

Appalachian Region Board Meeting
October 5, 2017
Porsche Asheville Conference Room – Asheville. NC

In Attendance: Board members Peter Graham, Don Therien, Matt Pohsweg, David Butler and Jim Peterson. Also attending were Joe Esposito, Broadus Brannon, Jim Moore, Don Grainger, Michael Dietzel, Keith Antal, Donna Antal, Charlie Hickey, Bob Poe, Dick Maybach, Scott Walker and Todd Tamasy. Bob Herrmann and Ron Camarata attended initially but left prior to meeting end.

Call to Order: Meeting called to order by Peter Graham at 3:53 p.m.

Minutes Approval: Minutes of the Appalachian Region Board meeting of August 31, 2017 were approved without changes.

Board Reports:

1. **President:** No report.
2. **Vice President:** Don reported he had been contacted by The Ridges Resort on Lake Chatuge in Young Harris, GA concerning possibly hosting 2018 Appalachian Adventure. Resort offered lodging rate of \$149.00 plus \$10.00 resort fee. Don is putting a group together to visit the resort to assess viability for hosting AA.
3. **Secretary:** No report.
4. **Treasurer:** Matt reported AR Treasury activity/status below, items a - f.
 - a. Treasury Balance of \$9,808.26
 - b. Treffen subsidy balance \$4,418.12 (Not included in region balance, but expenses are)
 - c. Submitted form requesting PCA \$5K Treffen subsidy
 - d. Treffen expenses to be submitted for reimbursement:
 - i. #1064 - \$50 Town of Hot Springs, WTT Drive, community center restrooms
 - ii. #1057 - \$135 Blue Ridge Parkway tours permit
 - iii. #1056 - \$38 Cradle of Forestry Picnic Shelter
 - iv. #1069 - \$321 Radio rental for Drives
 - v. #1070 - \$379.78 Turn by Turn route copies & Wrist bands
 - vi. #1071 - \$30.40 Drive Staging clipboards
 - vii. #xxxx - \$78.64 Drive Staging refreshments
 - e. Goodie Store sales in August were \$516.94 (revised)
 - f. Goodie Store sales in September were \$425.02
5. **Past President:** No report.

Committee Reports:

1. **Events:** Peter informed group the Jim Moore has volunteered for Events Chair. All expressed appreciation to Jim for agreeing to take on this important role. Peter then spoke to event activity as follows:
 - a. Formula SAE at UNCA is scheduled for January; thanks to Scott Walker.

- b. Cars n' Coffee for Hugh Tackett in Johnson City area is being pursued. Hugh is long time active PCA member recently diagnosed with brain cancer. Hope to have C&C on his neighborhood street.
 - c. Treffen Asheville volunteer appreciation activity is being pursued.
 - d. Possible Upstate Cars n' Coffee with associated Ceramic Pro session. (Participant pointed out in the meeting a Ceramic shop was up the street from Harmony....to be investigated.)
2. **Membership:** Todd Tamasy provided membership data post meeting as follows:
 - a. Primary Members = 213 (-3 for month), Affiliate Members = 135 (+1 for month), Total Members = 348 (down 2)
 - b. Todd advised there were 2 new members, 1 transfer out and 2 are participating in Member Test Drive, i.e. 6 month trial membership.
 3. **Website:** Dick Maybach report the web usage report is on the region website under "Admin". The site had crashed during the month but was repaired through collective efforts of Carl Von Schummer and Dick.
 - a. September - Our site usage was about the same as last month; in September we had 1,385 visits from 676 different viewers, compared to 1,111 visits from 720 unique visitors in August.
 4. **Social Media:** Scott Walker reported he had attended PCA Webinar and picked up useful information on managing our Facebook site. Members and Scott have posted photos of recent activity, e.g. Treffen. Our site is a 'closed group" with Scott allowing all PCA members' access. Scott requested list of region members to help his administrative efforts. Peter to provide Scott a sanitized list, i.e. names, of region members (complete).
 5. **Safety:** Charlie Hickey asked anyone having signed Treffen drive waiver signatures to forward those forms to Peter to send to PCA.

