

Space Coast Porsche Club of America Minutes

Leadership Meeting

Date: September 11, 2025

Meeting Location:

Somerset Condominium Complex Clubhouse - 2083 Highway A1A, Indian Harbour Beach, FL 32037

Meeting Start/Call to Order: Approx. 620pm

Attendees:

Steve Tarr	Summer Adams	Justin Cercone
Alice Tarr	Sue Kee	
Paul Bennice	Scott Kee	
Lisa Bennice	Cindy Hambidge	
Robin Hoffman	Bert Castrejon	
Steve Hoffman	Colette Glenncross	
Julie Wilson	Ray Andrews	
Frank Molnar	Rob Van Name	

Roll Call of Voting Members:

☒ President
☒ Vice President
☒ Past President
☒ Treasurer
☒ Secretary
☒ North Coordinator
☐ South Coordinator (Not Present)

Review of the Leadership Meeting Minutes from May 1, 2025

Motion to Approve as Written: Steve Hoffman

Second: Paul Bennice

All in Favor: X Yes

Comments or Dissent:

Motion Passed: X Yes

President's Remarks & Report - Steve Tarr

● Passport Program 2025/2026 and Pin Proposal

Proposed continuing the passport program for the next year. To enhance it, he suggested giving out commemorative pins as gifts, presenting three mock-ups with a cost of about \$1.50 each. The plan is to print new passports in a different color for the Christmas party and distribute them. A bonus stamp will be available at the 70th anniversary event. Members discussed ideas to incentivize completion, such as drawings with prizes and seeking sponsorships for raffle baskets.

The Leadership Members selected a preferred pin design and agreed to proceed with purchasing the pins and continuing the passport program for 2026.

● Upcoming 70th Anniversary Event

156 people are confirmed for the 70th Anniversary Event on Saturday. An email will be sent to attendees to confirm the time (10:00-10:30 AM) and to remind them to bring their passports.

● Discussion on KK Event Scheduling

A discussion about the scheduling of KK events, noting that holding them on Sundays has drawn complaints due to conflicts with church and personal time. He proposed exploring moving them to Saturdays, potentially on the same day across all regions, to free up weekends and avoid holiday conflicts. The historical context for the current staggered schedule was discussed, which was to foster more interaction between regional groups.

The Leadership members decided to survey the members to gather feedback on their preferences for KK event days and locations. A motion was passed to create and distribute a survey to members in the different regions. Any changes would be implemented next year.

BOARD VOTED:

CREATE AND DISTRIBUTE A SURVEY FOR KAFFEEKLATSCH EVENT DAYS AND LOCATIONS

Motion to Approve: Paul Bennice

Second: Steve Hoffman

All in Favor: X Yes

Comments or Dissent:

A survey will be conducted to gather member feedback on the scheduling of KK events. Robin and Collette will create the survey, and Paul will assist with member data.

Motion Passed: X Yes

Event Planning and Member Engagement Challenges

● **Happy Hour and Calendar Planning**

Paul Bennice reported that the calendar is slightly behind. The next happy hour is scheduled for October 30th at Urban Prime, organized by Jay McGrath. There are no happy hours planned for November and December, leaving open slots. A suggestion was made to organize a local event, like a brunch, in December for members in the Ormond Beach to Vero Beach area to boost engagement.

● **Event Registration and Attendance Discrepancies**

A significant issue discussed is that members frequently attend events, especially happy hours, without registering. This creates major problems for restaurants. An example was cited where 50 people showed up after only 20-25 were expected, which overwhelmed the restaurant's staff. The club is actively trying to impress upon members the importance of signing up in advance.

● **Club Registration System Issues**

Issues with the 'Club Reg' system were identified as a cause of inaccurate attendance numbers. A past flaw preventing the registration of multiple guests (e.g., a spouse) has been fixed. However, another problem remains where a member might pay for multiple people but only register one, requiring manual follow-up. Additionally, hotel booking URLs in confirmation messages are plain text and not clickable, causing members to believe the links are broken.

Summer, Adams, who is now managing the club's registration system, reported that the current platform is very restrictive, not user-friendly, and prone to significant issues, including payment failures and a lack of a backup system. It doesn't support modern needs for event promotion,

forcing organizers to manually pull registration lists and use personal emails for follow-ups.

A workaround for the non-clickable links is to send them in a separate confirmation email after registration.

Summer and Frank will research better alternatives and present a cost-benefit analysis to the board.

- **Engagement in Northern Territories**

The group discussed improving member engagement in the northern areas of their territory, noting the large geographical spread makes travel difficult (e.g., a two-hour drive from Ormond Beach to Vero Beach). It was acknowledged that this area has been underserved, though traction has recently improved. The idea of appointing dedicated local organizers, similar to Jay, was suggested to facilitate more local events.

