

Space Coast Porsche Club of America Meeting Agenda

☒ Quarterly All Members Meeting

Date: February 13, 2025

Meeting Location: Porsche Melbourne - 509 E. Nasa Blvd, Melbourne, FL 32901

Meeting Start/Call to Order: Approx.: 6:10pm

Roll Call of Voting Members & Committee Chairs:

☒ President

☒ Vice President

☒ Past President

☒ Treasurer

☒ Secretary

☒ North Coordinator

☒ South Coordinator

Attendees: see attachments

Review of December 14th, 2024 All Members Meeting/Christmas Party Minutes

Motion to Approve (name): Paul Bennice

Second (name): Robin Hoffman

All in Favor: ☒ Yes ☐ No

Comments or Dissent:

Motion Passed: ☒ Yes ☐ No

President's Remarks & Report – Steve Tarr

- Key events for 2025

- Special New members and visitors were introduced, sharing their names and recent car acquisitions. The club welcomed them warmly.

- David Schnorr. Whose profession was designing graphics for famous car brands and racing teams.

- Volunteers Needed

Emphasizing the need for volunteers to assist with various tasks, including greeting, checking people in, and managing social media.

Officer Reports:

- **Vice President - Paul Bennice**
 - Membership and Badges
 - Calendar of Events
- **Past President - Robin Hoffman**
- **Treasurer - Steve Hoffman**
 - Financial Report
- **Secretary - Julie Wilson**
- **North Coordinator - Milt Weisman/Frank Molnar**
 - Frank Molnar is helping the North Coordinator
- **South Coordinator - Robert Kantor**
 - Thanking our Space Coast Members

Chair Reports:

- **AutoX - Carmen DeVito**
 - Upcoming AX Event and AX School
- **Bylaws - Scott Key**
- **Charity/Calendar - Carole Fritsche**
 - Calendars to support Lung transplants
- **Escape Velocity (EV) - Robert Kantor**
- **Membership - Colette Glencross**
- **Passport Program - Ralph Fritsche**
 - New Passport books
- **Safety/Insurance - Cindy Hambidge**
- **Social Media - Ryan Gorsuch**
 - Media Engagement
- **Special Events - Lily Lin**
- **Tech - Rob Van Name**
- **Volunteer - Justin Cercone**
- **Website - Jeff Dorman**

Old Business:

Calendars are still available. Bike Raffle continues.

Touring Chair and AutoX support - WoJo and Executive Vice President- Joe Costa were unable to attend the last All Members Meeting/Holiday Party to accept their Plaque of Appreciation.

New Business:

● **Bike Raffle**

Update on the bike raffle was announced, with tickets priced at

\$50 each or 3 for \$125.

The goal is to sell 200 tickets.

● **Sponsor Introduction**

Tom Kirk from Savant Wealth Management introduced himself and invited members to a community appreciation event on March 13th.

● **Upcoming Events**

Several upcoming events were discussed, including a tank ride at the Muscle Car Museum and a visit to the Space Center.

● **Membership and Badges**

Discussion on membership badges and ensuring new members receive them. Members were encouraged to check with Paul or Elisa if they haven't received theirs.

● **Financial Update**

Steve Hoffman - The club's financial status was discussed, with a healthy balance and ongoing financial commitments. Copies if needed were available.

● **Social Media Engagement**

Ryan Gorsuch encouraged members to engage with the club's social media platforms and volunteer to help manage them.

The club urgently needs more volunteers for various roles, including social media management and event support, to ensure smooth operations and successful event execution.

● **AutoX**

Upcoming AX will be on Saturday, Feb 15 at the AMCM. The museum will be open to the drivers and their guest for this event.

AutoX at the AMCM is a no Spectator event, but come out and volunteer to work a station. Please see Carmen.

Possible AX school is in the works. Date to be announced soon.

● **Calendar of Events**

Requests for what would you like to do? Add to the events.

Badges are available for new members. Takes about a month to get the new badge.

Please see Paul Bennice.

Guest Speaker Introduction

- David Schnorr, a designer of race car graphics, was introduced to share his expertise and experiences in the field with an added Slide show of some of the cars.

● Porsche Car Design and Restoration

The Pink Pig was a unique car designed by Porsche for the 1971 Le Mans race. It featured a wide-body, stub-nosed design that resembled a pig, leading to its iconic status. The design was last-minute and involved a flesh-tone paint with pig-like features.

● Car Restoration and Graphics

The speaker discussed their involvement in car restoration and graphics, starting from the early 90s. They hand-cut vinyl designs and restored cars to their original specifications, contributing to iconic car designs.