Unfinished Business:

1. **New Volunteers/Events:** Jim Moore has volunteered to serve as Events Chair.
2. **Roebing Road Update:** Jim Peterson reported continuing to coordinate Harmony/Appalachian Region track day offering. Currently have 16 entrants against capacity for 22 drivers. Jim encouraged those having interest to sign up, and requested Peter send a reminder to the region (complete).
3. **Carry Over from 3/2/17: Red Book** (Presidents Meeting) – Peter plans to complete prior to the annual meeting in December.
4. **Nominating Committee:** Jim Peterson reported a slate of officers for Board positions was posted as required by region bylaws. Jim chaired committee with Charlie Hickey and Tim Gallagher serving as committee members. The slate being presented is Peter Graham - President, Don Therien – Vice-President, Matt Pohsweg – Treasure and Don Grainger – Secretary. Electronic voting will begin on November 1 and extend through December 1.
6. **Merchandising, August Clothing Special:** Revised total of sales for special August sale (10% discount) was \$516.94. This up-tick in sales continued into September with sales of \$425.02.
7. **Treffen Wrap-up:** Bob Herrmann led wrap-up discussion prior to Board meeting. Input from that discussion and input submitted individually has been summarized and provided to the Board. Region Board is finalizing its submission to PCA.
 - a. Number of registrants: 455 (237 primary registrants) Porsches: 230
 - b. Number of regions represented: 68

- c. Total registrants from Appalachian Region: 31 (16 primary)

New Business:

1. **Annual Meeting:** David Butler has reserved the Fire Side Room at the Country Club of Asheville for our meeting on December 2. The room is complimentary. Refreshments are \$4.00 per person for beverages, \$4.00 per person for breakfast pastries or \$1.00 per person for cookies. Don Therien made motion for region to provide beverages and cookies for the meeting. Jim Peterson seconded motion and it was unanimously approved. David to make those arrangements with CCA.
2. **Region of Year Award:** Members of PCA leadership (zone & executive committee) have encouraged the region to submit an application for Region of the Year Award. David Butler agreed to lead the effort and Jim Peterson agreed to assist submission efforts. Peter has obtained and forwarded submission guidelines to David and Jim. David to assess requirements and advise Board of input required to support submission. Note deadline for submission is December 31, 2017.
3. **Appalachian Region donation in support of "Saluting our Veterans Car and Bike Show":** This is an award of \$250 for region to supply PCA information while participating in a covered special event. Don Therien made motion for APR to donate \$500 to this activity contingent on PCA approval of the subsidy request. Matt Pohsweg seconded the motion and it was unanimously approved. Peter encouraged members to participate to support the cause and so that we again received award for club with most participation. Car show registration forms are located on the APR website under Events.

AI Peter - Peter submit Region Subsidy Program Request "Hospitality Park" to PCA. (Complete)

4. **Christmas/Holiday Gathering:** Jim is setting up meeting to discuss with Harmony and consider the following, 1) improve participation (70 attended in '16 but 100 attended in '15), will recommend Harmony customers and prospects, staff and APR invitations, 2) Split cost as in past years but simplify refreshments somewhat, and 3) Finalize charity that is to receive donations. Board voted to allocate \$1500 to AR-PCA share of event expenses in 2017. All discussed and agreed to submit request for Charity/Public Service subsidy to PCA. This subsidy is \$450 award for region support of recognized charity. Intent is to donate the award plus participate donation to charity as in past years. After discussion group agreed region would continue with a requested minimum donation of \$10 per person attending and encourage members to contribute more if they are so inclined.

AI Peter - Peter submit Region Subsidy Program Request "Charity/Public Service" to PCA.

5. **New Member Social:** Group agreed region should hold this social at The Ramble again in 2018. All agreed it is a great location, and appreciate Steve Goodman's and Joe Esposito's coordination efforts. Request has been made that Steve work with The Ramble to see if anything can be done about the bird nets and associated bird droppings in the pavilion prior to event.

AI Steve Goodman - Work with The Ramble to address bird nests in pavilion.

Next Board Meeting: Next Board meeting is scheduled for Thursday November 2, 2017 at 4:00 p.m. Porsche Asheville Conference Room.

Motion to Adjourn: Peter declared the meeting adjourned at 5:00 p.m.

Submitted,
David Butler
Secretary, Appalachian Region