

Space Coast Porsche Club of America Minutes

☒ Leadership Meeting

Date: May 1, 2025

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

Meeting Start/Call to Order: Approx. 630pm

Attendees:

Steve Tarr	Colette Glenncross
Alice Tarr	Ray Andrews
Paul Bennice	Cindy Hambidge
Lisa Bennice	Ryan Gorsuch
Steve Hoffman	Jeff Dorman
Julie Wilson	Tom Kirk
Milt Weisman	Gregg Lowdermilk
Robert Kantor	Summer Adams
Scott Kee	Kathy Neumann
Sue Kee	Frank Molnar
	Barbara Molnar

Roll Call of Voting Members & Committee Chairs:

☒ President
☒ Vice President
☐ Past President
☒ Treasurer
☒ Secretary
☒ North Coordinator
☒ South Coordinator

President's Remarks & Report – Steve Tarr

- Introduced Kathy Neumann - Helping with Membership, and recognized her and Colette for their contributions to the Toys for Tots program.
- Special Guest tonight - Gregg Lowdermilk.

● **Upcoming Events**

●Cancelled Autocross

Event for May 10th now rescheduled for November 8th.

●All-member meeting

May 15th@Porsche Melbourne, The Electric Bike Raffle!

Painting with Twist, Submersible tour, 70th PCA event on September 13th, and movie nights.

●Submersible Tour

Described the Triton Submarines event, with 25 slots on two dates. Noted 14 out of 50 slots filled within two days. There are 2 dates scheduled for the tour- June 3 and June 19th. Encouraged to sign up early due to limited slots.

●70th PCA Anniversary Event

Detailed the 70th PCA event at the Warbirds Museum on September 13th, including access to a new hangar, car displays, and a 356 model. Event is private, runs from 10:00 or 10:30 to about 2:00pm. Costs \$50 per head (includes food and museum entry), with a special price for kids.

●Movie Nights

Announced upcoming movie nights featuring F1 and Mission Impossible. Tickets are \$15, including popcorn and a drink. Come join in on the fun!

●Use Clubregistration to sign up for events!

●Magazine and Advertising

Recognized Robert for the magazine's quality and Tom for ad sales. Magazine costs about \$8 per copy, mailed to 1,200–1,500 members. National subsidies and ad revenue cover costs. Noted nearly all advertisers are paid up except four, with one to be removed and a new full-page ad secured.

●Membership and Referrals

Discussed membership numbers (1,200–1,500), referral program with Porsche Melbourne (\$500 for new buyer, \$250 for repeat buyer), and challenges in tracking referrals. Noted that PCA provides some membership data, but direct referrals are needed for club to receive funds

●Officer Recognition

Presented challenge coins to Tom and Milt for their service. Milt stepping down after 3 years as North director at the end of May, with Frank Molnar taking over. Robert Kantor Designed the Coins.

Officer Reports:

- **Vice President - Paul Bennice**

- New Activities Calendar updates:

New Calendar was passed out.

Added Oceanside Distillery tour on June 14th and a half-hour event at Lazy Turtle Riverfront Restaurant on May 29th. Considering future events in northern locations.

- **Treasurer - Steve Hoffman**

- Financial Report:

Steve Hoffman reported roughly \$46.5K in the bank once all the dust clears after 5.15.25. Current funds of \$7575 for E-Bike. All advertisers are paid up except for 4. Invoices have been resent. We have some new advertisers for the upcoming EV magazine.

Discussed financial goals and the importance of maintaining reserves.

- **North Coordinator - Milt Weisman/Frank Molnar**

- Recent Event at One Daytona

Frank reported on a successful event at One Daytona with over 100 attendees and 60+ cars following a postcard campaign to approximately 700 Porsche owners in Volusia. Meeting up for a Kaffeeklatsch at One Daytona, drive along the Ormond Loop and then a tech session with Hendricks Motorsports in Daytona. Would like to have more events like this in the future.

