

Space Coast Porsche Club of America Meeting Minutes

- ☒ Leadership Team Meeting or
☐ All Members Meeting

Date: 11/7/2024

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

Meeting Start/Call to Order: 6:16 pm

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

Meeting Notes:

Club Operations and Event Planning

- Meeting Quorum
 - The meeting was called to order despite not having a quorum due to several key members being absent. The group decided to proceed with the meeting to maintain momentum.
- Upcoming Events
 - The group discussed several upcoming events, including a lighthouse event, a street survival program, and various social gatherings like Thanksgiving dinner and a holiday party.
- Badge Distribution
 - A new process for distributing badges to new members was introduced to streamline the process and encourage participation.
- Escape Velocity Magazine
 - The magazine is progressing with its fourth issue, and there are plans to include more content online. The team is working on maintaining regular publication despite challenges.
- Advertising Rates
 - The committee decided to increase advertising rates for the first time in five years and discussed strategies to add value for advertisers.

Conclusion/Summary

1. The meeting proceeded without a quorum.
2. Events are scheduled and preparations are ongoing.
3. The new badge distribution process is in place and being monitored.
4. The magazine is on track, with plans to enhance online content.
5. New advertising rates are set, and strategies to enhance value for advertisers are being implemented.

Advertiser Engagement and Event Promotion

- Advertiser Engagement
 - The discussion focused on strategies to engage advertisers, including inviting them to events, ensuring they receive the magazine, and updating mailing lists. The importance of maintaining communication and promoting advertisers on the website was emphasized.
- Social Media and Website
 - The team discussed the effectiveness of their social media and website efforts, highlighting visitor statistics and potential ways to promote advertisers more prominently on the website.
- Event Promotion
 - There was a discussion about promoting upcoming events, such as the car show in Cocoa Village, and ensuring that information is shared on social media platforms.
- Club Registration Process
 - The process for advertisers to register for events was discussed, including the possibility of creating a guest account to simplify registration.
- Tech Session Planning
 - The need for a tech session on the Macan EV was discussed, with plans to coordinate with Robin to schedule the event.

Conclusion/Summary

1. Ensure advertisers are on the mailing list and consider featuring them on the website.
2. Consider featuring advertisers on the homepage or in a rotating banner.
3. Promote events on social media and encourage participation.
4. Consider creating a guest account for easier event registration.
5. Follow up with Robin to schedule a tech session on the Macan EV.

Event Planning and Coordination

- Insurance and Event Planning
 - The team discussed the current status of insurance needs and upcoming events. They confirmed that there are no immediate insurance requirements and praised the handling of insurance matters.
- Mosaic and Stained Glass Class
 - Lily is organizing a mosaic and stained glass class scheduled for January 18th in Melbourne. The class costs \$175 and lasts four hours. The team needs to prepare promotional materials and update the website.
- Slot Car Event
 - Robert discussed the upcoming 'Get in the Groove' slot car event on January 12th. The event will be held from 9 to 12 and costs \$35. The team needs to ensure the event is listed on Club Reg.
- Annual Meeting and Voting
 - The team discussed preparations for the annual meeting, including sending out agendas and voting materials. Changes in the Secretary's role and Executive Vice President position were noted.
- Christmas Party Planning
 - The Christmas party is planned at the Yacht Club with a social hour, dinner, and a boat parade. Drink tickets will be sold, and attendees should bring cash for purchases.

Conclusion/Summary

1. No immediate insurance needs; appreciation for current handling.
2. Class scheduled for January 18th; promotional materials needed.
3. Event scheduled for January 12th; ensure listing on Club Ridge.
4. Prepare for annual meeting and send out voting materials.
5. Christmas party planned; attendees need to bring cash for drink tickets.

Next Arrangements

- FDR and Urban Prime event on November 21st.
- Thanksgiving dinner at the Tides.
- Holiday party on December 14th.
- Toy drive starting at New Smyrna and ending in Titusville.
- Ensure advertisers are on the mailing list for the January issue.
- Consider featuring advertisers on the website homepage or in a rotating banner.
- Promote upcoming events on social media.
- Consider creating a guest account for easier event registration.
- Follow up with Robin to schedule a tech session on the Macan EV.
- Prepare promotional materials for the mosaic and stained glass class.
- Update the website with the class information.
- Ensure the slot car event is listed on Club Ridge.
- Send out agendas and voting materials for the annual meeting.
- Plan the Christmas party logistics, including drink ticket sales.

Next Meetings: All Member Meeting/Holiday Party – 14 Dec 2024, Eau Gallie Yacht Club

Adjourn: 7:16 pm