

Space Coast Porsche Club of America Minutes

Leadership Meeting

Date: November 6, 2025

Meeting Location:

Zoom Call

Meeting Start/Cal to Order: Approx. 610pm

Attendees:

| | |
|---------------|--------------------|
| Steve Tarr | Robert Kantor |
| Alice Tarr | Sue Kee |
| Paul Bennice | Scott Kee |
| Lisa Bennice | Cindy Hambidge |
| Robin Hoffman | Jeff Dorman |
| Steve Hoffman | Colette Glenncross |
| Julie Wilson | Tom Kirk |
| Gary Lund | Ryan Gorsuch |
| Lily Lin | |

Roll Call of Voting Members:

President - Steve Tarr
 Vice President - Paul Bennice
 Past President - Robin Hoffman
 Treasurer - Steve Hoffman
 Secretary - Julie Wilson
 North Coordinator (not present) Frank Molnar
 South Coordinator - Robert Kantor

Review of the Leadership Meeting Minutes from Sept 11, 2025

Motion to Approve as Written:

Steve Hoffman

Second: Robert Kantor

All in Favor: Yes

Comments or Dissent:

Motion Passed: Yes

President's Remarks & Report - Steve Tarr

- Passports ordered for 2026. Stamping the Passport books at the Christmas Party. Hope to be handing out new passports. Gifts to given to those who have filled their books.
 - Sue to become president at Christmas party
 - Tom will bring trophies and materials; Steve to say a few words to promote performance driving at the Christmas party.
- Upcoming Events -
 - three events coming up for the weekend, Space Coast Region AutoX at the AMCM, HSR at Daytona and St. Lucie Nuclear Power Plant tour.
- 117 events were planned over the last year with still more events before end year.
- Vero Beach International Tennis Open on January 31, 2026
- Porsche & Polo (Windsor Polo - 3125 Windsor Blvd. Vero on Feb 14, 2026
- Hoedown at Westgate River Ranch weekend on Mar 13-15, 2026. Prices went up by about \$20 from 2 years ago. Porsche Melbourne will be supporting the Dinner on Saturday. We had a lot of members out at the last one making it a fun event.

Event Planning

- Kaffeeklatsch survey: 122 responses. Preference split (one day vs three regional days). Interest in rotating venues - breakfast-first formats, post KK drives. Future planning.
- Christmas party sign-ups 45.
- Promote Oktoberfest- on site opportunities for 1/2 page + advertisers.
 - P1 attended with car/tent.
 - Coasters - food
 - Dan/Werkshop
- January outreach planned to advertisers to confirm sizes/content.

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.

● **Financial Report and Advertiser Invoices**

Steve Hoffman delivered the financial report. Key discussions included the payment for the Christmas party.

- Finances are strong \$35k current balance. Expected End of Year \$37-\$40K with reimbursements. All advertisers are current. New policy requires prepayment before first issue next year.
- \$470 found from 2019 deposited and credited to autocross.
- Porsche Melbourne typically sponsors AutoX refreshments.
- Steve Hoffman to process outstanding expenses (including Paul's), track stipends (Oktoberfest/banners/HSR), and await banner/HSR stipend payment.
- Steve Tarr to follow up on Street Survival reimbursement (marked paid) and coordinate receipt.
- Schedule early-year meeting with Porsche Melbourne to confirm autocross sponsorship amounts and events.
- Steve Hoffman to confirm EV ad payments for current and upcoming full-page ads.

● **Calendar Events Discussion**

- Paul circulated a 2026 calendar; remaining 2025 events are near capacity. He will update as KK decisions are finalized.
- New member meetings and dealership coordination emphasized.
- Sue and Robin to align new member meetings and dealership needs.
- HPDE (Sebring) dates will remain listed on the region calendar for member awareness.

● **AutoX Summary**

- Autocross dates are set for 2026. February 7, May 2, October 10 and December 5.
- All confirmed with Ed and Mark at the AMCM. Increase in costs at the venue. \$2000 for Space Coast PCA AutoX and \$1000 for Space Coast PCA AutoX school. Insurance coverage and sponsorship offset are to be reviewed.
- AutoX set for November 8 has 37 drivers signed up. Non-Porsche exceptions are limited. EV/Hybrid vehicles are restricted by the the venue. Spectators are allowed in designated areas.
- New Timing equipment procured.
- Equipment upgrades: RaceAmerica batteries, sensors, hookups.

- Insurance is in place for the event
- Breakfast/Coffee from Panera will be available at the event.
- intent to grow interest; increase dealership support and Facebook presence.
- Julie, Bert, Steve, Robin, Cindy to review insurance coverage and discuss cost relief with venue.
- **HSR - logistics**
 - Entry logistics discussed; Williamson access and info sheets referenced; Frank provided instructions; backups available.
 - Ensure correct entry instructions are distributed.
- **Tire Rack Street Survival Update**
 - Gary Lund updated TRSS report.
Street Survival: 24 students; impactful demos; next date set for Nov 14, 2026; cap ~25 students; improve local outreach and ensure Space Coast PCA recognition in media. \$125 includes Lunch
 - Summary of discussion points:
 - Second annual event; only Florida program this year; 24 students.
 - Strong volunteer support; demos (semi-truck blind spot, airbag power); last exercise with parents.
 - Increase local participation (Brevard/PCA families) and reduce cancellations; potential speaker from Steadfast Racing's young driver for all-member meeting.
- Action items/commitments and assigned owners:
 - Steve to compile and share results/feedback via Julie to the board.
 - Robin/Social team to ensure future media recognizes Space Coast PCA as organizer.
 - Sue to explore inviting Steadfast Racing's young driver to speak at an all-member meeting.
 - Membership/Communications to target local PCA families early in the registration cycle.
PCA insurance is in place for next event
- **EV Magazine Status**
 - Latest issue well-received; dealership expanding to two more full-page ads. Need additional writers/photographers; plan to recruit via notice. Track payments.
 - Robert to schedule communications committee meeting before year-end.

