

LONE STAR REGION, PORSCHE CLUB OF AMERICA, INC.

**MEETING OF THE
BOARD OF DIRECTORS**

September 2, 2021

A regular meeting of the Board of Directors of Lone Star Region, Porsche Club of America, Inc. (the “Club”) was held on September 2, 2021 at The Garagisti European, 10608 Hempstead Road, Houston, Texas 77092.

Prior to the meeting starting, Sam Craven provided the Board a tour of the Garagisti European facilities and discussed several of the projects that they are working on and some of the vehicles there were in the shop for maintenance services. Garagisti European provided refreshments for the Board meeting.

The meeting was called to order by the President, Hector Martinez, at 6:45 p.m.

The following were present:

In Person	Via Zoom	By Proxy
Hector Martinez	Carlos Guevara	Andy Cao to Alastair Donald
Alastair Donald	Sean Lloyd	Vik Day to Hector Martinez
Rob Van Landingham	Reynaldo Pagan	Dave Diulus to Alastair Donald
Louis Escorcia		Edwin Goldman to Alastair Donald
David Baxter	Cathy Doughty	Nicole Goldman to Alastair Donald
Doug Carroll	Ed Fenner	Tom Roy to Hector Martinez
Pam Fitzgerald		Stan Tripp to Alastair Donald
Jim Hedderick		
Steve Jacoby		
Sam Craven	Michael Mountbatten	

A quorum was established.

The Minutes of August 4, upon motion by Mr. Donald, seconded by Ms. Fitzgerald were unanimously approved.

Mr. Van Landingham provided the Treasurer’s report. He noted that the financials were available on OneNote. He reported that the Club had \$38,842.27 in its checking account, \$378,077.11 in its savings account, and \$2,492.75 in its ClubReg account for a total of \$419,412.13. He stated that this was a \$4,094.39 increase during the month of August but a loss of \$22,659.08 for the year to date. He reviewed details of significant transactions during the last month.

Doug Carroll gave a brief history of the DropBox account and stated that it had been cancelled.

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Mr. Van Landingham stated that the Club was still not collecting for the advertising in the magazine. After some discussion, it was determined that the Treasurer should invoice for any advertising and sponsorships and that the Chairs should provide the Treasurer with appropriate billing information.

The Board discussed the expenses of publishing the magazine and whether consideration should be given to ceasing its publication in paper form and continuing the publication in electronic form. Several Board members expressed concern that previous surveys of members had indicated support for the hard copy of the magazine. Mr. Baxter stated that the region he was previously in had had similar discussions and had concluded that, given the expenses involved, it would be appropriate to proceed with a digital version. He further stated that the region continued to publish a limited number of hard copies for distribution to advertisers and sponsors. Mr. Escorcias suggested that if the Club went to the digital format, then it would be appropriate to reduce the fees for advertisers. Mr. Craven stated that as a sponsor, he valued the ability to participate in the social media of the Club and felt strongly that the current fees were reasonable for that purpose. He further stated that sponsors should create ways to interact with Club members through the social media and not just view it as an advertising medium. As an example, he stated that a member had raised a question on Facebook and he had responded with a fix that the member could handle. He noted that the member later came to him for a repair that was greater than the member's skill set. Mr. Craven stated that he viewed the initial interaction as a way to develop his business and provide services to members.

Upon motion by Ms. Fitzgerald, seconded by Steve Jacoby, it was decided to publish further copies of the magazine in, primarily, digital format and reduce the printing of copies to a smaller number for distribution to sponsors and advertisers. It was the consensus of the Board that an appropriate communication should be sent to members advising them of this change. The President stated that he would prepare and circulate a draft of a memo to members. It was further discussed that the memo should be issued by the Membership Chair.

The President asked all Chairs to prepare and submit their budget proposal for 2022 to Mr. Van Landingham. Mr. Van Landingham stated that he would post a template on OneNote and would also send it out via email to all Chairs.

Mr. Baxter suggested that a budget proposal should also include a tentative schedule of events. The Board concurred. Mr. Baxter volunteered to prepare a master schedule with known dates and circulate it.

The President advised that the Bylaws require the Board to establish a Nominating Committee in September to propose nominations for Officers for the following calendar year. He stated that the committee members could not be present officers but needed to be present Board members and asked for volunteers. Messrs. Carroll, Tripp and Lloyd volunteered their services.

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Mr. Mountbatten asked if the Club had made any decisions upon his request at the last meeting for Drive for Kids. Mr. Jacoby stated that he would speak with Mr. Mountbatten offline.

The President stated that he was planning an all-day retreat for all Board members on October 2 at Garages of Texas in League City. Mr. Jacoby stated that several hours would be utilized to train Board members on Microsoft Teams. He noted that Teams is a multipurpose tool that includes a video platform, a shared drive, a small group social media platform, a private chat room and other options. He stated that Teams would help the Board efficiently communicate. He also stated that some training would be provided on OneNote. The President stated that he would send out a formal notice.

