

**Appalachian Region Board Meeting
November 5, 2015
Harmony Motors, Asheville, NC**

In Attendance: Board members Peter Graham, Jim Peterson, Matt Pohsweg and David Butler. Also attending were Dick Maybach, Joe Esposito, Charlie Hickey, Beth Aldecoa, Scott Walker and Jason Howard.

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 October 1, 2015 were submitted for approval. Jim reviewed the agenda and proceeded with the meeting.

Board Reports:

- 1) President:** Jim Peterson reported he had items to review in Old Business and New Business (see below).
- 2) Vice President:** Peter Graham reported communication regarding the 2016-2017 AR Board election slate and process was sent to AR members.
- 3) Secretary:** David Butler reported minutes of prior Board meeting on October 1 documented and posted on AR website.
- 4) Treasurer:** Matt Pohsweg reported Treasury status as follows:
 - a) Balance of \$3,922.82 in the AR account with no outstanding checks. Activity since last Board meeting includes:
 - i) Check 1004 for \$57.77 debit for AR Business cards
 - ii) Check 1005 \$235.14 for September Goodie Store invoice
 - iii) Credit of \$124.00 for Goodie Store sales
 - iv) Credit of \$450.00 for PCA Charity/Community Service event subsidy in support of Holiday Party benefiting MANNA Foodbank, Asheville.
 - b) PCA Quarterly Rebate scheduled for November. Last PCA rebate was \$790.50 on 8/13/15.

Committee Reports:

- 1) Historian/Archivist** - No report submitted by Broadus Brannon.
- 2) Events :** Peter Graham reported on monthly activities as follows:
 - a) Peter and Dick communicate/correct the address of G & S Motor's event on November 7.
 - b) Jim has confirmed event on February 6, 2016 at Jan Davis Tire
 - c) Group discussed potential One Porsche Drive (OPD) event in Atlanta. Also, Scott pointed out if there is sufficient member interest rental for Roebing Road is \$3,500.00 per day which includes emergency personnel.
AI Jim - Follow with Vick Rola on possible OPD event. **(Complete - response received from Vic and distributed to team)**
AI Peter - Continue efforts to schedule 2016 events.
- 3) Membership:** Beth Aldecoa reported Appalachian Region has 175 Primary and 119 Supplementary members Group discussed need for member survey to determine member interests on which focus. Jim indicated he had shared past surveys with Beth.

- AI Beth** - Investigate and draft member survey.
- 4) Social Media:** Jason Howard reported AR Facebook account is up and running with 11 members. Guidelines are posted on the account.
- AI Jim** - Communicate AR FB is officially up and running with member communication. **(Complete)**
- AI Jason** - Add Beth as an FB Administrator.
- 5) Web Site:** Dick Maybach reported website is holding steady with about 50 hits per week. Dick and Carl Von Schummer are continuing to wait for some improvements/enhancements by PCA National web before we can proceed with the improved site with enhanced navigation and features.
- 6) Special Events:** Jim reported for Don Therien.
- a) Appalachian Adventure - Nine members of the Appalachian Adventure planning committee visited the Fontana Village Resort to review the resort and obtain specific measurements of the concours site. Next "committee" meeting is Saturday November 21, 9:30 a.m. at Harmony Motors.
- b) Treffen - Sub-team meeting is scheduled for Monday November 16, 10:00 a.m. at The Broken Egg at Biltmore Park with Wayne Busch (map guy). Still plan to discuss possibility of paying Wayne Busch for his assistance in planning drive.
- AI Jim/Broadus** - Send reminder regarding sub-team meeting on November 16. **(Complete - Broadus sent reminder)**
- AI Escape Committee (10/01/15)** - AR submit a proposal for Wayne's assistance in tour planning, mapping and documentation to Escape/Treffen for approval.

Unfinished Business:

- 1) Board Election Process/Status** - Voting results to-date: 30 primary and 9 affiliate members have voted in favor of the slate. Group discussed and concurred that as the election is not contested if the voting members are recognized as active members they do not have to provide their member number. Group was very please with numbers voting to-date which is a high percentage in comparison to past region and PCA elections.
- 2) Christmas Holiday Party** - Prior to the meeting Jim mailed a detailed overview of the party plans (see attached). Key elements are: Co-sponsored by Harmony Motors and Appalachian Region, associated charity to benefit MANNA FoodBank which support 16 WNC counties, scheduled on December 8, 5:30 - 7:30 p.m. at Harmony Motors.
- a) David asked the group if the "region" should participate in the charity and make a donation to MANNA. After discussion and multiple of those present making supportive comments, Peter made motion for the Appalachian Region to donate \$200.00 to MANNA at the Holiday Party. Matt seconded the motion and the Board unanimously approved the motion.
- AI Matt** - Prepare \$200.00 check for MANNA to be presented on 12/8/15.

