



## Maverick Region Board Meeting minutes

**August 1, 2018**

By Carey Spreen, Region Secretary

Region President David Robertson began the meeting at 6:56 pm. He noted that 62 Maverick Region members were officially registered for the Porsche Parade, which took place in July. He reviewed the list of Mavericks who participated in various events and received national awards. Notables included Bill Orr, receiving Enthusiast of the Year, and Jim Hirsch, winning Best Newsletter Cover and taking second place in the Newsletter Contest for regions with 1650 members or more. See the article in this month's *Slipstream*, or go to <http://parade2018.pca.org/> for a full list of event results.

David also warned board members that there have been several “phishing” emails sent from scammers representing themselves as David or as the Maverick Region President. Furthermore, it is not only Maverick Region that is being targeted; all PCA regions are affected. David assured us that he would never request checks or iTunes gift cards via email, and to ignore emails that appear to be from him or other PCA officials. He also told us that our social media sites, such as our Facebook page, need to have inappropriate posts taken down almost daily, and reminded us that if we see an inappropriate post, to report it.

Drivers Education Chair Chris Tabor presented his reasons for revamping the DE program. The DE program has begun losing money over the last nine months, and Chris brought in Chris Sorrells, TJ Kroehle, and Dr. Jeff Komenda, who all had ideas about how to turn things around. Most concerns centered around how new DE entrants are often not made to feel welcome, and that not all instructors make an effort to get to know their students. The dealers are also less willing to sponsor the events, as their sales are now mostly for 4-door Porsches. Our DEs also face competition from other track-day groups whose fees are lower.

Some ideas presented were to increase the number of events per year, in particular providing more single-day events. Another run group consisting of true first-timers and novices would be added, and they would be coached in specific exercises such as a braking and turning. They would also be limited to the shorter 1.7-mile course at MotorSport Ranch, with the ability to advance to the full 3.1-mile course in the Blue group. Instructors would also need to instruct at least once every two events in order to maintain their instructor credentials. The events could also combine competitive time trial sessions on the 1.3-mile course while the 1.7-mile course was in use. Social get-togethers after the track has gone cold, and evening events the night before a track day, in which the dealers host a guest speaker and promote their sales and service operations, are also being considered. Reduced corner worker count and in-car radio communications via FM radio would help lower costs. Adding Eagles Canyon Raceway,

which is undergoing major improvements and adding another ½ mile to the track, is something else to work toward. The goal is to have 125 drivers per weekend event in 2019, and 150 drivers per weekend in 2020. The board backs Chris' initiative to make these changes.

Region Treasurer Deborah Fike gave her report, showing a total of \$156,984 cash on hand, with all funds transferred from ClubRegistration.net into our account. As of July 31, our year to date net use of funds was -\$4,265, and YTD DE net use of funds was -\$6,214, and *Slipstream* still had an accounts receivable amount of \$353. Other items that Deborah discussed were that the Truxster (autocross support vehicle) insurance was refunded; we will invoice 30+ *Slipstream* advertisers for the upcoming fiscal year (Sept-Aug), with the Region logo appearing on the invoices; fixed asset adjustments to the federal tax returns on pending; the need to create an updated list of assets and equipment in use and remove assets not in use; and for the Executive Committee, as well as board members who are responsible for revenue-related activities, to schedule and conduct a financial review, hopefully as a pre-meeting before the Sept 5 board meeting.

Advertising Chair Bill Kruder reiterated that billing for the September through August advertising year has begun. We gained a couple of advertisers but lost a couple as well, and others reduced the sizes of their ads. As of this writing, we are looking to fill one more page with advertising. The goal is to bring in about \$50,000 in advertising for 2018-19. Bill reminded us that *Slipstream* operates at a loss, as it always has, with PCA National funds covering the shortfall, but the good news is that we hope to reduce that shortfall to about \$2,000 per issue for 2018-19.

Social Chair Debi Kruder reminded us to keep Saturday, December 1 open as the date for Founders' Day, to be held at the newly opened Porsche Grapevine facility.

Marketing Chair Bill Orr informed us that we received the first royalty check for the PCA license plates. We have sold 284 plates to date, and expect to sell over 300 total. Since Bill also administers our website, he says that it's time for a redo, moving to something database driven and easier to maintain. He also announced that the Mavs & Mochas Instagram account is now up to 600 members.

PCA Store Chair Chris Flaugh did not have any news for us this time.