The Board discussed the approach to charities. The President noted that Drive for Kids had made a presentation at the last meeting. Mr. Van Landingham stated that it appeared that the Club was holding approximately \$20,000 that had been collected for charity but that had not yet been specifically designated. He noted that his concern is that all such funds should be given to charities that were real and not fronts for their personnel. He stated that reasonable due diligence was required. Mr. Donald noted that the Charity Chair was vacant and that some of the funds should be reserved to address recommendations by that Chair, when filled.

Mr. Jacoby reminded the Board that Drive for Kids was planning a car show with some special cars and parade laps on September 25 at MSR. Mr. Donald moved that the Club donate \$5,000 to the Drive for Kids. Ms. Fitzgerald seconded the motion and the motion was unanimously adopted.

Ms. Doughty stated that the Night at the Museum of Natural Science had been booked from 7 to 11 on December 11. She noted that they were reviewing catering options.

Ms. Fitzgerald reported that the dinner at Christies had been successful. She stated that she was working with Ms. Doughty on social events with the intention that Ms. Doughty would eventually step into the role of Social Chair.

Mr. Fenner reported that the next tour will be the Texas Revolution tour on September 18 with an overnight trip to San Antonio. He noted that planning was beginning for the Kiepersol Winery tour on October 18.

Mr. Hedderick stated that he had met with the BMW Club and made an attempt to homogenize the applicable rules for Autocross. He noted that several changes had been made and he felt that they had improved the local rules for the event. He particularly noted that standard rules would now include electronic execution of the Waiver. He stated that the next event will be September 19 and LSR would be the sponsor.

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Mr. Carroll stated that he would make an appointment with Capitol One to turn over access to the accounts to Mr. Van Landingham.

Mr. Jacoby reported on Communications activity over the last 30 days. He stated that social media accounts were now in a single stream platform. He further stated that it was the intent that the Chairs would be able to post information directly to social media but could always obtain assistance from him if needed. He stated that the Facebook moderators and administrators were working hard and doing a great job. He stated that the goal was to always make sure that the Club and its sponsors were shown in a positive light. He stated that he had established a home business page for the Club on Facebook and it would allow postings by members, other regions, sponsors and a few others.

Mr. Escorcia stated that it would be necessary to re-write the sponsor information sheet to reflect the changes.

Mr. Jacoby reminded the Board that if anyone has problems with email, Teams, or OneNote, they should feel free to contact him for assistance.

The President stated that he was starting a monthly newsletter for members. Mr. Jacoby stated that Blinken Alerts could still be used but that the newsletter will be the primary means of communications with members.

Mr. Jacoby noted that the LSR calendar is really a Google calendar and any Chair should be able to post events. He noted that he would include training on this at the retreat.

Mr. Escorcia advised the Board that he had met with Karbach Brewing and they would like to sponsor an event at their location. He stated that Garages of Texas was also interested in sponsoring an event. Mr. Craven stated that Garagisti European would also be willing to sponsor an event.

Mr. Guevarra stated that there would be a DE event on October 9 and 10 at MSR. He stated that Porsche North Houston would also be having an event at the same location. Mr. Donald stated that LSRPCA and Porsche North Houston were having separate independent events and that the Club benefitted from it because Porsche North Houston would be picking up about \$8,000 of the track costs. He noted that the Club and Porsche North Houston were still working on the details.

Mr. Donald stated that Schnellfest was cancelled due to Covid concerns by Hill Country.

Mr. Donald stated that there was no report from Safety.

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Mr. Donald stated that Mr. Diulus was working on a car control clinic in November and it included in-car instructors.

Mr. Donald reported that Mr. Tripp had advised that membership was up by five members in August to 1725 primary members.

The President stated that Tom Roy had advised that the next Concours would be September 11 at Porsche West Houston. He had also noted that registration for this event was lower than expected.

The President asked if the Club needed to maintain a Store. The consensus of the Board was that there were a number of reasons to maintain one but that commercial assistance might be required. Mr. Jacoby stated that the Facebook business page could provide a usable mechanism.

Mr. Jacoby stated that the Bylaws are a bit outdated and could use a freshening and updating. The President suggested that revisions could be discussed at the retreat.

Mr. Jacoby stated that the Club need to procure some additional software (HootSuite) for about \$588. The Board considered and approved the request.

Mr. Baxter reported that the Certificate for the Texas Revolution Tour had been obtained and that he would work with Mr. Hedderick to obtain the certificate for the September Autocross event.

There was no other new business to discuss.

Upon motion duly made by the President, seconded by Mr. Jacoby and approved, the meeting was adjourned at 8:45 p.m.

/s/ Hector Martinez

Hector Martinez, President

Respectfully submitted,

/s/ David Baxter

David Baxter, Secretary