

**Appalachian Region Board Meeting
July 30, 2015
Harmony Motors, Asheville, NC**

In Attendance: Board members Peter Graham, Jim Peterson, Matt Pohsweg and David Butler. Also attending were Joe Esposito, Broadus Brannon, Don Therien, Scott Walker, Frank Gregg, George Bauernfeind, Jason Howard, Beth Aldecoa, Carl von Schummer 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 June 4, 2015 were submitted for approval. Matt made motion to approve with corrected spelling of committee attendee Carl Von Schummer; David seconded and Board approved. Jim reviewed the agenda and proceeded with the meeting.

Board Reports:

- 1) President:** Jim Peterson reported Peter was to attend the Region Presidents meeting, replacing Jim, at OPD on Saturday August 1. Jim complemented the AR and its membership for responding to Harmony Motors late June offer of a free wheel balance or vehicle inspection. Various efforts and details documented below in Old Business.
- 2) Vice President:** No report submitted by Peter Graham.
- 3) Secretary:** No report submitted by David Butler. Minutes of prior Board meeting on 6/4 documented and submitted.
- 4) Treasurer:** Matt Pohsweg reported Treasury status as follows:
 - a) Received our 1st quarter subsidy distribution of \$560.00. With past 2014 Surplus Regional Refund, raffle, 50/50 drawing, etc. the treasury total is \$1,701.40. We should receive the 2nd quarter distribution in a few weeks.

Committee Reports:

- 1) Historian/Archivist** - No report submitted by Broadus Brannon.
- 2) Events :** Peter Graham and Scott Walker reported on planned monthly activities as follows:
 - a) August 1 La Zoom event cancelled due to poor response. Peter's funds to reserve the bus were returned. Harmony agreed to host the August 1 meeting providing a Porsche World Tour certificate for raffle (an August 28-29 driving event using Porsche factory cars and driving experience instructors). Team also plans to use the meeting to solicit feedback from members.
 - b) July 11 Burnt Shirt Winery drive and tour event was well received and had good participation.
 - c) September 5 event is return of the Reynolds Mountain Picnic (BBQ). Board previously approved rental of a porta potty, tables, chairs, table cloths and to charge \$10.00 per person to cover the cost. Also, team agreed to provide the main dish at the picnic; David to check with Little Pigs on cost for broasted chicken and Moe's for BBQ and discuss selection with Jim.
 - d) Other activities planned are Fall Leaf Tour on the BRP in October and G & S Motor's tour (high values classic cars) on November 7.
- 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 follows:

- a) Appalachian Region has 168 Primary and 112 Supplementary members. 2 are recent transfers from a different region.
- b) She reviewed the Charter Party attendee list (over 125 attended) identifying 22 non members which she is going to contact, and 70 attending were Appalachian Region members.

4) Social Media: Jason Howard reported he has established an AR Facebook account. It currently has 6 members. Next steps are to define guidelines for its use following those recommended by PCA. Name of page is "Appalachian Region - Porsche Club of America". Beth volunteered to be co-administrator of the group.

AI Jason - Summarize and send guidelines to Jim for distribution to the Board for review.

5) Web Site: Dick Maybach reported 1000 hits a month are occurring on the AR site. Carl Von Schummer is co-managing the site. Dick and Carl have developed an improved site with enhanced navigation and features but it is not quite ready for production. The site is functioning as intended, i.e. serving as the communication tool for AR. Team discussed development of a "flier", i.e. a hardcopy sheet or pamphlet for information on AR for handout or display at businesses, e.g. Harmony. All committee and board requested to forward content suggestions to Scott Walker.

AI Scott - Develop draft AR information flier.

6) Special Events: Don Therien reported he signed contract with Fontana Village (FV) Resort for a multiple day event to occur on August 12-14, 2016. FV must know final room reservation count on May 12, 2016. Suggested and team concurred the Special Events team should begin planning meetings in October 2015. Don provided David (Secretary) a copy of the contract.

Projects:

1) Logo - Scott Walker has worked on finalizing the embroidery for the approved AR logo with Kathy B. Scott showed examples of finalized product on hat and shirt. Team expressed appreciation for Scott's efforts and was very pleased with the end result. Jim commented on discussions with Kathy regarding her offering the same business arrangement that she has with the Carolinas Region. Jim and Matt to work with Kathy to finalize the business arrangement so we can begin offering AR logo'ed items to the membership. Team also discussed if there was a need to copyright the logo including Don sharing discussions he had with his son a copyright attorney. Jim made motion to initiate logo copyright efforts but the motion did not receive second.

Old Business:

1) Communication Non AR Member - Jim reported on notification of non AR members of AR events on AR website and communication in general. We have a number of seasonal PCA residents in WNC and others that have requested being informed of AR activities. Beth suggested keeping a separate "group" of email addresses of those that have expressed interest. She can forward AR communications to that group. Also, still investigating the PCA E-mailer Custom Distribution list available through PCA. David made motion to accept postings from other Car groups or PCA Regions on a reciprocal basis and to keep a separate email group for those requesting notice of AR activities. Matt seconded the motion and the Board passed.

New Business:

1) Board Nominating Committee - Jim reported By Law requirement to form a nominating committee to identify and present slate of officers for election. The NRCPG elected officers as required by the PCA in petitioning for a new region. Those

terms were for one year. The Board selected Jim Peterson to be the Board representative, along with AR members Broadus Brannon and Don Therien. Broadus is a past president of the Carolinas Region with long history of leadership and participation in region activities. Don is relatively new PCA member (3 years), was active in our charter petition effort and chairs the AR Special Events Committee. With Jim having served as past Area Director and AR President the board believe this is a good mix of experienced old and new members to select a slate to present to the membership for election. The By Laws define the schedule and flow of events leading up to the election. Following is summary:

- i) Nominating Committee appointed - by August 15
- ii) Slate identified by Nominating Committee - by September 15
- iii) Additional Nominations (submitted in writing by a list of 10 members with the written permission of that member) to Nomination Committee - by October 15
- iv) Voting by membership (electronic) - begin November 1
- v) Deadline to vote - December 1
- vi) Results certified by Teller Chair within one week of voting closure

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. The region bylaws require 6 meetings during the year. Year-to-date 2015 meetings have been held on March 3, March 31, April 30, June 4 and July 30.

Next Meeting: Board meeting 4:00 p.m. Thursday September 3 at Harmony Motors.

Motion to Adjourn: Jim declared the meeting adjourned at 5:42 p.m.

Submitted,

David Butler
Secretary, Appalachian Region PCA