

## **WMR Monthly Board Meeting Minutes – June 2, 2025**

June 2, 2025 board meeting was called to order by Frank Conner at 6:33. Members in attendance were Arnie Axelrod, Otto & Lycia Baskin, James Brown, Wolfgang Bubeck, Jim Chiavaras, Frank & Raeni Conner, Amber Door, Glenn Eisenbrandt, Lynne Olenyk, Tyan Roelands, Chris Thorpe, and Marshall Walters

1. **Welcome and introductions**
2. **Approval of Agenda** – Approved
3. **Approval of May 5 minutes** - Approved
4. **Treasurer's Report:** Total Income: \$8,529; Total expenses: \$6,786; Total Assets: \$18,755. \$500 subsidy received from PCA National. TC event netted \$194.
5. **Membership Report:** New Members: 9, Transfer in: 4, Transfer out: 1, Lapsed: 10, Renewals: 20, Test Drive: 5, Total Membership: 759. Total PCA 164,744.
6. **Uber Alles Editor's Report** – June issue in process. Black and white option removed for ads to align with online version. This will increase print costs – estimated to be \$426/month before postage. We have a new advertiser – SWMI PDR (paintless dent removal) located in Kalamazoo.
7. **Social Media Chairperson's Report** – 7 new with 727 engaged and 3500 views of the TC drive info. Tuesday was the busiest. Lycia would like to create an Instagram account plus a members only FB page (it was noted that National is very active on Instagram). After discussion, both were approved.
8. **Social Events Chairperson's Report** – Thank-yous sent for the TC event, M-22 event and to the Walters.
9. **Charity Chairperson's Report** – No activity.
10. **Webmeister's Report** – James met with Craig last week for a high level overview. James now has admin privileges for the website. It was suggested that all parties should meet in person to discuss logistics, including access to the calendar (website uses Google). Craig has suggested we upgrade to 100GB for \$1.99/month (we currently only have 15GB, so can only backup occasionally) – this was approved.
11. **Insurance Report** – Ordered for the EuroAutowerks and Thorpe events.
12. **Discussion Items**
  - a. Promotion of non-WMR events – we need to define a criteria for doing this. We can consider promoting:
    - i. Events hosted by other PCA regions.
    - ii. Car-related and non-profit (like Deutschemarques)
    - iii. Events hosted by club members, advertisers, or others who contribute to the club
    - iv. Events that create engagement and are of value to club members, but not for profit
    - v. Reciprocity
  - b. PCA 70<sup>th</sup> anniversary on September 13<sup>th</sup> – PCA wants all regions to have an event on that date. GR Porsche is willing to host an event but may be better to hold an event (like a car show) in a more public place. Event also needs to added to the calendar. Discussion about considering main strip in Ada and including lunch or dinner at the new hotel. Needs to be

researched as likely would be a cost to shutdown the street and could be a room charge at the hotel (offer advertising in lieu of charge?)

- c. Car & Plan Show – July 19<sup>th</sup> at the Battle Creek Executive Airport. There will not be a car corral, but Glenn to confirm show cars will be parked together.
- d. Autocross – Ty trying to confirm available dates with LMCU ballpark.

### **13. Upcoming Events**

- a. Sporting Clays Shoot-off – June 7<sup>th</sup> and Blendon Pines (Arens & Door)
- b. Turbo Tuesday – June 17<sup>th</sup>
  - i. Graydon's Crossing, 1223 Plainfield Ave, NE in GR. Seating upstairs. Parking available in lot next door.
  - ii. Tom Parker' shop, 1130 Contractor Drive, Unit 20, Boyne City. Starts at 5:00
  - iii. Latitude 42 on M43 in Kalamazoo
- c. Euro AutowerksTech Session – June 21<sup>st</sup>, 9240 Belding Rd, Rockford
- d. Southwest MI Drive – June 28<sup>th</sup> (Thorpe)

### **14. Past Events**

- a. New members gathering at the dealership on May 10<sup>th</sup>
- b. Cherry Blossom drive May 16-17 (Scales & Company) – A couple of negative comments received re: Group 1 lead and parking ad Danny McDavid's garage. Frank will put together a "lead" sheet for future reference.
- c. Turbo Tuesday on May 20<sup>th</sup>
- d. Spring Drive on May 24<sup>th</sup> (Walters)
- e. Tech Session on May 31<sup>st</sup> (M22 & Lakeside)

Adjourned @8:00 pm

Respectfully submitted by Marshall Walters