● **Dealership**

- Five new car purchases at Porsche Melbourne; Robin consolidating names for Q4 funds transfer to Donna in December; quarterly submission process.
- Rob with support of the team to reach out and attempt to schedule/ announce a January Macan EV tech session with Shay.

● **Membership Statistics and Activities**

- 1,850 members; focus shift toward new/affiliate growth rather than chasing non-renewals; banners effective for sign-ups. 41 renewals.

● **Membership Badge Process**

- Name tag responsibilities shift Jan 1, 2026.
- Outstanding badges to be sent.

● **Charity Calendar**

- Most member calendar photos are in.
- Continue to follow up on remaining photos.
- Sue to call for expedite photo delivery and report back.

● **Social Media**

- Strong YTD engagement; stories outperform posts; improve Business Suite access for admins; event ads effective.
- Facebook 1,571; Instagram 1,635; stories outperform posts.
- Improve Business Suite permissions; ensure admin access (including Frank/North).
- Event ads effective (Oktoberfest); Destination Brevard coordination; announce Street Survival date (~Nov 14) ~6 months out.

● **Website**

- Website metrics: ~3,400 visitors and ~5,000 page views last month; 96 search referrals last week.
- Two events missing in comms/calendar: Outriggers Happy Hour (20th) and "Avatar: Fire and Ash" movie premiere; confirmation they have ClubReg links.
- Comms needs explicit links or notification if not using ClubReg; Jeff to duplicate prior happy hour page and update date.
- Begin planning January promotions (sliders, featured posts).

● **Decisions made:**

- Post events once ClubReg links are provided.

● **Action items/commitments and assigned owners:**

- Provide ClubReg links for Outriggers Happy Hour (20th) and "Avatar: Fire and Ash" to comms.
- Jeff and Ryan to update website/calendar once links are received.

- Jeff/Ryan to begin planning January promotional assets.

- **Women's Initiatives**

- Mixed reactions to kitchen-centric events (charcuterie, baking); desire for accessible, creative, diverse options (terrariums, candle-making).
- Consider external venues for ethnic cooking; "Plant It" in Viera offers group projects (~\$30/person minimum); idea for Porsche-themed candle.
- Lily to evaluate and propose fun, accessible activities

- **Toy Drive Event**

- Toys for Tots: Adjusted timeline (Dec 14 and 21 distributions). Toy collection at holiday party and regional drives;
- Robin and Steve will deliver toys on Dec 15.
- Nov 22 volunteer day at Cocoa facility;
- use gift cards for high-price items per protocol;
- facility location kept confidential in communications.
- Historic Racing funds designated for higher-price needs.
- Promote local restaurant percentage nights supporting Toys for Tots North Brevard.

- **Insurance**

- Insurance will bind for drive and new events.

Upcoming Events:

- Nov 7-9:** Space Coast PCA - Heritage 24 HSR @Daytona Speedway
- Nov 8:** Space Coast PCA AutoX @ American Muscle Car Museum.
- Nov 12:** German Night with German Cars - Cafe Coconut Cove - 356 club. Sold out event!
- Nov 14-15:** Kings Bay Trident Submarine Base Tour.
- Nov 20:** North End Happy Hour at Outriggers Tiki Bar & Grille
- Dec 6:** Central KK - Panera Bread. Melbourne/Wickham Road.
- Dec 13:** Christmas Party & Annual Meeting @ Tides PSFB/A1A
- Dec 14:** South Region KK - Panera Bread. Vero Beach Rt. 60
- Dec 14:** Parade of Presents - Toy Drive and lunch
- Dec 18:** Premier Movie Night - Avatar: Fire and Ash
- Dec 20:** McKee Botanical Gardens - Christmas Jungle Lights and Model Train Display 6-9pm
- Dec 21:** North Region KK - Jason's corner

Open Action Items:

| Discription | Assigned Members | Status Update/ Completed |
|----------------------------------|------------------|-----------------------------|
| Zoom Focus group with volunteers | Robin | |
| KK venues/survey | | |
| Passport Pins | Steve Tarr | |

Upcoming Meetings:

Annual Meeting -

December 13, 2025 @6pm,
Patrick SFB Tides Club, Patrick SFB

1001 S Atlantic Ave. Patrick Afb, FL 32937

Meeting Ended: 710pm

Motion to adjourn:

Steve Hoffman

Seconded: Julie Wilson

All in Favor: X Yes

No Opposition