- **South Coordinator - Robert Kantor**

- South District and Regional Growth

The South region is growing monthly but needs more engagement. Ideas include offering light refreshments and organizing drives along A1A or to local museums. Suggestions to give away car care products or die-cast cars to enhance events.

Chair Reports:

- **Escape Velocity (EV) - Robert Kantor**

- Magazine Progress and Contributions

Robert reported on the club magazine, noting six issues since his start and increased contributions from members, including children. Coordination challenges include article length and image resolution. The next issue will feature Miami blue as the color theme. The Magazine and Website color themes will continue to be coordinated quarterly.

- **Membership - Colette Glenncross**

- Membership Team Initiatives

New membership team (Paige Burkholder and Kathy Neuman) has focused on communication with new, current, and departing members since late January. 60% of new members (from January 22, 2025 to April 2, 2025) bought cars from Porsche Melbourne. Outreach to departing members seeks feedback and encourages test drive memberships.

- Non-Renewal and Retention Efforts

Monthly reviews of non-renewals reveal many are due to missed payments,

relocation, or changes in interest. Direct outreach (email and selective phone calls) has led to some members renewing after conversations.

- Member Feedback on Events and Communication

Feedback includes concerns about event costs and others, limited event capacity, and overly long e-blasts. Suggestions include shorter, more frequent communications and more varied event types.

- Member-to-Member Technical Communication

Discussion about the need for a forum or platform where club members can ask technical questions and share solutions, referencing issues.

- Existing National Technical Support Structure

Mention of a national technical support setup by model, with responsible contacts for each, and the possibility of promoting this resource.

- Forum Moderation and Feasibility

Concerns raised about the challenges of moderating a forum, referencing other car forums and the need for 24-hour monitoring to prevent negative behavior.

- Local Forum or Facebook Group Implementation

Exploration of creating a local forum or private Facebook group for club members, including membership verification and accountability.

- **Safety/Insurance - Cindy Hambidge**

- Event Communication and Insurance

Reminder to notify Cindy about event cancellations due to her role in managing insurance and communications.

- **Social Media - Ryan Gorsuch**

- Social Media Performance (Q1 2025)

Review of Facebook and Instagram activity from January to March 2025, including number of posts, stories, new followers, and engagement trends.

- **Website - Jeff Dorman**

- Website and Newsletter Analytics

Report on website traffic, referral sources, device usage, top pages, and newsletter subscriber engagement for the past month.

- Newsletter Subscription Management

Discussion on handling unsubscribes, bounces, and non-renewed members still receiving emails.

- Acknowledgment of Volunteer Efforts

Recognition of the time and effort spent by volunteers managing communications and website.

Driving Event Needs and Collaboration

- Web statistics Report

Old Business:

- Leadership Meeting Minutes from Jan 30, 2025 were approved at the February 13, 2025 Quarterly All Member Meeting.

New Business:

● **Upcoming Autocross and HSR 24 Hours Event**

Plans are underway for an autocross event on November 8th, coinciding with the HSR 24 hours weekend. Coordination with the Speedway and John Newton (IMSA/HSR) is ongoing to secure space and organize a full weekend of activities.

● **Potential Partnerships and Advertising**

Discussion about Hendricks Motorsports(Daytona) as a potential advertiser and service provider for Porsche owners, including their capabilities in restoration, track days.

● **Assistant Directors for Regional Coverage**

Plan to appoint assistant directors for north, south, and center regions to ensure coverage and engagement when primary leaders are unavailable.

● **Volunteer Recruitment and Engagement**

Emphasis on the need for more volunteers for events and magazine contributions. Suggestion to assign article writing responsibilities at meetings and encourage leadership to delegate event coverage.

● **Calendar Fundraiser**

The club will produce a new calendar featuring photos of cars in motion “rolling shots”. Participation costs \$500 per month, with proceeds going to charity after expenses.

● **Event Attendance and Membership Distribution**

Review of member attendance at recent events. Lower numbers coming from the North area. How can we change this?
Geographic Event Accessibility.

● **Event Location Change Consideration**

Proposal to move events from New Smyrna to Daytona to better serve members, and to add a second KK event at Panera in Ormond.