● Porsche Cayman Racing Series

A Chicago dealership initiated a street racing series with Porsche Caymans, turning them into race cars. Despite initial resistance from Porsche, the series gained traction, leading to Porsche's eventual support.

● Retro Livery Designs

The speaker worked on retro livery designs for Porsche, including recreating iconic designs like the Pink Pig and Coca-Cola liveries. These designs were used in various races and events.

There is a need for further discussion on the impact of retro livery designs on Porsche's brand image and marketing strategy, as potential conflicts with Porsche's branding strategy could arise when using retro designs on modern cars.

Club Membership and Engagement Initiatives

Membership Update

- The club currently has 1,174 members, similar to last year. Efforts are ongoing to increase membership, with new car buyers receiving a free membership for the first year.

Promotional Cards

- Members are encouraged to distribute promotional cards that direct people to the club's website and promote events like cars and coffee.

Passport Program

- A new passport program is introduced to encourage participation in club events. Members collect stamps at events, and those with completed passports receive a special gift at the end of the year.
- The stamps for the passport program must be ready by next week to avoid potential delays in the program's timeline and ensure its smooth implementation.

- Details regarding the special gift for the passport program require clarification to ensure the program's success and participant satisfaction.

Prize Giveaway

- Various items, including hats and movie tickets, were given away to attendees through a ticket draw.

Owner's Health Update

- Shay Rowe, the dealership owner, successfully underwent a double lung transplant and is recovering well.

Charity Calendar

- Proceeds from this year's calendar will support a charity related to lung transplants, in honor of Shay Rowe. Continue to support Shay Rowe and promote the charity calendar.

Special Recognition

- Steve Tarr presented Joe Costa with a Plaque of appreciation award tonight for all his work with the club and Donna Edwards was awarded a Special President's Coin for her commitment and help with the Space Coast Porsche Club. Thank you!

Events since Last Meeting:

- Dec 15: Parade of Presents
- Jan 9: Movie Night – Den of Thieves 2
- Jan 11: Zotz Driver's Education Tech Session
- Jan 12: Get Into the Groove II Slot Car Event
- Jan 18: Mosaic Masterclass
- Jan 25: Women's Tennis Tournament
- Jan 25-26: Rolex 24 Hour Race
- Jan 27 - Feb 2: 48 Hours of Sebring
- Feb 13: All Members Meeting@6pm. Porsche Melbourne. 509 E. Nasa Blvd. Melbourne

Upcoming Events:

- Feb 15: Autocross at AMCM (clubregistration.net)
- Feb 16: North Region Kaffeeklatsch. 9am @Jason's Corner, 135 Canal St. NSB
- Feb 22: Breakfast and Tanks at AMCM (clubregistration.net)
- Feb 22: Private Tour at the Kennedy Space Center (clubregistration.net)
- Feb 27: Happy Hour at 28 North Gastropub (clubregistration.net)

- Mar 1: Central Kaffeeklatsch. 9am@ Panera Bread, 4100 N. Wickham Rd. Melbourne.
- Mar 7: Werks Reunion (motorsportreg.com)
- Mar 9: South Region Kaffeeklatsch. 9am @ Panera Bread, 2001 Indian River Blvd, Vero Beach
- Mar 12-15: 12 Hour Sebring Race (sebringraceway.com)
- Mar 13: Savant Wealth Management, invite to PCA members 4-8pm. Please RSVP with Brenda - bwalker@savantwealth.com. Location: 1300 Highway A1A, Satellite Beach.
- Mar 16: North Region Kaffeeklatsch. 9am@ Jason's Corner, 135 Canal St. NSB
- Mar 20-23: 356 Gathering of the Faithful. The 356 shop is hosting an open house on Sunday, March 23@9am. Everyone is Welcome.
- Mar 29: New Member Breakfast at Porsche Melbourne. Bonus: Drive to McKee Gardens in Vero Beach. Pay on your own for lunch and admission. (clubregistration.net)

Open Action Items:

Description	Assigned Member(s)	Status Update / Completion Date
Fee for McKee Gardens, trying to work out a group rate	Steve Tarr	
Distribute promotional cards to potential members.	All Members	
Implement the passport program with stamps available next week.	Steve Tarr and Ralph Fritsche	

Upcoming Meetings:

New Member Meeting - March 29, 2025 @ 9:00 am, Porsche Melbourne - 509 E. Nasa Blvd. Melbourne, FL 32901

Leadership Meeting - May 1, 2025 @ 6pm, Somerset Condominium Complex Clubhouse - 2083 Highway A1A, Indian Harbour Beach, FL 32937

Adjourned: 7:05pm

Motion approved By Steve Hoffman and seconded by Steve Tarr