

February 21, 2023, Membership Meeting Minutes

Zoom

16 Attendees:

Beth Herwig - P	Trish Slusarczyk - VP	Ed Slusarczyk - T	John Emmett - S
Joe Herwig	Jim Giranda	Marge Becker	Jim Becker
Randy Duckworth	Lang Greiner	Doris Greiner	Nancy Vrabel
Matt Swientisky	Suzanne Swientisky	Dean Wehr	Patricia Cassell
Russ Smith			

President Beth Herwig called the meeting to order at 7:00 pm and welcomed members.

Vice-President:

Trish Slusarczyk reports that the March General Membership Meeting will be at Mendicino’s (921 Drinker Turnpike, Covington Township, PA 18444) on March 21st. Sign up via MotorSportReg.com.

Planning for the Summer Picnic started with a solicitation for ideas.

Secretary’s Report:

Beth attached the Minutes from the last meeting to this meeting’s announcement email. There were no comments. Motion to accept the minutes made by Marge Becker and seconded by Dean Wehr. All were in favor.

Treasurer’s Report:

Trish Slusarczyk gave the treasurer’s report for Ed Slusarczyk:

PNC Money Market Account’s ending balance: \$7,705.05

PNC Checking Account’s ending balance: \$2,224.05

Total: \$9,929.10

Income Money Market:

Money Market Interest \$ 0.07

Total Income: \$ 0.07

Expenses Money Market:

Total Expenses: \$0.00

Income PNC:

PNC Checking: \$0.00

Deposits: \$697.50

PCA Quarterly Refund \$697.50

Total Income: \$697.50

Expenses PNC Checking:

Jim Giranda – (WordFence and Website fees): \$207.31

Symbion Design – (2023-02 Pocono PCA): \$285.00

Beth Herwig – (Zoom): \$12.71

Marge Becker (Badges): \$18.55

Total expenses: \$523.57

Receivables: \$0.00

Oil can is at \$296.

Additional Treasurer related discussion:

Trish said Ed has not filed the Form 990-N yet, because the IRS is not yet open for e-file.

The Board has been discussing additional income sources (Goodie Store and Web-Site Advertising) for 2023 and ways to limit spending.

Marge Becker asked Trish to check with Ed that he sent the check to her PA address.

Joe Herwig made a Motion to accept the Treasurer's report and Lang Greiner seconded the Motion. All were in favor.

Activity Chair: (vacant)

Need a new chairperson.

Beth mentioned several upcoming events.

- There is a Tech Session at Royal Shine in Shavertown on May 13 (signup via motorsportreg.com).
- The Wilkes University ASME Car Show is Sunday April 16 (rain date of Saturday April 22), registration details to follow. They are supporting Ruth's Place as their charity this year.
- Drive-in movie suggestion – the new Transformers movie starring a Porsche in June.
- Cars and Coffee –at Pocono Organics to coordinate with an Autocross at Pocono Raceway on June 4 (Chris Grenzberg).

Autocross Chair:

Chris Grenzberg was not present, but Beth Herwig mentioned the NNJR/CPR/RTR autocross event on June 4 at Pocono Raceway. Chris would like to have a Cars & Coffee at Pocono Organics to coordinate with an Autocross at Pocono Raceway to increase interest in autocrossing.

Concours Chair:

Beth mentioned a Tech Session at Royal Shine in Shavertown on May 13 from 9 am to noon. There will be light refreshments provided by our Region. There will also be demos and give aways. Come and learn how to keep your vehicles looking great!

Dealer Liaison:

Dominic Yannuzzi not present.

Driving Tour Chair:

Randy Duckworth reports that the Zone 1 Club Race is at Watkins Glen on June 16-18. Working on Parade Laps for \$30/car, buffet lunch in the media center for \$17/person, guided tour of the Corning Glass Museum for \$25.00/person, and a dinner at the Radisson in Corning (rooms at \$179+taxes). Randy is also finalizing a Christmas/Holiday event at the Lackawanna Station Radisson Hotel on the 1st Saturday in December for \$90/person for bar, hors d'oeuvres, entrée, dessert (rooms at \$159).

Randy also discussed a driving event to Pineview Run Auto & Country Club in New York state for laps and lunch after their track expansion is complete. (Lunch & Laps for ~\$35 per car & driver, \$15 per additional person). This could also be a memorial benefit for a member.

Randy also provided information on Riesentoter's HPDE schedule and the Allegheny Regions HPDE events.

Randy also mentioned planning for a memorial drive for a late member is underway.

Historian/Social Media Chair:

John Novotnak had nothing to report.

Insurance/Safety:

Joe Herwig had nothing to report.

Membership:

Bob Horch provided the report that Beth Herwig discussed with the members that there are 317 adult members (195 primary, 122 co-members) and 12 junior members. Bob welcomed three new members.

Rally:

Bernis Emmett not present, but John Emmett mentioned that late summer/early fall looks promising.

Social Media:

John Novotnak not present.

Technical:

Harry Cooper not present.

Webmaster:

Jim Giranda got our Web Site Jim Giranda got our Web Site analytics information from Bill Simon of Symbion for us to use to attract advertisers/sponsors.

- Analytics - In 2020 we had 3,784 page hits and in 2021 we had 6,615.
- We obtained Pricing information from other regions and it was discussed.
- Pricing for ads on our website:
- The 2 smaller ads be \$25 per month 6-month minimum commitment. \$150 per 6 months and a discount of a free month for an annual commitment of \$275.
- And the larger landing page maybe \$50 per month 6 month minimum, \$300 per 6 month and a discount of a free month for an annual commitment of \$550.
- Annual income for the 3 spots \$900 or discounted \$800 and there are more spaces to add to the site.
- The payment process will be to send a check to Ed.
- Jim Becker will work on a flyer to publicize this advertising opportunity.

We have entered the PCA National Website Competition in 2023 after doing well in 2022. Judging is during March.

Old Business:

John Emmett is updating the Region's By-Laws based on new information from National.

New Business:

- The Zone 2 Presidents Meeting is being held in VA on February 25 and Beth Herwig and Trish will attend for our Region.

- Goodie Store – Beth reported that there are basically only female items left. We need to start thinking about the future for this (buy more Men’s sizes, use for door prizes, etc.).

Adjourn:

Trish Slusarczyk made a motion to adjourn the meeting and Joe Herwig seconded the motion. All were in favor.

Meeting adjourned at 7:30 pm.

No Oil Can while meetings are on Zoom.

Respectfully submitted,
John Emmett, Pocono Region Secretary