● **Team Expansion**

Announcement that **Kathy Neuman and Greg Lukens** have joined the Membership team, bringing the total to nearly five members, which will enhance club activities.
WELCOME!

● **Steve Tarr introduced our Special Guest Speaker, Gregg Lowdermilk.**

Introduction of 'Taste of the Track' Event.

- Gregg Lowdermilk introduces a new event at Circuit Florida, targeting members who have not previously driven on a track. Details include instruction, safety requirements, schedule, and pricing.

- Event Logistics and Insurance

Discussion on insurance requirements, payment process, and event promotion.

- Future Event Planning

Consideration of repeating the 'Taste of the Track' event in the fall and next year, and potential for women-only or team programs.

- Next Steps for Event Participation

Clarification on how interested members can sign up and what information needs to be provided.

- Upcoming E-blast and Communication

Plan to send out an e-blast with event details and other updates.

- Event is scheduled for 21 June 2025 at Circuit Florida, limited to 16 participants, \$350 per person (may increase with insurance), includes instruction, tech requirements (brake fluid change, tires under five years), and a catered lunch. Targeted at AutoX'ers new to track driving.

- Insurance will be arranged as a PCA function, which may increase the price by \$20 or more. Payment will be made at the track. Details to be finalized and communicated in an e-blast on 15 April 2025.

- Interest in future events, including possible women-only or team programs, and leveraging new facilities like a skid pad.

- Interested members should provide their names; program details will be put in writing and shared for sign-up.

- Next e-blast scheduled for 15 April 2025 to promote the new event and other club news.

● **Summer Adams is designated as the official registrar for all events. CONGRATULATIONS!**

● **Event Management Process Improvement and Implementation**

• **Monthly Event Planning and Execution**

The team organizes between 8 and 10 events per month, with increasing complexity due to improved promotion and website updates. The process is being refined to appeal to a broader audience.

• **Event Registration Process**

A new process requires all event organizers to fill out an event form available on the

website, detailing event date, duration, price, and other relevant information.

- **Approval Workflow**

Event forms are reviewed by Paul Bennice, Robin Hoffman, or the Steve Tarr, with approval from any one of them sufficient to proceed. The process aims to avoid miscommunication and ensure all events are properly tracked.

- **Data Collection and Metrics**

Additional fields have been added to the event form to track club membership, participant numbers, and event engagement, enabling better reporting and outreach.

- **Role Assignments**

Summer Adams is confirmed as the official event registrar, Paul Bennice manages the calendar, and Robin Hoffman and Jeff Dorman contributed to the new procedure.

- **Transition Planning**

The process is being documented and refined to ensure a smooth transition to a new president next year.

- **Event Promotion and Publicity**

Organizers are encouraged to consider event photography, videography, advertising, and team roles to maximize event impact and publicity.

- **Feedback and Form Finalization Timeline**

The process document and event form were sent out on 2025-05-01. Members have 10 days (until 2025-05-11) to provide comments or suggestions.

- **All-Member Meeting Discussion**

Final numbers and details will be discussed at the all-member meeting, with the goal of having the process finalized by then.

- **Postcard and Website Coordination**

There is a need to ensure that all events listed on mailed postcards are also available for registration on the website to avoid wasted effort and confusion.

BOARD VOTED:

SPC Event Process/ New Event Request Form

Motion to Approve (Name): Steve Tarr

Second(Name): Paul Bennice

All in Favor: ☒ **Yes** ☐ No

Comments or Dissent:

Motion Passed: ☒ **Yes** ☐ No

Open Action Items:

Description	Assigned Member(s)	Status Update / Completion Date

Upcoming Meetings:

Quarterly All Member Meeting - May 15, 2025 @ 6:00 pm, Porsche Melbourne - 509 E.
Nasa Blvd. Melbourne, FL 32901

Meeting ended: 7:45pm

Motion to approve:

Steve Hoffman

Seconded: Robert Kantor

All in Favor: X Yes