

PCA Palmetto Region

Board Meeting Minutes

Date	June 20, 2026
Presided By	Keith Kirwin, President

1. Bell Event Recap

Keith presented a full recap and P&L breakdown of the recent Derek and Justin Bell gala

Financial Summary

- Total revenue from ticket sales and the live/silent auction was approximately \$34,555, plus a \$500 PCA stipend, for total revenue near \$35,000.
- Duvall Catering reduced the final bill by \$1,000 in the last few days before the event.
- Talent/travel costs (hotel, fees) for the Bell family came in around \$4,225, well under the \$6,000–\$6,500 spent on a comparable speaker for a past event.
- Before memorabilia sales, the event netted a loss of approximately \$1,649; once remaining signed memorabilia is sold through the website, Keith projects a final net profit of roughly \$1,300.
- Silent auction highlights: two donated pieces sold for \$850 and \$1,200.

Feedback & Lessons Learned

- Table/seating assignments were a pain point — some parties were split across opposite ends of the room. The board discussed forming a dedicated table/seating committee for future events.
- Some feedback indicated ticket pricing felt high relative to perceived value; the board felt better promotion and a stronger video showing the full experience (food, atmosphere, entertainment) would help justify pricing next year.
- Promotion from other PCA regions was inconsistent; the board wants to push for earlier, more consistent cross-region promotion next time.
- The board discussed tying next year's event to a charity partnership (leveraging the relationship with the event's professional auctioneer) to enable earlier auction-item sourcing, added promotional support, and potential local TV coverage.

Next Year's Speaker

- Ideas raised for a future guest speaker/panel included a Porsche executive contact ("Timo"), a well-known YouTube personality who works with Porsche, GT3 designer Andy Preuninger, and a female speaker (e.g., a well-connected industry figure with her own podcast) to help draw more women to the event.
- Plan: include a short poll in the upcoming memorabilia sales email asking members to suggest speaker ideas for next year.

2. Treasurer's Report

- Current bank balance is approximately \$22,022; an additional \$9,372 was moved over from PayPal, bringing the combined total to roughly \$31,344, with about \$1,000 remaining in PayPal.
- An additional check for just under \$6,000 is expected. The club still owes approximately \$2,700 to Savannah Bananas for its remaining balance.
- After all outstanding items settle, the club's estimated net balance is roughly \$21,000 (rough figures pending final reconciliation).
- Board discussed moving reserve funds into a higher-interest account; options mentioned included a credit union offering ~4.5% on balances up to \$10,000, and the club's existing First Citizens business account. No decision was made.

- Keith reiterated guidance from PCA National and other region presidents that clubs are permitted to maintain large reserve balances as long as there is an intended purpose (e.g., saving toward a future event), correcting a past assumption that clubs could not carry significant funds.

3. Cars and Coffee – Insurance Question

- A potential host (Leonard) has offered his property for a Porsche-only Cars and Coffee but is requesting that the club name him as an additional insured on a liability policy.
- The club does not carry its own liability policy; PCA National insurance only applies as secondary coverage during sanctioned driving events ("wheels rolling"), not for members standing around a private lot.
- Per a PCA National insurance contact, waivers are not required for this type of gathering.
- Decision: the club will respond to Leonard that it would still like to host the event on his property but cannot provide or name him under a liability policy, since the club doesn't carry one; if he wants insurance in place, he would need to arrange it himself.

4. Fall Event Planning

New Member Social & Porsches in the Park

- New Member Social is set for September 12.
- Porsches in the Park is confirmed for October 3, styled similarly to last year's well-received event.
- Jennifer was nominated/tasked with organizing and judging a members' car show as part of the event, including parking, volunteers, and logistics.

Sand, Dunes & Surf (Tommy's Event at the Dunes Club)

- Motion: club will contribute \$1,000 toward Tommy's requested \$1,500 sponsorship fee, on top of the already-approved \$500 PCA stipend, in exchange for the club setting up a promotional PCA tent at the event. Motion made by Keith, seconded, and approved unanimously.
- Club will request a reserved parking "corral" for Palmetto Region as a sponsor benefit.
- Entry cost to attendees is approximately \$20–25 per person to cover food; car registration itself is limited (roughly 20 cars per class in two classes), first come/first served, with priority given to prior attendees.
- Board discussed on-site condo lodging options at the Dunes Club for members wanting to stay over.

Tech Session

- Carl Troy and his daughter Abby have been spoken to about hosting a tech session; exact date/format still being worked out (a Saturday midday session or a Tuesday/Wednesday evening social were both discussed).

Monthly Socials & Drive Events

- Upcoming social venues: Sol (confirmed, Courtney is the contact) and Tavern & Table. No venue is currently booked from July through the rest of the year — the board is leaning toward venues that are sponsors or potential sponsors.
- July 25: Drive-and-dine near Brookgreen/Pawleys Island area.
- August 8: Drive to Harold's Country Club.
- Savannah Bananas outing: nearly full, one seat remaining.
- November 7 (date possibly shifting due to a scheduling conflict): Tide the Tables drive-and-dine.

Christmas Party

- Confirmed in writing for Saturday, December 12 at St. John's Yacht Harbor (Captain's Room).
- Capacity will be capped at 60 people, consistent with turnout the past two years.
- Parking is expected to be free/waived for the event; chef James is already developing a preliminary menu.

5. Brookgreen Gardens New Member Drive

- Joint event with the Myrtle Beach/Grand Strand membership: Charleston-area members will run a rally down to Brookgreen Gardens while the Grand Strand group runs its own rally to converge there, with staggered arrivals starting around 11:30 AM to manage gate flow.
- Discounted group garden admission is \$21/person (already negotiated); Brookgreen members get in free.
- Board discussed rounding the cost to a flat \$20–25 to include food, with the club covering the difference, and offering free or discounted entry for new PCA members as a welcome incentive.
- Gate logistics: groups of 10–12 cars staggered about 10 minutes apart; no special pass needed since IDs are checked at the gate regardless.
- Rally pacing feedback from a previous rally noted some groups run faster than others; the board discussed adjusting group assignments and designating lead/sweep roles (Hugh was suggested to help facilitate future rallies).

6. New Member Incentive

- Proposed a \$25 lunch gift card for each new PCA member attending a welcome event, regardless of whether they attend alone, with a guest, or with family — simplifies budgeting versus tracking per-head food costs.
- Gift cards would be issued per membership record (e.g., co-members each receive their own \$25 card).
- Board agreed a dedicated welcome email to new members (separate from the general newsletter) would help this land better.

Adjournment

With no further business, the meeting was adjourned.