



Maverick Region Board Meeting Minutes

October 3, 2018

By Carey Spreen, Region Secretary

Region President David Robertson called the meeting to order at 7:01 pm, starting off by thanking VP Jim Falgout for running the September meeting in David's absence.

First item of discussion was Drivers' Education: lots of changes/improvements/modernization/updates. With DE Chair Chris Tabor out, TJ Kroehle recapped the September DE. There were separate drivers' meetings for the Green/Blue (non-solo) groups and the Yellow/White/Red groups. In both meetings they announced proposed changes and sent out surveys for feedback. The Green group ran on the 1.7-mile course, while the Yellow and White groups ran on the 1.3-mile course. Saturday evening they had a social get-together with the DE team.

The plan for the October DE is to have different schedules for different days. Saturday (Oct 20) will be novices, Green, and Blue run groups. Park Place Porsche will host a tour to MotorSport Ranch that morning, departing at 6:15 am. The Novice group is intended for adults and teens who are not necessarily interested in high performance driving, but want to get a better feel for what their cars can do. Park Place will send a mass email (about 3000) to their customer base; they expect 90 drivers to turn out. Sunday's schedule will include runs for the advanced groups (Blue solo, Yellow, White, and Red) throughout the day, with the final hour from 4 to 5 pm designated as "happy hour," where all groups are welcome to run.

Mark Schnoerr added that the DE policy will include adding more instruction for the advanced groups and requiring classroom attendance. For the novice group, there will be no passing and no helmets required for proposed exercises, including an acceleration/braking exercise, a handling oval/skidpad, low-speed (30 to 50 mph) slalom, high-speed lane change (up to 70 mph), and lead-follow on the track. Communications during lead follow will be via radio on 88.9 FM. Volunteers and helpers were requested for Oct 20.

Mark then put on his Autocross Chair hat and reminded us that the final two Autocross events for 2018 would take place on successive weekends, October 28 and November 4, with the latter being the annual Guns and Hoses charity event, in which the local police and fire departments compete on course, and all participants can buy back cone penalties for \$5 per cone. Both events are to be held at Lone Star Park.

In Membership Chair Jim Hirsch's absence, Region Secretary Carey Spreen gave the membership report. The activity summary for September included 28 new members, four transfers from other regions, and

three new Test Drive program participants. A total of 86 members renewed in September, while 27 members did not renew. Additionally there were four transfers out of the region and three expired Test Drive participants, totaling 42 member record changes. As of October 1, Maverick Region had 1,914 primary members and 936 affiliate members, totaling 2,850. Our growth from September 1 was 17 more primary and two more affiliate members, growing by 19 members from a month ago. Since January, Maverick Region has added 303 new members and 25 transfers. Expired memberships and transfers out bring the net total to a 115-member net increase. Jim continues his policy of sending personal reminder emails to all non-renewals, sending welcome emails and new member packets to all new members and transfers in, and congratulatory and recognition request emails to all members who have been with PCA for a number of years divisible by 5.

Region Treasurer Deborah Fike followed with the Treasurer's Report. Our cash on hand as of September 30 was over \$170,000, including our Chase operating account, Chase money market account, and PayPal account. Our year-to-date net source of funds totaled \$7,805. We have collected about 60% of *Slipstream* advertising receivables, with just over \$19,000 still owed to us.

Action items include adjustments to fixed assets claimed on past federal tax returns; creating an updated asset list and equipment in use, including locations, and removing assets not in use; and pursuing higher interest-bearing investments for our savings account cash. Deborah is looking into money market accounts with 3 to 4% interest. Additionally, she noted that Chris Alvarado, the ClubRegistration.net webmaster, has offered training to anyone who needs it.

There was some discussion about how much Drivers' Education events cost per person, calculated by Chris Sorrells, culminating with the agreement that we should expect every club event to at least break even; if an event is expected to lose money, the region's elected officials must grant permission to hold the event. As of the meeting, we had not received sponsorship money for the recent concours event.

Rally Co-Chair Don Sebert advised that rallies typically require a budget of \$300-500, and that the entry fee generally cover those expenses. Don reminded us that the Halloween Rally takes place on Saturday, November 3, starting in Frisco at the Tollway and Eldorado, and requested a pre-event email blast to our members. Don also visited Patriot PAWS in Rowlett to see some dogs in training (costing in the neighborhood of \$34,000 per dog), noting that they will have a fundraising event in March 2019 with the Corvette Legends club and that it would be great if Maverick Region could do a joint event with them. Maximum attendance has to be capped at 200, and there will be a \$10 charge for lunch. A suggestion that a Mavs & Mochas could be held concurrently was well received.

