

## PCA-HAWAII REGION January 7, 2018 Membership Meeting

*Attendance: Gerardo Flores, Ellen Liddle, Kris Liddle, Christy Burke, Ted Burke, Gerrit Osborne, John Meyers, Ambro Ilagan, Rod Laszlo, Mitch Gildea, Mel Choy, Bernie Pang, Ken Kobatake, Will Young, Fred Chang, Cristina Cuartas, Kevin Cuartas, Kenneth Kwock, Bill McKinney, Pokhui McKinney, Willie Miller.*

*Guests: James Reilly, Errolson Hugh*

President Gerardo called the meeting to order:

Gerardo introduced the new PCA-Hawaii board members noting the board met yesterday, January 6th for its first meeting of the new term.

- President, Gerardo Flores
- Past President, John Meyers
- Vice President, Christy Burke
- Secretary, Jeff Fritz
- Treasurer and Membership Chair, Ellen Liddle
- Dealer Liaison, Driving Tour Chair, Gerrit Osborne
- Social Media Chair, Kris Liddle
- Newsletter Editor, Ted Burke
- Club Historian, Chip Hughes
- Maui Liaison, Doug Buchanan
- Big Island Liaison, Gunner Mench
- Safety Chair: The position of Safety Chair, previously open, was appointed to volunteer, Rod Laszlo

Newsletter: We will begin with a newsletter edition 2 times per year. Eventually we will strive for the goal of a quarterly newsletter. There were no objections to including advertising in the newsletter. The format will only be electronic. The intent is to find businesses/vendors to sponsor the newsletter.

Dealership: We plan to start inviting PoH to meetings. There is a current discount from PoH 10% discount on parts. Kris added the discount also applied to labor. Gerrit will find out more after this meeting. We are going to promote member-only previews and tech sessions offered by PoH.

Other partnerships: We are looking at promoting other partnerships.

Porsche Design: We've been approached by Porsche Design. We will work with them to see exactly what they want to offer and how they are willing to partner.

Others: Members were encouraged to contact Gerardo with ideas of other partnerships to pursue.

## **2018 Budget:**

Expense approval procedures: A pre-approval process for club expenditures been developed. All expenses will be approved by 2 of the following: President, Vice President and Treasurer. If one of these 3 officers proposes and/or submits for reimbursement, the other 2 officers must approve.

Name badges: Going forward, name badges will cost \$5.00, custom badges with pictures of Member's Porsches, will be \$10. This applies to new members.

Revenue: Gerardo proposed instituting a charge for the club's signature events: \$10 per event, \$5 to the club, \$5 to the designated charity. If Participants elect to donate more to the designated charity per event, the club will still retain a total of \$5.

Merchandise: As a revenue generator, John summarized this line item was mostly a break even endeavor. We used it to promote membership, especially helping the neighbor islands and events.

Rebates: Ellen reviewed the breakdown of member dues rebated that would be designated to the Big Island and Maui. \$15.50 per member comes back from PCA to the region. Maui has 32 members and the Big Island has about 50.

## **Events:**

- Membership Meetings: Member meetings will be monthly to start with so much organizational work to be done. The February meeting will likely be on Saturday, February 3rd because the Super Bowl is on Sunday, February 4th. Members suggested Sunday morning or the following weekend as additional alternatives.
- Cars and Coffee: We created a new position, and Jeff Fritz has volunteered to be the Cars and Coffee Liaison. He will keep us informed of events and especially when we are hosting Cars and Coffee. Ellen suggested putting up our promotional banner, pop-up and materials to and promote the club and membership when we are the sponsor.
- Feb 11th or 18th: Sweet Heart Run: Gerardo asked for input on the best date to hold the Sweet Heart Run. The weekends before or after Valentine's Day are being considered. Members suggested Feb 18th. A volunteer was requested to coordinate with Chip. Rod volunteered. Members endorsed Turtle Bay as a lunch stop on North Shore. We'll probably take off at 9am, lunch at Turtle Bay Resort's Beach House, a Roy's restaurant. Mel agreed to check with the resort regarding staging the cars without a cost.
- Apr 21st: Food bank Run: Rod volunteered to coordinate this event again this year. Gerardo asked for member input whether to partner with Tesla. Rod's comment as last year's chair was there were too many cars to coordinate. Several members spoke up against partnering with other car clubs. Rod reviewed the route and everyone was supportive.
- May: Memorial Day Run: Let Gerardo know if you are willing to coordinate this event.
- Jul 8-14: Parade: John is coordinating this event at Lake of the Ozarks, Tan-Tar-A Resort.
- Jul / Aug: Picnic: We are planning to hold the annual member meeting at Hawaii Loa Ridge again this year. Mel volunteered to co-coordinate this event.

- Rennsport Reunion VI: Rod agreed to be the contact for those interested in attending this event in Monterey, California in September.
- Luftgekühlt: Gunner is point of contact for this event to be held April 22nd.
- September Gimmick Rally: Gerrit coordinated the event last year. Anyone interested in coordinating, please let Gerardo know.
- Oktoberfest: Jeff will let us know more about plans for 2018 after talking with Eugene, the Cars and Coffee Coordinator.
- November Toys for Tots: Rod volunteered to coordinate this event. Bernie offered to help with the event. John suggested coordinating with another large car event for Toys for Tots and reviewed those events from 2017. John will contact Brennan and share information with Rod.
- Christmas Party 2018 and 2019: 12/8/2018-Gerardo announced we are planning to try something new, Hale Koa at Waikiki, with plenty of parking. More to follow. 2019-The board has discussed going "all out" for our 60th anniversary. See Gerardo if interested in working long-term planning on planning for this celebration. Members suggested t-shirts, stickers, banners and more.

OTHER: Ken suggested having business-type cards to reach out to other Porsche owners when we see them out on the road. Gerardo is following up with PCA for materials. Kris suggested business cards that are very specific for membership with the website, Facebook information and a blank for a contact number.

#### **New events:**

- Progressive Dinner: We have a suggestion for a new event, a progressive dinner. Gerardo explained the logistics of this potential event: 3 locations, pupus, main course, dessert and participants do not get the address of locations until that evening before each stop. Tim is interested in leading this event. Since there is interest, the vent will be pursued with more information to follow.
- "Porches at the Palace" The possibility of holding a Porsche-only concours was discussed. Gerardo and others have seen photos of this event from the past. The charge may be \$2500 to hold at the Palace. Kris offered that concours is a money-maker for other regions. There are many categories and those competing typically pay more than "show and shine". This is something we could poll interest through a quick link in the newsletter to express interest. We went away from having our own concours with the joint club Oktoberfest. Gerardo summarized we will look into this due to interest.
- Tech Sessions: We're looking for areas of interest to have a tech session or a vendor fair. See Gerardo if you know a vendor who might be interested. John offered PCA North America might do something.
- Autocross: Is there interest in adding this event? Mike Holtzclaw from Alaska Region has offered to help us get this going. John will reach out to Brian and Ken due to their participation in the SCCA events currently held at the stadium. John also suggested getting in touch with Verina, PCA professional driver/instructor, for support. John reviewed the potential cost of holding AX events at island locations other than the stadium. Ken spoke of his experience at Aloha Stadium and the amount of time invested in a single event including classroom and overall investment of time and cost.

PCA-HI Publicity: Ambro suggested we identify an event and write an article and send with photos to Panorama. John and Ambro suggested we do this regularly.

Region Website: Gerardo has made some minor changes to update the website. Now that we have a social media chair, we plan to get the website updated. Gerardo reviewed we are exploring how to share pictures and information and link to website and Facebook.

With no other items, Gerardo adjourned the meeting.