Tech Session Chair Michael Baynton recapped the fourth Tech Session of the year, held in July at Discount Tire in Plano, where manager Todd Eaddy gave us an hour and forty-five minutes of his Sunday morning discussing N-spec tires and other subjects, with 50 attendees listening. Michael thanked Bill Orr for sending out a short post-event survey; 17 out of 50 attendees responded. Michael's goal is to have six Tech Sessions this year, but may actually end up with more. He is shooting for a weekday evening session in September, and one scheduled for an October or November weekend. He also noted that Scott Boyd donated a large coffee machine to the club for use at Tech Sessions. Michael also suggested that, at least during the summer months, the club provide cold water at its events. David Robertson said that the club has a couple of large coolers that could serve that purpose, although they are pretty big, and may present a challenge to transport.

*Slipstream* Editor Kurt Scaggs' contribution was that he will contact content providers earlier in the month to give them time to submit their articles and event ads.

Greg and Brenda Dranow, who had been away from Maverick Region for a while, paid a visit to the meeting.

Membership Chair Jim Hirsch noted that in June, the Region gained 37 new members, which were offset by 30 non-renewals. In July, we picked up 25 new members but lost 23 to non-renewals. Membership totals are now 1,883 primary plus 926 affiliate members, for a total of 2,809 Mavericks. He reminded us that all new members get an email and a welcome packet with stickers and other merchandise. In an attempt to understand why some folks leave the club, he follows up with non-renewals to ask why they don't re-up. Jim also noted that Tours Co-Chair Mark Pitarresi sent a submission to the From the Regions section of *Porsche Panorama* about the recent weekday DE event.

Phyllis and Jimmy Gallegos reminded us that the August Mavs & Mochas includes a canned food drive and asked attendees to bring canned goods to be donated.

Tours Co-Chair Brant Worrell recapped the Revolver tour, in which 86 cars and 156 people, 31 of them new, had a great time on the twisty roads and later enjoyed a meal and some brews at Revolver Brewing in Granbury. Mark Pitarresi added that the MotorSport Ranch tour is set for Sunday, September 23, and will feature parade laps around the track in exchange for donations to the Hope House, followed by a catered meal afterwards. Budgeting for the catering is still being discussed.

Autocross Chair Mark Schnoerr recounted the June event, which drew 17 Porsche drivers, eight of whom were of the female persuasion. It was another MirrorCross event in which two cars start side-by-side, drag-race fashion, and then peel off in opposite directions to finish their respective courses. The rest of the year's events will take place at Lone Star Park in Grand Prairie. Mark noted that the Autocross program, hosted by Equipe Rapide, costs Maverick Region nothing, but actually pays out to event winners, including fastest Porsche times and fastest female drivers.

Monthly Socials Co-Chair Clark Randall advised that the August get-together is booked at Mena's Grill Tex Mex Cantina in Flower Mound, but he and Co-Chair Vanessa Fernandes will be out of the country in September and will not host an event for that month. They are working on finding a location for October, but are finding that more and more venues want a large deposit or guarantee of a minimum amount spent by the group. They have a few ideas about how to handle this situation, including paying the requested deposit, which can be as much as \$5000; having attendees pre-pay a certain amount online; having each attendee make their own reservations, or enlisting people to reserve enough tables for 6 or 8 to cover 50 or so attendees; move to the exclusive use of country clubs or hotel restaurant/bars, who can more easily accommodate larger groups; or come up with a list of a dozen or so restaurants who have proven that they can hold our group, and rotate through that list as the year progresses. More on this to come.

Calendar Chair Karl Poulsen reminded us to send any event notifications or changes to [calendar@mavpca.org](mailto:calendar@mavpca.org) so he can keep the online calendar up to date.

Volunteer Chair Landon Stogner informed us that he is using the online volunteer database, which costs us about \$45 per month. In the last two months, he has tracked 239 hours of volunteer time. If you would like to help the club run its events and get to know other Porsche owners, you can view a list of events for which we need volunteers at <http://mav.pca.org/volunteer/>, or register as a volunteer at <http://mav.pca.org/volunteer/register/>, specifying the events you are interested in. Landon is considering the best way to reward volunteers, including a Volunteer Banquet at the end of the year.

Region Secretary Carey Spreen had nothing to report this month.

As the meeting wrapped up, David announced his choice for Maverick of the Month: Trivia Chair Jerry De Feo, who has been hosting Maverick Trivia month after month since January 2006, believe it or not! Congratulations and a big thank you to Jerry for your years of support!

Meeting adjourned at 8:33 pm.