There is a clear need and opportunity to increase member engagement in the northern territories by organizing more localized events and appointing local event coordinators.

- **Strategy for Managing Restaurant Bookings**

A strategy was proposed to handle the unpredictable number of attendees for events. The suggestion is to be transparent with restaurants, informing them that the actual number of guests could vary significantly (e.g., between 15 and 40). The restaurant's willingness to prepare for the higher number and their ability to handle the group will determine if the club returns for future events.

Club Operations

- **Nominating Committee Report and Officer Slate**

The nominating committee has met twice and proposed a slate for the upcoming officer elections. The Bylaws require one two year term, So Steve Tarr will become Past President at end of 2025.

The proposed slate is: Sue Kee for President, Julie Wilson for VP, Jay McGrath as EVP, Summer Adams for Secretary, and Steve Hoffman for Treasure, Frank Molnar as the North Area Director. We are still seeking a South Region Director as Robert Kantor is stepping down and Mike Riley being a potential candidate. Two new people, Jeff Reed and Adele, have shown interest in leadership roles.

- **Board Member Appointment**

Steve Tarr announced his intention to nominate Sue Kee for the currently open Executive Vice President position. He stated that the bylaws allow him to make this appointment directly. Due to it is an open position and only until the upcoming election in December when a Full Slate of officers are elected.

- **Financial Report and Advertiser Invoices**

Steve Hoffman delivered the financial report. Key discussions included the payment for the Christmas party, managing overdue advertising invoices, and the club's current financial standing.

A decision was made to pay for the Christmas party within the current calendar year to ensure clean books for the incoming President. The club is up by approximately \$2,000 compared to the same time last year. Three advertisers are nearly 12 months in arrears; a notice will be sent, and their ads will be pulled if payment is not received. A new P1 ad on the e-blast is generating \$100 a month. A quarterly treasury meeting will be scheduled before the end of the year.

For the 70th-anniversary event, the club received a \$600-\$700 discount because the new hangar venue was not ready as promised.

- **Upcoming HSR Race Weekend Event**

Frank Molnar provided details on an event coinciding with the HSR races at Daytona Speedway. The event aims to be a fundraiser for Toys for Tots and the Halifax Health Foundation.

The event will start on Friday, the 7th, at the Motorsports Museum. Saturday will feature a corral for Porsches, a catered lunch, and parade laps. The cost is \$150 for the weekend or \$100 for Saturday. Sponsorship efforts are underway, including a \$5,000 request to Michelin, to make the event revenue-neutral.

- **Autocross Event Planning and Transition**

Let's Welcome Bert Castrejon as our New AutoX Chair!

Julie Wilson will be Co-chair. They will be taking over the autocross events. The discussion covered the transition, planning for the next event, and venue commitments.

The next autocross is confirmed for November 8th. The new team is working with the previous one to ensure a smooth transition. An inventory of the trailer and equipment will be done in the next two weeks. Helmets from 2015 are expiring, but SCCA has extended their use till the end of 2025. The cost for new loaner helmets for autocross will be investigated. The club must commit to the scheduled dates to avoid financial penalties and maintain a good relationship with the venue.

Spectators will be allowed in designated areas.

- **Club Administration and Marketing**

The discussion covered website updates, event forms, and sales of the charity calendar.

The event request form is now on the club website, and a direct link will be included in every e-blast. For the charity calendar, seven months have been sold, and five more need to be sold. There will be a push to sell the remaining calendars months at \$500 at the upcoming weekend event. The Local Charity, who will be receiving the proceeds is Promise.

- **Magazine Content Contribution**

Robert Kantor is struggling to get articles for the EV Magazine. A proposal was made to obligate event sponsors to either write an article about their event or find someone to do so. This would be added to the event form.

- **EV Magazine Status**

Steve Tarr read Robert's report tonight: It was reported that the issue is almost ready for print and should be delivered by October 10th, with the online version available around October 1st. He expressed his appreciation for all contributors.

- **Membership Statistics and Activities**

The club is five individuals short of 1,800 members. A photoshoot is planned for the new banner, which will include Porsche models of Space Coast Member's cars .

- **Restructuring Membership Management**

Colette presented a recommendation for a new membership model for 2026. This involves creating a formal committee with specific roles to handle tasks like sending personal letters (185 sent between mid-January and the end of August), managing renewals, and handling badges. Kathy Newman, Robin Zamery, and Greg Lukens have agreed to be part of this committee.

The board supported Colette's initiative, confirmed her as the Membership Chair for the rest of the year, and will consider her detailed recommendations for the new leadership.

