

## Chesapeake Region, Porsche Club of America Minutes of Board Meeting

Date:	Wednesday, February 25, 2009	Start:	7:25 pm	Location:	Park View at Ellicott City
		End:	9:25 pm		

**Attendance: Andrew and Linda Toth, Claude and Cheryl Taylor, Steve Kinsley, and John Patterson, Ron Gordon, Don Malson, and Jim Conдах, and Manny Alban.**

Standing Reports from all chairs	Topics Discussed:
President – Andrew Toth	With the current economic climate, advertisers are struggling a bit more. Need to keep that in mind as we create events, adding value for our members and sponsors as well as being fiscally responsible.
Vice President – Steve Kinsley	12 – 15 cars showed up for the cars n coffee. Nice turn out. No other report.
Executive V.P. – John Patterson	Nothing to report.
Secretary – Cheryl Taylor	No report.
Treasurer – Jim Conдах	Reviewed preliminary results for 2008 and 2009, and later in the year we will have a more accurate report.
Autocross – Don Malson	Dates are as follows: School – Saturday, April 26 <sup>th</sup> – Police academy training facility – need volunteer instructors, #1 – Saturday, May 16 <sup>th</sup> – MD State police #2 – Sunday, June 21 <sup>st</sup> – Dorsey MARC Station #3 – Saturday, July 18 <sup>th</sup> – MD State Police Driver Training Facility #4 – Sunday, August 23 <sup>rd</sup> – Dorsey MARC Station #5 – Saturday, Sept. 19 <sup>th</sup> – MD State Police Training Facility #6 – Sunday, October 18 <sup>th</sup> – Dorsey MARC Station #7 – Saturday, November 14 <sup>th</sup> – MD State Driver Training Facility Need a trailer day – (reorganize it, clean it up, maintenance day).
Concourse / Membership – Ron Gordon	Chesapeake Region has 623 primary members, 477 affiliate members for a total of 1100 members. 3 transfers in and 6 new members. Talking about a new member party – maybe, April 4 <sup>th</sup> .
Historian – Bob Rassa	Report via email - As a Historian's report, I reiterate that I hope the old-time history pieces in the Patter are informative and fun. Also, as a reminder, If you want to try to plan a summer event at my place in Fallston.
Tours –Allen Gunzelman	Report via email - Cars n Coffee was a success, Maserati will be rescheduled assuming the new owners are interested; The Glass Grill Art Glass Studio has been rescheduled for the 4th of April. The trip to the Simeone Museum with lunch after is still on and the Swap meet that same weekend.
Patter –Jan Borchardt	Sent via email - Suggests reconsidering using this option of color covers on a monthly basis. It currently costs about \$1,500 per month to print and mail the Patter. This amount does not vary greatly whether 20 or 24 pages are produced. This comes to between \$70 and \$80 per page per month. I was told that this was very similar to the previous monthly cost of producing and mailing the newsletter in Black & White. Our printer and "Mail house" are located in Rockville, MD, which charges to box and send the extra copies. A reduction in the number of copies, i.e. 750 to 700, does not significantly reduce cost. It is difficult to "send" the publication to them due to email constraints and there have been several glitches – delayed newsletter, wrong file used, and uneven print quality. Ron Gordon received an email from POTOMAC Region and they use a printer on Pulaski highway. I

	<p>have not seen their newsletter, but I plan to obtain several based on the PCA National Editors' site recommendation. PLEASE DISCUSS COST-BENEFIT &amp; FUTURE ACTION. Should we look for comparison costs and/or less expensive options? The Editors site contains material for publication, standards for complying with PORSCHE® marque requirements, ideas for newsletter improvement and, best of all, comments from an individual who is frequently a Newsletter Contest Judge. (I was not aware that PCA National has an annual contest for newsletters. PCA Chesapeake is one of the larger regions, with approximately 650 members and as such would be competing with like-size regions such as, Rennsport, Southeast Michigan, Santa Barbara &amp; Sacramento Valley.) In the future I would like to propose additions to the newsletter and would appreciate your reactions:</p> <ol style="list-style-type: none"> <li>1. Addition of a short Editorial</li> <li>2. Monthly feature about a selected member</li> <li>3. Monthly feature about an Officer</li> <li>4. Inclusion of retail advertising rates</li> <li>5. Letters to the editor Feature (assuming I can get anyone to write to me)</li> <li>6. Solicitation of member articles</li> <li>7. Solicitation of and standard for member classifieds</li> </ol> <p>I'm having a great time doing the PATTERN and I hope we can improve it over the next year.</p>
Social – Available	
Webmaster – Linda Toth	No report.
Tech – John Patterson	Two tech sessions set, March 21 <sup>st</sup> , DSI Electronics, car audio, radio and alarms. Ipod integration. April 18 <sup>th</sup> – Mark Lee tech session in Forest Hill. Plan for May is to do the usual new member – how to best take care of your car. Andrew received an email from Emily of Johnson Automotive group – as they are interested in doing a tech session.
Rally – Steve Kinsley	Nothing to report.
Sponsorship – Joe Zuramski	No report.
DE – Tim Costa	No report.
Insurance – Claude Taylor	Suggesting following an Annapolis tech session by a drive and dine – lunch.

### **Other Agenda Items**

- Badges – Badges are done, order is in and they should arrive any time. Website is now gone for the clothing, but he will still do the clothing if we want to manage a website.
- Dragstrip reopening in Cecil County, 75/80 and is interested in having a club event held there.
- Dover Nascar event – drive and dine to it – potential future event.
- Discussion took place about going to an electronic Patter. Andrew would like to see us change to electronic sooner vs. later. Supplement electronic Patter with post cards about upcoming events. Goal is to have it in place by May issue, with further discussion next month.
- Discussion took place as to advertising rates for 2009.
- Date for crab feast set for Saturday, August 15, 2009.