

**Appalachian Region Board Meeting  
June 4, 2015  
Harmony Motors, Asheville, NC**

**In Attendance:** Board members Peter Graham, Jim Peterson, Matt Pohsweg and David Butler. Also attending were Joe Esposito, Don Therien, Scott Walker, Frank Gregg, Steve Goodman, George Bauernfeind, Jason Howard, Beth Aldecoa, Carl Von Schummer, Mario De Francisco, and Dick Maybach.

**Call to Order:** Jim Peterson called the meeting to order at 4:00 p.m., welcomed all to the Appalachian Region Board meeting and presided over the meeting.

**Minutes Approval:** Meeting minutes of April 30, 2015 were submitted for approval. Matt made motion to approve; David seconded and Board approved. Jim reviewed the agenda and proceeded with the meeting.

**Board Reports:**

- 1) President:** No report submitted by Jim Peterson. Various efforts and details documented below in **Old Business**.
- 2) Vice President:** No report submitted by Peter Graham.
- 3) Secretary:** David Butler reported minutes of prior Board meeting on 4/30 documented and submitted.
- 4) Treasurer:** Matt Pohsweg reported Treasury status as follows:
  - a) The anticipated receipt of annual disbursement of PCA member subsidy of \$15.50 per primary member; split and paid quarterly, still has not been received. Matt has been in communication with national and the rebated was supposed to have been sent this past week. Our 1<sup>st</sup> quarter subsidy will be based on 115 primary members as March 31, 2015.

**Committee Reports:**

- 1) Web Site:** Dick Maybach reported 30 hits a day are occurring on the APR site with 80% of hits originating in the USA. About  $\frac{3}{4}$  of visits are one time visits. Carl Von Schummer is co-managing the site. Any suggestions for information to be posted should be sent to [web.appregion@att.net](mailto:web.appregion@att.net). Dick and Carl have established a test site to validate site enhancements prior to placing them in production. Regarding monthly meeting or event plans, the monthly meetings tab showing our monthly meeting at Harmony Motors at 10:00 a.m. is "place holder" information. As specific monthly plans are finalized that detail is provided.

**AI Dick** - Place Asheville Cars & Coffee and Upstate C & C meeting information on the APR site.

- 2) Historian/Archivist** - No report submitted by Broadus Brannon.
- 3) Membership:** Beth Aldecoa reported she is sending welcome letters to new members and notifying members of upcoming renewal dates. She also reported membership status as of 6/4 as follows:
  - a) Appalachian Region has 162 Primary and 106 Supplementary members.
  - b) In June there are 6 memberships due to expire; in 2014 7 members elected to not renew their membership.

**AI Beth** - Provide recommendation on appropriate communications to new members, expiring memberships, etc. at next Board meeting.

**Carry over from 4/30 meeting:**

- a) Last day to join Appalachian Region as a "charter member" is May 31, 2015.
- b) Member additions after May 31, 2015 are a "member".

- c) After May 31 all membership email distributions will be sent to the Appalachian Region membership list.
- d) **Update Status 6/2:** Reports received from National – 158 Primary and 110 Supplementary members. Jim ran a membership report which reported the same numbers. These reports will be provided to Historian/Archivist for record.

**Al David** – Deliver reports showing final listing of charter members to Historian/Archivist.

**4) Events :** Peter Graham and Scott Walker reported on planned monthly activities as follows:

- a) Waterfall Tour scheduled for June 6 plans communicated.
- b) Burnt Shirt Winery drive and tour plans finalized and communication being finalized.
- c) Need plan for August since IDB was canceled. TWC is open to hosting an event but other activities prevent hosting in August 2015. Preferable to host in winter months. Team, including new events committee member Steve Goodman, recognize activities have focused on D & D and there is need for more “social” events.
- d) David asked for approval to proceed with plans for the Reynolds Mountain BBQ on September 5. Peter Graham made motion to approve rental of a porta potty, tables, chairs, table cloths and to charge \$10.00 per person to cover the cost. Jim seconded the motion, all concurred and Board approved.

**5) Special Events:** Don Therien reported he, Jim and Broadus visited Fontana Village Resort for possible host of IDB 2016. They found the resort easy to work with; the resort has experience with car clubs having hosted numerous car club events such as IDB, good concours area with ability to place 80-90 cars, nice hotel facilities at a reasonable cost, etc. He and Broadus also visited Rumbling Bald. While it was also a nice facility the rooms were 2 bedroom units with those units and food being somewhat more expensive than FV. Based on those visits he recommended APR go ahead and contract with FV for the second week of August 2016 for IDB. Peter made motion to contract with Fontana Village for the second week of August 2016 for IDB. Matt second the motion, all concurred and the Board approved.

**Al Don** – Contract with FV as per motion.

**6) Social Media:** Jason Howard accepted the Board request to serve as the APR Social Media coordinator. PCA has recently appointed a Social Media coordinator. Jason has been in contact with her and also reviewed the information that PCA has provided. Jason spoke about the various opportunities that Social Media provides in communicating and sharing information with members. After discussion, Jim made motion for Jason to establish an APR Facebook account limiting access to Board and committee members and present the product at the next Board meeting. Peter second, all concurred and the Board approved.

**Projects:**

- 1)** Scott Walker presented three permutations of logo that he has been working on for use in various ways, e.g. embroider on material, letter head, etc. Scott and Beth Aldecoa agreed to follow to discuss refinement of the designs for various applications including garments/embroidery, etc. Peter made motion to accept the design suite with understanding they can be refined for each specific use. Matt seconded the motion, all concurred and the Board approved. Dick is going to place the accepted APR logo on the APR website.

**Old Business:**

- 1) Events Write-up:** Peter will handle/submit brief descriptions and pictures of monthly events for posting on the APR website.
- 2) Merchandise co-ordination:** Board still needs a recommendation. Basically we need to provide options for members to obtain apparel, etc. with APR logo. Tabled for now.
- 3) Harmony Motors:** Video of the charter party is being finalized; all APR information has been provided.
- 4) PCA Member:** Beth is reconciling the charter party attendee list with the APR membership list.
- 5) Volunteers:** Jim's communication with various individuals has proven fruitful with the following recently joining the leadership team: Beth Aldecoa - Membership, Jason Howard - Social Media, Steve Goodman - Events, George Bauernfeind - assist Treasurer, and Carl Von Schummer - Web Site.  
**AI Jim** - To continue to follow with Gary, JP and Don per volunteer opportunities and will advise.
- 6) Action Item Status:** Jim asked David to review open AI's. All were complete/closed except those remaining in these minutes. David reported that the Carolinas Region Board acknowledge receipt of communication to the Carolinas Region regarding inventory list disposition but had not yet responded. APR had requested that CR respond by June 8 or we would assume CR had no interest in the items return.

#### **New Business:**

- 1) Events Communication** - Jim discussed his plans regarding member communications, e.g. event details, interest in One Porsche Drive (OPD) tours, logo, volunteer opportunities, etc.
- 2) Future Board meetings** - Board agreed to continue Board Meetings on Thursday prior to the first Saturday of month when a Board meeting is scheduled. No July Board meeting due to July 4 conflicts. The region bylaws require 6 meetings during the year. Year-to-date 2015 meetings have been held on March 3, March 31, April 30 and June 4.

**Next Meeting:** Board meeting 4:00 p.m. Thursday July 30 at Harmony Motors.

**Motion to Adjourn:** Jim made motion to adjourn, Matt seconded and Jim declared the meeting adjourned at 5:56 p.m.

Submitted,

David Butler  
Secretary, Appalachian Region PCA