

New Region Charter Petition Group (NRCPG) Meeting
January 24, 2015
Yorkshire Conference Room at Asheville, NC

In Attendance: Jim Peterson, Matt Pohsweg, Mario De Francisco, David Butler, Dick Maybach, Otto 'JBird' Morgan, Broadus Brannon, Joe Esposito, Bob Lawrence, Frank Gregg and guest Christy Morgan.

Call to Order: Jim Peterson called the meeting to order at 11:50 a.m. and presided over the meeting. Jim thanked Christy and JBird Morgan for making the room available for our use

Minutes Approval: Meeting minutes of January 13, 2014 were submitted for approval. Matt made motion to approve; Mario seconded motion and group unanimously approved. Jim reviewed the agenda and proceeded with the meeting.

Information Meeting Debrief: Prior to the group meeting a Member Information meeting was held to provide background and status on the region petition effort and provide opportunity to ask questions. It was attended by 19 individuals, 9 of whom were not group members. The talking points handout is attached to these minutes. The meeting went well; David provided the overview and the group supported discussion and collectively answered questions that surfaced. Members participated actively; in addition to discussion on forming a new Region, many ideas were offered regarding programming, future Region activities, etc.

No issues surfaced during the meeting. The group decided that no follow-up communication related to the Informational Meeting need to be distributed. David will draft communication, as assigned in January 13 group meeting, to be sent to members after charter petition decision in February. We are also awaiting feedback from National on the recommended member voting process and whether they will send a reminder to members or if we will be permitted to do so if they don't.

Logo Discussion: Jim received feedback from Zone and National to provide the opportunity for new region members to have input on logo development and selection. David had past contact with Kathy Boehm of Carolinas on logo development and Bob Lawrence was working with his daughter as well. Group concurred with suggestion but decided to hold off on any communication with members until after the National Executive meeting February 6-8 and their decision on our region charter petition. Intent is to solicit member input, Board or NRCGP select some number of potential logos (2-4) with members voting to select the logo from those submitted for vote. Matt Pohsweg agreed to obtain the three PCA Region Focus articles on developing a logo for your region. These should be helpful to us in defining a specification that we can use in our communication to solicit member input.

New Region Charter Celebration/New Member Social: Group concurred we need to begin initial discussion with Harmony regarding an event to celebrate receiving Appalachian Region charter. Zone and National has indicated support for the event. All agreed we need to have the event as soon as possible. It can serve to solicit members to select Appalachian as their region of choice, provide Harmony an opportunity to market product, etc. Group members think about volunteer to coordinate and/or assist with the event.

- **AI - Jim** contact Charlie to gauge Harmony interest, obtain idea as to potential cost, identify potential date for the event, etc.

New Business

- **Activities Planning:** Group discussed possible events involving multiple car clubs or organizations. Support expressed but we'll have to be careful on events that involve insurance provided by PCA, e.g. moving or technical events. Group also discussed need to host from around our area, i.e. around the 16 WNC counties.
- **Region Financials:** We're going to start out with limited to no financial resources. Group discussed potential funding raising activities, 50/50 drawing at meetings with half going to the region treasury, solicit donation for Charter members, etc.
 - **AI- Jim** ask Zone if there is any issue with soliciting members for donation to help build a basic balance in the new Region treasury. Jim to also check with Zone Rep. on the advisability and appropriateness of soliciting funds (residual of unused 2014 PCA rebate \$ and 2015 Mountain Area allocation) from the Carolinas Region.

Next Meeting: Group did not discuss our next meeting. Possibly discuss at the Mountain Area meeting on February 7.

Motion to Adjourn: David made motion to adjourn, Broadus seconded motion and Jim Peterson declared the meeting adjourned at 12:32 p.m.

Submitted,

David Butler
Secretary-Elect Appalachian RIF

Attached: Informational Meeting handout

January 24, 2015
Informational Meeting Talking Points

Why form a new PCA Region in the Mountain Area territory?

Rationale: Pursued based on desire to focus "region" resources on activities WNC members are interested, i.e. what is best for WNC members with consideration for future growth of our territory.

Reasons:

- 1) Leadership/organization/communication
- 2) Sponsor benefits
- 3) Financial
- 4) PCA representation and participation

Objectives:

- 1) It's a car club; events to enjoy our cars and support camaraderie in the club
- 2) Be a good neighbor; maintain good relations within PCA (local, zone, national)

Next Steps

February 6 PCA Executive Council meeting

If Appalachian Region is approved, PCA letter to members in territory (old Mountain Area)

- 1) New Appalachian Region in your territory
- 2) Provides options to select their region
 - a. Join new region (Appalachian)
 - b. Remain in Carolinas
 - c. Select any other region
- 3) If no response within 30 days member stays in their "current" region**
- 4) Members identified as Charter Members (list submitted with petition) are assigned to the Appalachian

Request your Prompt Action

Prompt response to PCA, select your Region! We hope you select Appalachian!!!