

Minutes of the Western Michigan Region – Porsche Club of America Monthly Meeting

April 3, 2017 - Delta Porsche, Grand Rapids – Meeting was called to order by Mike Karluk at 7:04pm. Members present were: Mike Karluk, Amber Door, Brenda Hildon-Kaempf, Marshall Walters, Lina Spross, Joyce Lo, Jim Chiavaras, Craig Paull, Chuck and Lynne Olynek, Ted and Gabi Blacklidge, Rick Riley, Wolfgang Hofmann, Colin Carpenter and Tyan Roelands.

Treasurer's Report: Approved.

Membership Report: Approved. We are 524 in total. New Members – 1; Transfers In – 1, from Allegheny; Transfers Out – 0; Non-renewals – 2; Renewals – 14.

Minutes: March Minutes were approved.

Über Alles Editor's Report: Lina reported the April edition is out for review – will go out tomorrow 4/4. The May Uber Alles may be a little late due to travels.

Webmaster's Report: New website is up and running with a little more work to do. Craig mentioned his appreciation to Don Roof who was extremely helpful in helping put it in place.

Insurance Report: Nothing needed at this time.

Social Media Report: 5 new likes – we are at 346. Joyce posted photos from the Cygnus Brunch as well as info on the new website. Highlighted the exhibit at the Gilmore Car Museum. Also posted Parade registration information. Will post New Member event 7-10 days prior.

Social Chair Report: Lynne is waiting for additional information regarding the Great Lakes Chemical seminar. All set for New Member event.

Charity Report: WinterFest raised \$2,564 for Feeding America W. Michigan Food Bank.

Old Business:

- 3/12/17 – Brunch, Cygnus 28. Hosted by Wolfgang and Miluzka Bubeck. Just under 30 attendees enjoyed a lovely brunch.

New Business:

- 4/23/17 – Stroganoff Cook-off. Hosted by Ted and Gabi Blacklidge. Details posted on the web and in the newsletter.
- 5/6/17 - New member event at Porsche of Grand Rapids. Bagels and coffee 9-11. Please wear nametags.
- 5/13/17 - Car Detailing Seminar. Located behind Steelcase. Time TBD.
- 5/20/17 – Sporting Clays. Hosted by Jerry Arens and Amber Door. Blendon Pines Gun Club. Lunch afterwards – TBD
- 5/24/17 Porsche Spring Road Rally. Hosted by Peter Stott. Details to follow.
- DE Meeting takeaways – attended by Ted Blacklidge:
 - Porsche is in the process of completing a DE track video for various tracks intended for students.
 - Gave numerous highlights helpful for DE participants and clubs hosting a DE
 - Stressed certain safety measures
 - Go Pro – no video w/o instructor permission. Suggestion to cover license plates.
 - Ted suggested creating a promo postcard advertising our DE – something that could go on the refrigerator as a reminder.
- President's Meeting takeaways – attended by Mike Karluk:
 - Vision 20/20 – Karen Cooper, National President. Looking for 7% growth per year over the next 5 years. There is a significant portion of members that don't enroll their partner.
 - EBrake – main communication investment for PCA
 - Digital Media – at this time, we don't have a strict policy. Suggest setting best practices at the region level.
 - Fostering new purchasers becoming new members. Can get Panos for independent shops – call Charlotte at National
 - ID cards will look more like a credit card.
 - Looking for ideas to bring younger members in.
 - Insurance – Greg Halverson, National Driving Tour Chair, has been working on guidelines for driving tours including insurance requirements.
 - Mike participated in a quiz and won a hat.

Meeting was adjourned 7:58 pm

Respectfully submitted by Brenda Hildon-Kaempf