

Finger Lakes Region (FLK)

PORSCHE CLUB OF AMERICA

Board of Directors Meeting

February 6, 2023

Present: Paul Corter Laura Butler John Kaemmerlen
Craig Urciuoli Neil Freson Dom Pullano
Luis Martinez

This meeting was conducted via Zoho.

1. Treasurer's Report - Laura Butler

Laura presented a summary of activity along with a receipts and disbursements report for 2022, plus a ten year comparison of financials. After brief discussion, the report was unanimously approved.

2. Membership Report - John Kaemmerlen

- John was welcomed as the new Membership Chair as of January 2023.
- John's report:

January started with 131 members and 78 affiliates. 5 members (and 2 affiliates) had lapsed dues so I emailed them. Three responded, 4 renewed. One is dropping; he and I exchanged several emails about thoughts he has on appealing to new (younger) members. As the exit interview discussions produce responses, I will keep a record to see if there is anything we can learn from them.

During January, 1 person transferred in, 1 new person joined, 1 transferred out, plus the 4 renewals, so we ended the month at 135 and 79. So the total went from 209 to 214.

My plan going forward is every month I will contact each just-lapsed member as I did in January, but not the ones still lapsed (they show for 90 days) that I already contacted. I will also email each new member to welcome them to the chapter. I also plan to start a process of contacting each primary member individually once a year, which means about 11 people a month, just to say hi and see if they need anything.

3. Newsletter and Track Day update - Luis Martinez

- Luis began working with consultant Grant Corter on the Fall 2022 Frontrunner and reported excellent results, as seen in the publication. The approximate target date for the spring edition is May 1.
- Our opening track day at WGI will be Saturday April 22. Luis will send further information, including how to purchase tickets in advance.

4. Membership Survey - Craig Urciuoli

Craig presented a report of the 43 responses to the membership survey concerning Region activities. The full report will be available on the FLK web site. The results will be studied further and considered as events and activities for 2023 are planned.

5. Events for 2023 - Paul Corter

Initial ideas for the year (dates, details, other events TBD):

- Paul has completed a driving tour route in the Southern Tier using the PCA ROADS app. The app should be useful in mapping other driving tours the Region.
- Family Picnic - including a cornhole competition with trophies for winners.
- Car Show - Wagner Winery and Brewery with a possible preceding driving tour. The venue features great parking, restaurant on site, tastings, possible facility tour.

6. Open Board positions - Paul Corter

Paul will continue to notify membership of two Board openings: Driving Tour Chair and Social Chair.

7. New and Old Business - all

- Region of the Year - Paul has submitted an entry for FLK, including two issues of the Frontrunner.
- PCA Website Competition - Paul has submitted an entry for the FLK website, which Paul has improved since the last entry.
- Glove Box - so far, Laura has used this feature on the PCA website to post financial reports.
- PCA Emailer tool - There are a small number of distribution lists for FLK and other lists can be composed by elected officers.
- The PCA ROADS app is used to create and publish drive tours, but there are bugs in the detailed route instructions that the app generates. Paul has reported the problem.
- Porsche Clash - Neil noted that the WGI catering menu won't be available for a few weeks yet. We'll need the menu to decide on pricing and menu selections for the event.
- A general membership meeting will be scheduled with a briefer presentation than last year, and probably at a location in Geneva.
- Laura noted that FLK received a Small Region subsidy a few years ago. In the 2022 Region Procedures Manual, Small Active Region Subsidy: "Regions of less than fifty (50) members will receive a \$500 subsidy. Region's whose membership is fifty (50) or greater, but no more than one hundred (100) will receive \$250."
- Region Financial Review - As required by the Region Bylaws, Laura will conduct the annual financial review on a date TBD, this year with Neil serving as the neutral party.

Submitted by Neil Freson 02-13-2023