

Space Coast Porsche Club of America Meeting Agenda

☒ Leadership Team Meeting

Date: 1/30/2025

Meeting Location: Somerset Condominium Complex Clubhouse – 2083 Highway A1A, Indian Harbour Beach, FL 32937

Meeting Start/Call to Order: 6:45pm

Roll Call of Voting Members & Committee Chairs: ☒ President ☒ Vice President
☒ Past President ☒ Treasurer ☒ Secretary ☐ North Coordinator ☐ South Coordinator

Introduction of all members present at tonight's meeting included: Carmen DeVito, Greg Lukins, Rob Van Name, Carole Fritche, Ralph Fritche, Jeff Dorman, Justin Cercone, Cindy Hambridge, Paul Bennice, Elissa Bennice, Julie Wilson, Tom Kirk, Sue Kee, Scott Kee, Steve Hoffman, Robin Hoffman, Alice Tarr, and Steve Tarr.

Special Guests and Members Frank and Barbara Molnar. They are PCA members and hosted The ART of SPEED event in Daytona. They host charity events for Rolex, HSR and others. Ideas to bring more events and awareness to the club to the North in our region.

Review and Approval of Minutes from Prior Leadership Team Meeting

Motion to Approve (name): Steve Hoffman

Second (name): Robin Hoffman

All in Favor: ☒ Yes ☐ No

Comments or Dissent: **Approve as written**

Motion Passed: ☒ Yes ☐ No

President's Remarks & Report – Steve Tarr

- Leadership and committee changes
- Key events for 2024
- Introduction of all members present

Membership had a slight decline from last year. We should see a change in the upcoming months with more events.

We are excited to have another PCA region visit our Space Coast on Feb 21st. An estimated 25 members will be making the drive. Porsche Melbourne will be hosting a reception that evening. On Saturday, Feb 22, the AMCM Mark Pieloch will be hosting a charity event for Seeing Eye dogs. After, will be a drive to Kennedy Space Center for a private tour around 1pm. Lunch on your own. A bus will be taking members to the buildings. Possible dinner later that evening on your own.

Paul Bennice and Julie Wilson will be attending the Presidents meeting in Orlando for Zone 12 on February 22-23.

March 6th Leadership meeting will be rescheduled to a later date due to conflicts and events, more information to come.

Update on Drives: would like someone to plan more Drives.

Ideas to bring in more members. When purchased from Porsche Melbourne they cover the first year of membership.

Make sure membership chairs get name tags to new members at events and pick up lanyards.

What can we do to help bring in more members? Reach out to different events and markets?

Direct Mail?

Let's work with other regions to bring more interest to events.

Steve Tarr handed out a draft for Space Coast volunteer/committee assignments.

Officer Reports:

- Vice President - Paul Bennice

Paul is responsible for maintaining events on the Calendar, copies were handed out. If anyone has an event or idea, please email Paul. Paul updated that 28 N. Gastro Pub was delayed due to weather/Hurricanes and changed to Feb 27th. Come out and join us to live music and 4-8pm happy hour specials.

- Past President - Robin Hoffman

Robin stated that all members should use Club Registration to sign up to join events. This will help us to be prepared to handle reservations or staffing. Example: for the Toy Run, only 8 members signed up and 25 showed up. We encourage participation, but the host needs a estimated headcount for proper planning.

Referrals from the dealership, \$500 for new vehicle purchases and \$250 preowned. We collected +\$4000 in referrals.

Sunrise/Sunset scheduled for October 10. Would like to have Friday night dinner/drive west coast and shirts. More information to come later.

Registry Programs. Boxster event in April. We can earn monies from PCA for events. Examples: \$750 for 3 events(AX, drive, tech) and \$500 for a 2 event(drive/concourse). There are monies available to each region. This helps offset costs.

- Treasurer - Steve Hoffman

We have 46K in the bank, 34K after bills paid. We are in great shape. Around 30K in operating revenue.

EV lost 3 advertisers but gained 2 new ones. EV runs about \$7.40 per member, mailed and out the door costs. Encourage online reading to save the club from costs of sending a physical book. Financial report will be listed in the EV magazine.

- Secretary - Julie Wilson

Julie read Ryan's social media update/ report. Facebook, Instagram, TikTok, Twitter/X, and Youtube.

Chair Reports:

- AutoX - Carmen DeVito

Carmen stated that we have enough members/drivers for the upcoming Feb 15th AX at AMCM. The AMCM will be open to see the backroom to all registered PCA AX drivers/crew that day.

AX school is in the works. Potentially looking at May, 2025 at the AMCM. More details to follow. We would like to get some new members to come out and have fun! More AX events planned for the fall.

- Bylaws - Scott Kee

- Charity/Calendar - Carole Fritche

Carole stated she would like to have a charity event every quarter. Events for charity could include Food Drives, etc. Get the committees together to help.

