

## ARPCA BUSINESS MEETING NOTES

October 13, 2022

Prestige Auto Armor, Valencia

Call to Order: Gus Vasilakis, 7:02 PM

In attendance: Gus Vasilakis, Drake Core, Tom Uehling, Ed Rice, Matt Wimer, Marty Smith, Tom Mueller, Jay Malobicky, Erin Rattenni, John Rattenni, Mary Jo Dockman, John Herock, Mario DeFrancisco, Jave Genovese, Adam Lassinger, Michele Elkner.

Motion to approve September 2022 minutes with no changes - made by Dave Palmer, seconded by Tom Mueller.

**Financial Update:** Tom Uehling presented the financials by breakout activity and put social events on one side of the page. Still need to give last payment to Pitt Race for the October event and send donation check to Pittsburgh Vintage Grand Prix. Break even by year end. September consisted of registrations coming in for Pitt Race, Mid-Ohio, and social events and expenses were low for the month. December start making down payments for events and obligations in 2023.

Motion to accept the financials - made by Jay Malobicky, seconded by Tom Mueller. All in favor.

**Membership:** Terri Mattock was unable to attend but submitted her update to Gus Vasilakis via email. To date there are 910 Primary members and 531 Affiliate members for a total of 1,441 members. If membership continues to grow at the same rate, we can potentially reach over 1,000 primary members next year. For September, welcomed 14 new members and 1 new test drive member for a total of 8 test drive members, 0 transfers into our region, and 2 transfers out. Rick continues to send welcome emails to all new members and transfers into our region. We currently have 57 PCA junior members.

September anniversaries included the following: Thomas Upshur and David Faber at 35 years and 48 members celebrated anniversaries of 5 years or more (25 of which with less than 5 years).

**Communications:** Larry was unable to attend but provided his update to Gus Vasilakis via email. "The next *Rundschau* should be in mailboxes around mid-November. The following issue will be 1st Quarter 2023. While I haven't calculated the deadline, expect it to be around mid-January, with publication in mid-February. Response to the reintroduction of the Cover Photo contest has been tepid at best. I'll run it nevertheless, while relying on Justin to provide quality photos. I subscribed to a paid Dropbox at a cost of \$119.88/year for which I have already been reimbursed. The new Dropbox is 1000x larger than the free version. I do not expect to run out of storage for *Rundschau* files for many, many years to come. As always, the lack of content is a problem. If anyone has material for another blast from the past article, please send it to me. If you are capable of writing a technical DIY column, I'd be happy to run it."

Deadline for articles for the next *Rundschau* is Oct. 17<sup>th</sup> for the Nov/Dec issue (it's a combined issue). Gus Vasilakis requested that every committee please submit an article to Larry. Erin Rattenni said that she believes Linda Scanlon already submitted an article for the recent Pizza & Porsches event. Erin Rattenni has an article about the Porsche Experience Center raffle. Erin Rattenni proposed for 2023 to include a Member Spotlight section and said she will gladly head that up. It will contain the same five questions for each issue for the member to answer. Hopes to have a picture as well of the person's car. Tom Uehling has been doing articles about people who advertise and he's running out of them for the year. He has one for this coming issue and will be meeting with Sewickley Porsche for an article for the next issue.

Jay Malobicky humbly again requests that other members or board members write about the social events for the *Rundschau* after they are held instead of it being the responsibility of the committee chair, who already has obligations to prepare for the current and next social event. Incentive ideas included discounting or reimbursing the person for the event cost.

