

## Meeting Minutes

Lone Star Region Porsche Club of America

Meeting Date: Sept 5, 2018

The Houstonian Club, Houston, TX

Present:

Steve Bukoski, President

Michael Stein, Vice President

Mike Globe, Past President

Jim Hedderick, AutoCross Chair

Doug Atkinson, Communications Chair

Greg Plat, Club Race Chair

Reynaldo Pagan, Registrar

Edwin Goldman, Tour Chair

Nicole Goldman, Store Chair

Tom Roy, Concours Chair

Alan Kendall, Car Control School Chair

Hector Martinez, Membership Chair

Jack Smyth

Carlos Guevara

Meeting was called to order at 6:32 pm

Proxies:

Ron Martin was not present.

Steve Bukoski had proxy for Kathy Kendall and Tom Sanders.

Mike Globe had proxy for Pam Fitzgerald

Quorum of Sixteen persons by presence and proxy

Motion by Globe to accept minutes. Seconded by Hedderick

## A. Steve Bukoski

1. Michael Shassare will host Boxstoberfest this weekend (Sept 7-9, 2018). Michael is choosing to turn over future responsibility for the 2019 Boxstoberfest to Larry Kirkwood after this event. Steve Bukoski asked Doug Carroll to set up an LSR PCA account for Larry Kirkwood so funds can filter through the Club rather than through Kirkwood's personal finances.
2. In a prior Board Meeting, Steve Bukoski shared a "Whiskey Bay Recruiting Card". Alan Kendall volunteered then to design and print something similar for "LSR PCA Recruiting Cards". Before the September Board Meeting, Alan worked with a designer / print shop and reviewed design options with Steve Bukoski and Doug Atkinson. Alan brought 2,000 LSR PCA Recruiting Cards to the meeting, complete with website and a QRL scannable code. The cards also contain a blank line that can be used to write in your name / email / phone if desired. When an LSR PCA member spots another Porsche, she or his is encouraged to place a "LSR PCA Recruiting Card" under the windshield wiper.  
Alan passed around boxes of these cards. Those in attendance took several for their use.  
Alan handed over all remaining cards to Steve Bukoski at the end of the Board Meeting.
3. Doug Atkinson suggested the Club buy some inexpensive business card holders and provide the holder and sets of cards for the Dealerships to display. Steve suggested that this idea be incorporated into a larger strategy of how the club will engage with Dealerships in a broader sense.
4. Steve Bukoski asked Michael Stein to review the LSR PCA bylaws and compare them to the recommended format from National. Steve was not looking to make drastic changes, but rather, to verify the content and perhaps improve the formatting.
5. Steve explained the need to identify a Nominating Committee for this year's Board elections. The nominating committee is comprised of Board Members (none of whom are seeking an Officer position), and is responsible for nominating 1 or more candidate(s) for each of the 5 Officer positions. In addition to asking existing Officers whether they desired to continue their term in 2019, the nominating committee also discusses other suitable candidates. The Nominating Committee acts in the best interest of the club and provides the slate of Officer Candidates at the Oct 3<sup>rd</sup> Board Meeting.  
Mike Globe mentioned that guidance for nominating officers is outlined in Club Bylaws.  
Gregg Platt stated that any member can show up at the October meeting and nominate themselves (providing they have another member who will "second" their own nomination).  
The following individuals volunteered to be on the 2019 Officer Nominating Committee:
  - i. Mike Globe
  - ii. Nicole Goldman
  - iii. Alan Kendall

Steve Bukoski made a motion to accept these three volunteers.

Gregg Platt seconded.

The board Voted to accept these 3 individuals as the 2019 Nominating Committee, and the vote passed.

The next order of business was round table reports from the Chairs present.

Jim Hedderick:

Autocross made \$8 after an expensive repair to some timing equipment.

Next event is Sept 30<sup>th</sup>.

Availability of paid workers for future events could be impacted as the university car club who provided the workers is temporarily on suspension.

Workers are paid \$150 for 8 hours of work.

Autocross will not be held at the Grandsport location due to limited run-off and ditches surrounding the track.

Doug Atkinson:

Blinken was issued in early Sept. Doug may change this format.

Doug Atkinson is seeking additional help to combat Spammers on site and with other Social Media work (someone who is familiar enough with the various Social Media outlets and who will moderate Facebook, Twitter, Instagram on behalf of the Club). Please volunteer!!

Doug Carol's Instagram account has roughly 150 members at present and is slowly getting bigger.

The Twitter account is experiencing very little use and could use some help.