Jeff Sebert requested that the region designate an official Dealer Liaison to deal with sponsorship requests as well as requests from the dealerships to put on customer-focused events, such as off-roading for Cayenne customers. Jeff indicated that, without a liaison, there is no single point of contact with the dealers, which hurts both sides.

Tech Session Chair Michael Baynton recapped the Growler Motor Labs session, which had about 60 attendees. Among the topics that General Manager Chris Fleming covered were intercooler hardware and Akrapovič exhaust systems, and they provided pizza for us as well! Not only that, but Growler gave all attendees a \$100-off coupon. Michael reminded us that an insurance-related tech session would be hosted by The Phoenix on November 3, with the location yet to be finalized. Another possible tech session may follow in December – more details soon. Michael's plan for 2019 is to ask the hosting

vendor for each tech session to pitch in for coffee and doughnuts, which is a small price to pay in exchange for the club bringing 50 to 100 Porsche owners to their place of business.

Advertising Chair Bill Kruder told us that the October *Slipstream* contains the full suite of advertisers, which hopefully will remain constant for the rest of the advertising year. He also announced that the Maverick Marktpreis feature in *Slipstream* will be sponsored by Dallas Motorsports. Putting on his Coffee Meets hat, Bill reminded us that the November Mavs & Mochas would be at Pearl Cup Coffee in Richardson, while the December edition of the event would be part of the three-event Founders Day celebration, taking place at Nordstrom in North Park. The monthly Motoring Mavs at Mayo continues to draw a good crowd each month.

Social Chair Debi Kruder recapped the September 15 Maverick Partner Appreciation Day at Park Place Dallas. Volunteers received certificates of recognition, along with window stickers. Of course the big event coming up is Founders Day, taking place on Saturday, December 1, starting off with Mavs & Mochas at Nordstrom, followed by the popular toy drive in Plano, and culminating in the Founders Day celebration at DFW's newest Porsche dealer, Porsche Grapevine. We'll have live music and a silent auction, possibly with early on-line bidding. Debi also will be trying out a new registration method that should reduce or eliminate the lines coming in the doors.

Looking ahead to 2019, the All Member Party is scheduled for Sunday, February 17 at the Carriage House in Gunter, TX, north of the Metroplex on Preston Road. Autobahn Porsche will be providing \$4000 in sponsorship. The event will include a heavy brunch for about \$20 per person, with no charge for new members. The plan is to organize a tour to Gunter prior to the afternoon event.

Volunteer Chair Landon Stogner also noted that the Volunteer Appreciation breakfast was a big success. He counted 157 volunteers for events in September, and that did not include DE volunteers. He reminded us that the web application that he uses to track volunteers costs \$45 per month, and that he would be submitting a check request to cover the past three months.

Tours Co-Chair Mark Pitarresi covered the Sunday tour and parade laps at MotorSport Ranch. Even though it rained, 93 cars and 132 people still turned up, out of the 132 cars that had registered. Proceeds from the parade laps were \$1,465, which will go into the Patriot PAWS fund. There was also an all-you-can-eat barbecue for tour participants, which made a small profit. Mark also noted that Tom Martin had written an article about the event for the "From the Regions" section in *Porsche Panorama*. Lightspeed Images took photos at MSR. Mark related that this event took a lot of coordination between several different groups, but it came off successfully despite the weather.

Mark also announced that the final tour of the year would be a tribute to "Mitch" Mitchell on Farm-to-Market Road 4 (Mitch's favorite route) from Jacksboro to Granbury, taking place on Sunday, November 4. Lastly, he noted that the memorial service for Andrew Barber was set for October 20.

We are still looking for a replacement for Karl Poulsen, who recently stepped down as Calendar Chair.

To wrap up the meeting, David announced his pick for Mav of the Month, which is a trio this time: TJ Kroehle, Mark Schnoerr, and Chris Sorrells, for taking on the Drivers' Education revamping. This is the team that is charged with modernizing our DE program, and they have done a great job already.

Meeting adjourned at 8:43 pm.