**HPDE update:** Dave Palmer reported. Mid-Ohio HPDE event experienced low attendance but thankfully was another 100% safe event with no incidents. Pitt Race HPDE is coming up Oct. 28-30. Lengthy discussion around thinking outside the box on how to improve our promotion of these events and/or open up the event to other groups for track time. Currently, discussions with Vintage Grand Prix (VGP) group to be involved in track time for the Oct. 28-30 HPDE event. Group call on 10/12/22 (Gus Vasilakis, Drake Core, Dave Palmer, Joe Teplitz). The VGP participants would come in as advanced drivers. Pricing scheme would be designed for them. VGP participants would have their own run group. We hope to get 20 more drivers to participate via VGP. We need to investigate why the club is struggling with participation, maybe send out surveys (Survey Monkey) to those who participated and to those who may be interested, look into what our competitors are doing (AutoInterests, Chin Track Days), maybe offer participating one day of the weekend instead of all three days, maybe do a weekday event, create a novice group race event, partner with another region, offer swag, offer themes/enticement for families to participate, and so forth. There are more options/competitive organizations/track days available for racers nowadays than there were in the past, so the participant pool is thinner. Promoting our HPDE events sooner and stronger is the key. Lock participants into package(s) with beginning of year promotions and discounts. Tap into the loyalty of the ARPCA members and the social aspect. Tap into non-PCA drivers as well to attract them to participate in our HPDE. Board will contact Mid-Ohio and Watkins Glen for better dates than this year.

**Social:** Jay Malobicky reported for Lisa. Merchandise store contains new merchandise options; some previous options were removed due to low interest and/or supply chain issues. Mention the new merchandise in the store in the next publication. Merchandise mobile app having display problems.

Final "Cars and Coffee" on October 15th at Walnut Grill in Settlers Ridge, Robinson Twp. Buffet Breakfast will be available at \$19.99 per person, paid at the door, for everyone who arrives between 9:30 a.m. and 10:00 a.m. exclusively for ARPCA members and friends. Later that day from 3:00-7:00 p.m., Sewickley Porsche is hosting its Sports Car Together Fest, a celebration of Porsche's long history of performance road and race cars, at their dealership.

On October 22<sup>nd</sup>, the 300-mile Das Chlorofil rally drive will occur to/from Elk County in northern PA. Forty-eight people signed up thus far, with an estimated 25-30 actual cars driving in it. Registration is closed as of midnight tonight.

The 2022 Holiday Party will be on November 19<sup>th</sup> at the Grand Concourse. Jay will have the MSR registration site ready soon. They are still determining the menu. Prices will be the same as last year.

We've had a very successful year of events and he thanked all of the amazing volunteers, supporters, and participants.

Considering another mid-winter event around February 2023 at a location to be determined.

Maybe do another event at Top Golf and a "Breakfast & Ice Cream" at Sarris Candy HQ.

Discussion developed around investigating holding our events in other areas of Pittsburgh instead of mainly in the North Hills in order to attract more and varied participants. Will review the demographics of our members during the evaluation and decision-making process. Historically, the club has seen good turnouts in the North Hills and airport area, but still want to investigate other locations.

**ARPCA Women's Group update:** Erin Rattenni reported for Linda Scanlon. Pizza & Porches at Don's Appliance in Crafton was a successful and highly attended event. The women's group is taking a break

from activities for the winter since events during that time of year have been lightly attended. They are again considering an Open House Meet & Greet potluck event for end of February/early March 2023 since the last one (3/3/22) was well attended.

**ARPCA Wrist Watch:** Mark Frumkin was unable to attend and sent a text to Gus Vasilakis. Out of 50 watches originally available, we have about 17 watches remaining to sell, including two lady's watches. Gus added that our break-even was to sell 23 watches sold and we sold 33 thus far; therefore, we are turning a profit. All sales after October 1<sup>st</sup> will count towards our 2023 Pittsburgh Vintage Grand Prix donation.

**New Business:** Merch advertisement in the Nov/Dec Rundschau for holiday gift ideas. List the women's wine glasses and t-shirts, the Pittsburgh Vintage Grand Prix watch, track gift certificates, etc. Include link to the ARPCA merchandise store.

**Closing:** Gus Vasilakis graciously thanked the host, Adam Lassinger, for opening up their facility to our club's board meeting. Adam presented a brief overview of their company, their staff, and what they do. He also let us all look at four vehicles in the garage area representing the excellent work they do with ceramic coatings, paint protection film, window tinting, and paint correction.

Next meeting: November 10, 2022 to be held at Pete's European Techniques in Gibsonia, PA.

**Motion to adjourn was approved.**

**Meeting adjourned 8:05 PM**

**Submitted by Mary Jo Dockman for Tim Gustafson**