Twitter is a Mecca for information from Porsche North America. The Maverick region is also a big user of Twitter with re-tweeting and information that could be re-tweeted by our members.

Doug Atkinson is seeking a Master Twitter Lead to monitor and manage Twitter for the club. Please volunteer !!!

LSR PCA has a YouTube site, but it is not actively used. It would be possible for someone, who has the time, to seek out videos from LSR PCA sites and link to them. is just sitting there and is not used.

Doug Atkinson is seeking a master YouTube administrator !!!

Doug advertised via a Facebook post that he needs the above support

Michael Stein asked whether the Club should consider hiring someone or getting someone such as a Junior in a Communications program to do this. Doug Atkinson suggested this might be an idea to have a young student who is very familiar with Social Media to manage this. Mike Globe pointed out that if we just hired a young student, they might not be someone who would grow within the club to become a future Club member and Board member. suggested that instead we try to recruit a club member who loves Porsche and is willing to run our Twitter account

Doug Atkinson volunteered to draft a "job description" for the Club's Social Media needs ... perhaps someone in a communications program or someone in liberal arts with writing skills.

Jack Smyth mentioned U. of H. Clear Lake has a good Communications department.

Doug Atkinson transitioned the conversation to print media and advertising.

Vick Day is the gentleman who has volunteered to help us with Advertising and the Magazine. Doug and Steve have spoken with Vick and given him some input they received from Maverick and other regions on how they do advertising. Doug proposed that we may have 1 or 2 tiers of advertising (though could certainly start with just one). When you advertise with LSR PCA you are going to get it on Facebook and in the magazine.

The group discussed Advertising, who has advertised in the Lone Star Magazine in the past, and the fact that the Club wants to put together a comprehensive “advertising package” that would likely be a bundle of Facebook, online magazine, and Advertorials.

Doug currently has an announcement on under the “Our Club” section that says, LSR PCA will be announcing an advertising program soon.

Doug Atkinson mentioned we are presently in a new era of Advertising in which very young, active Social Media users do not go for the traditional magazine ads, but instead may do advertising by way of interacting and promoting their presence may promote things that their subscribers may see. Doug described this as more of a networking style of Social Media for advertising.

Right now, Vick Day has some staff members who will be responsible for collecting payments for ads.

Doug reminded Chairpersons to send him text so he can launch a Blinken alert

### Reynaldo Pagan

MSR H Sept 22<sup>nd</sup>. The event presently has 72 paid drivers; however, it needs 16 more to break even. 22 Instructors are registered.

MSR H has only roughly 14 to 16 “covered” spaces which will go for \$50. Uncovered spaces will go for \$10.

Club Race is March 15-17, 2019. Indy Race is on the following weekend, and this **could** introduce a problem of hotel room availability in the Austin area Club Race participants mess up the Club Race if the Indy persons refuse to allow Club Race to run our event that weekend.

### Edwin Goldman

Tours: Last Tour was Mike & Pam 4<sup>th</sup> of July to Round Top. Event was well attended.

Next Tour: end of Oct ... Wine Tasting in Marble Falls

Last Tour in 2018: 7-9<sup>th</sup> of November. 22 cars are registered.

### Nicole Goldman

Working on T-shirts

Michael Stein

Suggested we inform members of the Financial Status of the club in a public place, such as Facebook.

Mike Globe (on behalf of Pam Fitzgerald)

Social Event: 70 people attended the recent LSR PCA dinner at Magiono's.

Pam will organize a future event at a to-be-determined location in The Woodlands.

Alan Kendall

Next Car Control School is scheduled for Oct 27<sup>th</sup>.

Tom Roy

Concours event is coming up soon.

Hector

Membership 1649 and 819 Associate members, a slight uptick. 12 new members last month.

Hector is planning a Fall Member Social event. He is presently considering between the Museum of Fine Arts, Minute Maid Park, or Alara Garage

312 persons attended the Porsche 70<sup>th</sup> anniversary party at Porsche West Houston

Steve Bukoski

Steve distributed a budget, and suggested that we close out any monies earned in 2018 so that they can stay associated within the 2018 budget.

Steve has sourced sample Club decals from a vendor. He passed around 3 different types, and he plans to order a few thousand of each Lone Star Region decals to be shared with LSR PCA Club Members.

The Club may explore using the Grand Sport venue as an extra event; however, the venue is presently not safe. Jack Smyth mentioned that some new concrete was poured, but there is still additional work to be done.

Adjourn: Gregg Platt motioned to adjourn at 7:30pm

Seconded by: Alan Kendall