New Business:

- 1) Appalachian Region Information Flier** - Scott Walker shared a proof of one page and double side page information flier. Group was complementary of the effort and resulting double sided page. Jason pointed out he has a contact with Advantage Printing who may be able to provide the printing at a reduced rate.
AI David - Email flier to team. **(Complete) TEAM please review and provide feedback to Scott.**
AI Scott - Provide files and layout to Jason so he can pursue with Advantage Printing.
- 2) Annual Membership Meeting** - The 2015 Annual Membership meeting is scheduled on Saturday December 5, 10:00 a.m. at Harmony Motors. This is an opportunity for members to provide the Board input. Jim to finalize the agenda which will include such things as Treasurer Report, Membership Report, etc. and also possibly review of some of the key AR accomplishments in its first year (consider as input the review provided by David in the August 1 monthly meeting).
AI Jim - Check with Charlie on conference room availability. **(Complete)**
- 3) Sponsor** - The region needs sponsorship to assist in presenting various events and activities. Harmony Motors has been our initial focus and they have been more than generous. Jim discussed plan to focus on Harmony and solicit their sponsorship of annual events (Appalachian Adventure & Holiday Charity) and pointed out that the Picnic can be an annual "new member social" which PCA will provide a \$250 subsidy. Group discussed and concurred to being open to businesses that may want to advertise on our website, i.e. generally agreed to set sponsorship levels and list links make that contribution.
- 4) January 2016 Meeting** - Group discussed and agreed to change the January meeting date from Jan 2 TO the following weekend January 9.
AI Dick - Change the January meeting date on the website.
- 5) Picnic** - During prior discussions group has concurred they the Picnic at Reynolds Mountain held in September for last 3 years has outgrown its space. Beth suggested site and shared photos and information regarding public space (that includes a pavilion, tables and restrooms) at Lake Julian as an alternative and Steve Goodman has shared there is space at the Ramble that would be appropriate.
AI Beth - Share pictures and details of Lake Julian space. **(Complete)**
AI Steve - Provide details of the space in the Ramble to the group for picnic (September 3, 2016??)
AI Events (Scott lead) - Review alternate sites for next year's event and provide recommendation.

2015 Appalachian Region ANNUAL MEETING: Saturday December 5, 10:00 a.m. at Harmony Motors

Next Board Meeting: Board meeting 4:00 p.m. Thursday January 7 at Harmony Motors **(Complete -Jim obtained Harmony conference room for January 7 Board and January 9 Monthly meetings)**

Motion to Adjourn: Jim declared the meeting adjourned at approximately 5:30 p.m.

Submitted,

David Butler
Secretary, Appalachian Region PCA

Attachment: Christmas Holiday Party Details

11/4/15 UPDATE

Appalachian Region-PCA Christmas Holiday Party for the benefit of MANNA FoodBank details:

- Co-sponsored by Harmony Motors/Porsche of Asheville and Appalachian Region-Porsche Club of America.
- All proceeds to benefit MANNA FoodBank, Asheville, NC (MANNA FoodBank, one of 5 food banks in North Carolina that are affiliates of Feeding America, seeks to eliminate hunger and food insecurity throughout 16 counties of Western North Carolina. Feeding America is the nation's largest domestic hunger-relief organization-a powerful and efficient network of 200 food banks across the country.)
- Tuesday December 8 from 5:30- 7:30 p.m. at Harmony Motors, 621 Brevard Rd., Asheville.
- Format similar to 4/21/15 AR charter party (heavy hors d'oeuvres at stations, beer/wine/soft drinks. Some chairs for seating at perimeter, high top tables, music, etc. Focus is a casual seasonal mixer with charity benefit at Harmony Motors.)
- Appalachian Region-PCA contributes \$1200 to help defray event costs. (\$450 from PCA charity subsidy (PCA has already approved), \$800 from AR treasury/Q3 membership rebate funds.)
- Expected attendance est.-100 AR members plus Harmony Motors personnel and Harmony Porsche customer guests. Approx.125 total.
- Announcement currently on AR and Harmony websites with details to follow. Invite to AR member list via email on 11/23 with reminder email 12/1. RSVPs to ar_event@charter.net to help ID headcount.
- Suggested minimum donation of \$10 per person collected at the door. Receipts will be available. Alternately, attendees may donate 5 or more items/person from the MANNA most needed list (canned meats, dried/canned beans, meals in a box or can, canned fruits and vegetables, fruit/vegetable juices, peanut butter in plastic jars, hearty soups, cereals and grains, instant non-fat dry milk.) All proceeds to MANNA Foodbank.
- Brief remarks by Charlie Schieren and Jim Peterson-introduction of newly elected AR officers for 2016-17.
- Attendance at event and brief remarks by Cindy Threlkeld, Executive Director, MANNA FoodBank. Mary Nesbitt, Chief Development Officer, MANNA FoodBank to also attend as guest.
- VIP invitations to PCNA Rep. Bart Brodskik and PCA Zone 3 Rep. Vic Rola.
- A few Porsche cars in the showroom.
- Guest registration for door prizes from Harmony Motors. No gift exchange.
- Holiday decorations (no religious themes or references.)