

Space Coast Porsche Club of America Minutes

Leadership Meeting

Date: November 6, 2025

Meeting Location:

Zoom Call

Meeting Start/Call 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 Glencross
Julie Wilson	Tom Kirk
Gary Lund	Ryan Gorsuch
Lily Lin	

Roll Call of Voting Members:

X President - Steve Tarr
X Vice President - Paul Bennice
X Past President - Robin Hoffman
X Treasurer - Steve Hoffman
X Secretary - Julie Wilson
 _ North Coordinator (not present) Frank Molnar
X 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: X Yes

Comments or Dissent:

Motion Passed: X 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 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:

Description	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