 2019: January 17 at BJ's Restaurant and Brewhouse in Addison, and the very popular Valentine's Day (ish) event on February 21 at Lavendou in north Dallas.

Tours Co-Chair Brant Worrell said that he is working on the tour to the upcoming All Member Party in February, while his Co-Chair Mark Pitarresi told us that the Tours program has received national attention, as shown in the "From the Regions" section of the November issue of *Porsche Panorama*. (As a side note, David Robertson reminded us that Maverick Region has the largest tour program in the US!) For 2019, the goal will be to reduce tour speeds, which have been creeping up. Mark and David brought up the concept of pointing the go-fast tour drivers to our Drivers' Education program as the proper venue for exploring the potential of their Porsches.

Mark also advised us that he has an exit plan for handing over the Tour program reins, which involves two new positions: one technical admin to handle the Garmin GPS system, and one operations person to handle registration, waivers, and information packets. The Tours program has grown by leaps and bounds, and has, in a way, become a victim of its own success, requiring a larger staff to deal with the added logistics needed for a large numbers of participants.

Drivers' Education Chair TJ Kroehle informed us that he had sent an email to the Region membership introducing the new Chief Driving Instructor (CDI), Craig Jensen. He also sent an email requesting ideas for a new name for our DE program, which will be announced in January. Extensive remodeling work is proceeding at Eagles Canyon Raceway (northeast of Decatur), and the plan is for our DE program to return to ECR in the fall. Additionally, ECR owner Livio Galanti has purchased the land south of the track, which used to be used by the Ford Raptor club as an off-road site. This could be developed into an off-road site for Maverick SUV owners.

For 2019, there are six events planned: three in the spring and three in the fall. TJ and his team submitted a detailed budget for 2019, and expect the series to be profitable again due to the changes announced last month, which include more car control clinics, Time Trial events held on the 1.3-mile course at MotorSport Ranch, and activities for DE participants to do while they're not on course. Traditionally, DE entrants spend upwards of nine hours at the track per day, but are only driving for two of those hours. The idea is to turn the DEs into more of a festival atmosphere, with off-track events available to keep entrants active and engaged while they are not driving. Technical seminars and workshops would also be available, such as how to change brake fluid, discussions on tire technology, and even insurance information.

TJ noted that PCA National DE Chair John Kruger says that DE participation numbers are down for many regions, not just Maverick Region, so our goal is to bring those numbers up by marketing the events better (spearheaded by DE Marketing Chair Chris Sorrells) and working more closely with local Porsche dealers to get their customers exposed to the program, especially buyers of 4-door Porsches. The car control clinic held at the October DE made the event profitable, with about half of the cars being 4-doors, a good percentage of them driven by women.

Concours Chair Mike Mahoney recapped the 2018 car show program for us. There were two judged Concours events and two People's Choice events held; the judged events attracted about 50 entrants each, while the People's Choice shows pulled in about twice that many entrants. Mike will be looking for additional sponsors for 2019, and plans a judged competition and a People's Choice show to take place in both the spring and the fall.

Webmaster Bill Orr told us that he is revamping the mav.pca.org website, and wants to use a more automated method to update the online calendars and *Slipstream* using a spreadsheet that would serve as a single data source.

Tech Session Chair Michael Baynton noted that he learned a lot during his first year running the region's tech sessions. For 2019, he plans to put on a minimum of ten sessions, some in coordination with other region events. He has at least nine vendors offering to host a session in 2019, and will be sending emails to all *Slipstream* advertisers inviting them to host or sponsor a tech session. The message will be that if a vendor hosts a session, they will have 50 or more potential Porsche-owning customers who are always looking to improve their cars' (or their own) performance, making it a no-brainer, especially for the local dealers. Michael is working on how to produce a mix of new and traditional tech topics to keep things interesting.

Volunteer Chair Landon Stogner told us that the three-event Founders' Day celebration was a big day for volunteers, starting at 7 am setting up Mavs & Mochas and ending at 10 pm putting away tables and chairs after the dinner at Porsche Grapevine. We will need more volunteers to support our 2019 events.

He noted that a sponsor at the recent PCA Palooza donated vests to all volunteers for easy identification, and is looking into that possibility for 2019. The volunteer database that he is using has so far required manual entry to track volunteer time, and would like to find a way for volunteers to be able to enter their own time. Landon would like to set up an award for Volunteer of the Year and perhaps a Top Ten Volunteer list to sweeten the deal for members on the fence about getting involved. This would use a point system to track time spent, and the points could also be used to redeem for merchandise or event fees. As an aside, Michael Baynton wanted to recognize Landon's sons as great volunteers themselves, as they can be seen helping out at whatever event they are attending.

VP Jim Falgout noted that, when he arrived at the Club Race/DE event at MSR, there was no one at the gate to take waiver signatures. A discussion ensued regarding the fact that there are now multiple entrances to MSR, which makes 100% enforcement of waiver signatures a challenge. The end result will likely be that there will have to be someone at each MSR DE checking people for the wristbands that indicate that they have signed the waiver, since our continued insurance coverage requires that everyone on site must have signed the waiver, with no exceptions.

The final announcement of the meeting was for Maverick of the Month. David awarded Don Sebert and George Luxbacher this distinction for their continued efforts in reviving and rejuvenating the region's Rally program. Congratulations Don and George!

The meeting adjourned at 8:26 pm.