- Safety/Insurance - Cindy Hambidge

Cindy stated that on all "Drives", we need insurance. Please get with Cindy if you are heading a drive at least 2 weeks prior to an event with details. Post event report, insurance does a follow up. Coverage is for the Drivers(not cars), Venue, etc. Always follow the rules/laws while driving with the group to the events. Waivers must be signed.

How many people are coming to events? We can keep the costs down if we have a more accurate number of members signing up, as costs are related to head count.

- Tech - Rob Van Name

- Volunteer - Justin Cercone

SignUp Genius: A New and exciting way to sign up for volunteer work for events such as spots, check ins, greeters, etc. More information will be coming soon.

There will be a link on the SCPCA website. Name, email, and phone number.

Attract more volunteers, committees, etc.

Send email to Justin with questions or ideas.

- Website - Jeff Dorman

Jeff stated that we need more content on Youtube to gather more interest with PCA.

Cards with QR codes to hand out to people leading to our website.

Suggestion made that a Volunteer link be added to the postcards.
Report was handed out to members for traffic on the website.

Highlights: 1592 visitors. Good interest.

Users were 52% desktop/laptop and 40% smart phones.

Most visited pages: Clubreg, SCPCA Homepage and events.

How can we make this better? Contests? Sign up and opt in. Emails? Eblast? Give members ideas such as finance, history of the cars, tech, etc.

Noticed that the email address was missing from the EV magazine, please add.

MEMBERS:

Discussing advertising and rates.

Keep it consistent and fair. Advertisers should pay up front for a year. Ads should pertain to Porsches in the EV.

PROPOSED VOTE:

EV advertising:

Porsches in the Ads

All advertisers to pay the going rate for a premium page.

All advertisers to pay up front.

MOTION TO VOTE: Yes to all

Robin Hoffman

SECOND: Julie Wilson

APPROVED: YES to all

Steve Tarr to confirm start date.

PROPOSED VOTE:

E-BLAST Banners:

2 Banners - top/bottom. Switch up. 2 E-Blasts a month.

MOTION TO VOTE: YES

Steve Tarr

APPROVED: 4

OPPOSED: 1

AMENDMENT:

FOR EXISTING EV ADVERTISERS ONLY.

Old Business:

None to report

New Business:

- Carole Fritche will be our new Charity and Calendar Chair.
- Colette Glencross will be our new Membership Chair.
- Justin Cercone will be our new Volunteer Chair.
- Space Coast PCA website cards with QR codes were handed out to members at the meeting. Please hand out to potential Porsche owners/members to visit the SCPCA website.
- New Passport Program: stamps added to books/physical or digital. Steve Tarr and Ralph Fritche showed a mock up of what the logo and contents would look like. More information coming soon.

Need notifications of events happening. Maybe offer events for specific cars, example given for GT's, 911, Macans, etc.. similar events happening to the other regions/Orlando.

Eblast to get more people.

Suggestions to add more videos to YouTube - detailing, racing, tech, etc. make a better search. Add contests to get people to post cars. Short videos. Send information to Jeff Dorman if interested in posting or questions.

Events since Last Meeting:

- Nov 16: Lighthouse and Cape Tour
- Nov 21: Happy Hour at Urban Prime
- Nov 28: Thanksgiving Dinner at The Tides
- Dec 1: Brunch at The Tides
- Dec 14: Space Coast PCA Holiday Party/All Member Meeting – Eau Gallie Yacht Club
- Dec 15: Parade of Presents
- Jan 9: Movie Night – Den of Thieves 2
- Jan 11: Zott 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

Upcoming Events:

- Feb 15: Autocross at AMCM (see clubregistration.net)

- Feb 22: Breakfast and Tanks at AMCM(special event see clubregistration.net)
- Feb 22: Private tour at Kennedy Space Center(special event see clubregistration.net)
- Feb 27: Happy Hour at 28 North Gastropub (see clubregistration.net)
- Mar 7: Werks Reunion (See motorsportreg.com)
- Mar 12-15: Sebring 12 Hour Race (see sebringraceway.com)
- 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 29th. New Member breakfast at Porsche Melbourne with a drive to McKee Gardens in Vero Beach. (See clubregistration.net)

Open Action Items:

Description	Assigned Member(s)	Status Update / Completion Date
Need to reschedule March 6 Leadership meeting		
Leader to head the drive to 12 hours of Sebring March 15		
Add the email address to the EV magazine.	Robert Kantor	Email address was missing in the publication.

Next Meetings:

All Member Meeting - Feb 13, 2025 @ 6:00 pm, Porsche Melbourne

- Guest Speaker: David Schnorr. He has been creating, designing, manufacturing and applying graphics to Race Cars for 40 years.

Adjourn:

Ralph Fritche @ 8:50pm