

Finger Lakes Region (FLK)

PORSCHE CLUB OF AMERICA

Board of Directors Meeting

AUGUST 1, 2022

Present: Paul Corter Laura Butler Tom Stegbauer
Craig Urciuoli Neil Freson Betsy Stegbauer
Dom Pullano Mike Hortiatis Gini Albertalli

This meeting was conducted via Zoom.

1. Web Page Updates - Paul Corter

The FLK web site was entered in a competition at the Porsche Parade in the Poconos in June, placing 7th out of 10. Paul gained useful comments from the judges and made two updates: category items open in a new tab, and links to newsletters on the newsletter page show the front page instead of only a name.

Other web page matters:

- Past newsletters will be added to the web gradually. Craig will scan old hard copy issues.
- Spam apparently interfered with Thumbdrive notification to Paul. There is a wider spam problem that we must remain alert to.

2. Charity Fundraiser Event - Gini Albertalli

- Will not be at Food Bank location as first planned. The Food Bank would like a \$5000 benefit to have staff present outside of normal work hours.
- Will be at the Corning Country Club, August 20.
- Proceeds will be presented to the Food Bank at a later date.
- Donations as checks will be made out to the Food Bank. Receipts for cash will be provided.
- Laura suggested, and all agreed, that we select another charity for donation this year, in addition to the IMRRC, because this event will provide the donation to the Food Bank.
- Gini proposed an expenditure of approximately \$50 for event supplies. The vote: all - aye.

3. Newsletter Status - Mike Hortiatis

Mike assisted with document formatting for the current issue, which has been published. Summary of Mike's recommendations: use MS Word text, no screenshots, do not attach photos to text but copy to the document or submit separately and state where to place within the text of the article. Paul's survey of membership for a newsletter design volunteer yielded no response. It was agreed that professional assistance is desirable for future issues of the newsletter. Luis will speak with Grant Corter about the newsletter and doing the required work on an hourly basis. Other professionals may be interviewed, should any be identified.

4. Low membership participation at events - Paul Corter

In a post-meeting email, Laura suggested a survey of new members, and subsequently others, by email or phone. After discussion by email exchanges, Craig volunteered to write questions for an email survey, possibly using Survey Monkey, and he asked for input on what questions to include.

5. New Business

- Web Site: Should we add an in memoriam page, given the recent passing of Geza Hrazdina. The consensus was no, but a copy of the published obituary for Geza, or similar text, will be added to our web site. This, then, would be the practice for deceased members.
- Revisions to the FLK Region bylaws are approved by membership vote. Craig will incorporate the approved revisions in a Word document and generate a pdf file.

Submitted by Neil Freson 08-07-2022