- **Membership Badge Process**

The process for creating and distributing member badges has evolved. Badges are now mailed directly to all new members. Lisa Bennice is stepping down and Kathy Newman will be taking over the badge-making responsibilities in October. It was noted that there are still 200 badges for active members that have not been picked up and will be mailed to each individual.

- **Member Recruitment and Investment**

The group discussed strategies to grow the club. Suggestions included conducting mail-outs to non-members in specific areas (like the north end with

200 Porsche owners) and investing club funds, such as \$1,000 per area, to generate new members. It was also suggested to have a sign-up table at external events to attract non-PCA members.

- **Reporting and Analytics**

Steve Tarr expressed a need for reports on event sign-ups to analyze year-over-year attendance and trends.

- **Event Management Software Review**

The group discussed the software they use, Club Reg. They compared it to another platform, Motorsports. Club Reg's advantage is its widespread use among Porsche clubs, but it's criticized for a lack of key features, such as not supporting hyperlinks in emails, which hinders volunteer sign-ups.

- **Event Safety and Procedures**

The topic of safety and insurance was briefly mentioned, specifically regarding signage for autocross events. They recalled a previous plan that shut down having spectators. With the possibility of spectators being allowed again, they acknowledged the need to revisit how to manage waivers, which could be difficult.

- **Tech Sessions**

There was a detailed discussion about organizing tech sessions. Rob Van Name requested a Tech session on EVs with Porsche of Melbourne. The group plans to schedule this for next year, possibly in February. Additionally, there is a tech session confirmed with a company called Ruddick's Detail, and another in January with Zotz Racing.

Talk to Donna to schedule a tech session with Porsche Melbourne for next year, focusing on electric vehicles.

- **Volunteer Management**

Justin Cercone highlighted the ongoing need for more volunteers. A major problem was identified: the Sign-Up Genius link in Club Reg emails are not clickable, creating a barrier for potential volunteers. Suggestions included thanking volunteers at the holiday party and considering not charging them for paid events.

Volunteer recruitment is being hampered by a technical issue with the Club Reg system. The club will gather a list of volunteers for recognition and consider new incentives.

● Upcoming Community Events

Two main events were discussed. First, Pride Fest in downtown Melbourne on September 27th, which will feature an EV test drive event with Plug in America; Porsche Melbourne may provide a Porsche EV.

Upcoming Events:

Sept 21: North Area Kaffeeklatsch. 9-11am @ **Spruce Creek Fly In. Troy Branning Residence. 2400 Taxiway Echo, Port Orange.**

Sept 25: Quarterly All Member Meeting with Animal Rescue. 6-8pm.
Porsche Melbourne, 509 E. Nasa Blvd. Melbourne

Oct 4: Johnny Gray Motorsports Museum Private Tour.

Oct 4: Central Area Kaffeeklatsch 9-11am @ Panera Bread parking lot
N. Wickham Road, Melbourne.

Oct 10-11: Sunrise to Sunset Gimmick Rally. Porsche Melbourne.

Oct 12: South Area Kaffeeklatsch. 9-11am @ Panera Bread, Vero Beach.

Oct 14: Triton Submarines Llc. Tour

Oct 17-19: Suncoast Region HPDE - Sebring Raceway

Oct 19: North Area Kaffeeklatsch. 9-11am. **Incas 360, Port Orange**

Oct 25: Oktoberfest concours/BBQ/Swap meet. F. Burton Smith Park,
Cocoa

Oct 30: Happy Hour@Urban Prime. 4-6pm. Viera

Nov 1: Central Area Kaffeeklatsch. 9-11am Panera Bread, N. Wickham
Road. Melbourne.

SAVE THE DATE:

Nov 7-9: Space Coast PCA - Heritage 24 HSR @Daytona Speedway

Nov 8: Space Coast PCA AutoX @ American Muscle Car Museum.

Nov 14-15: Kings Bay Trident Submarine Base Tour.

Open Action Items:

Discription	Assigned Members	Status Update/ Completed
Sign up platforms	Summer/Frank	
Survey KK	Robin/Colette/Paul	
Passport Pins	Steve Tarr	

Upcoming Meetings:

Quarterly All Member Meeting - September 25, 2025 @6pm, Porsche
Melbourne
509 E. Nasa Blvd. Melbourne, FL 32901

Leadership Meeting - Tentative: November 6 @6pm, Zoom meeting.

Annual Meeting - December 13, 2025 @6pm,
Patrick SFB Tides Club, Patrick SFB
861 S Atlantic Ave. Patrick Afb, FL 32937

Meeting Ended: 8pm

Motion to Approve:

Steve Hoffman

Seconded: Julie Wilson

All in Favor: X Yes