

PORSCHE CLUB OF AMERICA

Palmetto Region

Board of Directors Meeting – Minutes

Date: March 21 2025 **Location:** Charleston, SC

Presiding: President Keith Kirwin

1. Justin Bell & Derek Bell Event

An evening event is scheduled at a downtown Charleston venue featuring racing personalities Justin Bell and Derek Bell. Oliver Bell will introduce the speakers. Planning is well underway.

Ticketing & Attendance

- 45 tickets sold to date; contract written for 100 (venue capacity ~350).
- Ticket tiers: Driver/King Tables (front), Heritage Tables, Touring, and General Admission.
- VIP Happy Hour: 5:00 PM – 6:00 PM (small group, full bar, hors d'oeuvres in foyer). General Admission: 6:00 PM.

Marketing & Outreach

- PCA National leadership invited.
- Outreach sent to regional club presidents.
- Walkthrough video produced; distributed to dealership staff, regional presidents, etc.
- Photographer scheduled for the event.
- Goal: pitch the event as a Panorama Magazine feature article and reach out to Post & Courier.

Signed Merchandise

- Approximately 10 copies of the Derek Bell book to be ordered for signing; to be raffled or awarded at future major events.
 - Signed metal signs; one per VIP/Driver Table ticket holder as event gift.
-

2. Sponsorships

- Fast Lane Travels: new sponsor confirmed.
 - Baker Automotive Group: Outreach in progress.
 - Uptown Social Group: Outreach made.
 - Hay Tire Pros: Declined; business sold to Oklahoma-based ownership; no local sponsorships.
-

3. Treasurer's Report

- Ticket sales to date: just over \$18,000 collected via PayPal (net of fees). \$15,000 transferred to operating account this week; an additional \$5,000 transferred in mid-February (primarily Savannah Bananas ticket proceeds).
- Operating account balance: approximately \$24,000 prior to the \$15,000 transfer.

- \$3,300 PCA profit-share distribution received.
 - Savannah Bananas tickets: 8 remaining for sale.
 - Club is adding 1–2 new members per week.
-

4. Monthly Socials – Venue Strategy

Discussion focused on establishing a consistent, rotating venue circuit across the greater Charleston area, targeting private rooms at no cost in exchange for guaranteed recurring business on Tuesday evenings.

- Target venues: Table & Tavern (Shem Creek), New Realm Brewing (Mt. Pleasant), Vickery's (Shem Creek), and potentially a Johns Island location (Minero discussed).
 - Goal: commit to 4–5 venues with set recurring dates so restaurants can count on guaranteed covers, avoiding rental fees.
 - ADA accessibility and adequate parking are key selection criteria.
 - Outreach made to Table & Tavern (Shem Creek); awaiting room availability details.
 - New Realm: preferred for Daniel Island area; room seats 50+.
 - April Social (Holy City): Awaiting confirmation of indoor space.
 - May Social: Courtney (physical therapist contact) confirmed as speaker. Riverdogs game talked about as venue.
-

5. Grand Strand Report

- Last breakfast had strong turnout including three new members who had recently purchased vehicles. Keith (Membership Chair) attended.

November Event – Diamond Drive (Pawleys Island):

- Proposed dates at Tide to Table, Litchfield Inn: November 7th or 14th.
 - Board consensus: November 7th preferred (14th risks holiday conflict).
 - Venue: only oceanfront restaurant in Pawleys Island; upstairs room with ocean views seats 120; ADA accessible with elevator; a la carte menu with pre-order; complimentary dessert (car- or racetrack-shaped cake discussed).
 - Format: drive from Charleston, meet-up point at college parking lot; Hurricane Region drives down. Final parking at hotel lot across from venue.
 - Porsche Wilmington willing to sponsor if Hurricane Region is invited; invitation to be extended.
 - To qualify for PCA multi-region subsidy (\$500): event must include two activities and multiple regions. A Sunday morning drive the following day is under consideration to satisfy the two-activity requirement.
-

6. PCA National Subsidies – New Member Socials

- PCA offers two new-member social subsidies per year at \$500 each.
- Proposal: use one subsidy for a new-member social at a Charleston RiverDogs game (reserved section, subsidized or free tickets). Target: 20 attendees minimum.
- Second subsidy: potentially a Grand Strand / Myrtle Beach-area new member event.
- Sand & Surf: PCA Hospitality Park tent option explored as a way to reallocate sponsor funding.

7. Proposed Proving Grounds / Pirelli-Style Tour

- An invitation was received to join a Pirelli Tour at a remote proving grounds; the drive was deemed impractical (~7 hours each way).
- Alternative identified: Michelin Proving Grounds in Lawrence, SC (~3 hours from Charleston). Contact made Thursday; awaiting response.
- Proposed format: scenic upstate drive to Lawrence, overnight in downtown Greenville, event on Saturday.
- Date consideration: the weekend after the May 8th event. June/July also discussed given summer calendar.

8. Other Business

Operation Gratitude

- Organization has discontinued acceptance of handwritten letters. Initiative discontinued in current form.
- Alternative: deliver letters directly to a local fire or police station. To be revisited.

Cars & Coffee / Informal Group Meetups

- Discussed cars and coffee events and liability coverage if we organize our own.
- Option discussed: members simply show up to existing cars and coffee events and self-organize, with no club-sponsored structure (no liability exposure).
- If formal event is desired, event liability insurance is available.

Next board meeting: April 18th, 2026