

Appalachian Region Annual Meeting
December 01, 2018
Country Club of Asheville – Asheville, NC

In Attendance: Board members Peter Graham, Don Therien, Jim Peterson, Matt Pohsweg, Don Grainger. Twenty additional region members attended.

Call to Order: AR President Peter Graham called the meeting to order at 10:00 am, welcomed all to the Appalachian Region Annual Meeting and presided over the meeting. He then introduced the Region officers and committee chairmen present.

1. **Opening Comments – President:** Peter provided a summary state of the Region as follows:
 - The Appalachian Region has demonstrated continued growth since its formation in February 2015. In the last year membership has grown from 347 to 389 members, a 12% growth rate.
 - There were 24 events held during the year, plus the once/month Wednesday socials. This included Tech Sessions, Drive & Dines, Breakfast Rambles, the VA Car Show in which 27 Porsches participated, the New Member Picnic, Luft Wasser & Brevard, Appalachian Adventure and the upcoming Christmas/Holiday Gathering December 11th with Porsche of Asheville and to benefit Helpmate.
 - The Region received awards at the annual Porsche Parade for first runner-up as PCA Region of the Year, and second place for our Website in completion with Regions of our size.
 - A total of six articles by the Region have been published to-date this year in Panorama, with another four submitted and in the pipeline to be published.
 - Nine Board meetings have been held versus the By Laws requirement of six.
 - Community activities also included 216 volunteer hours to-date this year supporting the MANNA Food Bank.
 - **Challenges:** Peter encouraged continued participation in Region events, and in Region leadership, with mention of open committee chairs available. Communication increases this year included sending invitations for the new member picnic. Plans for this next year include expanding communication. The President's Notes being sent out include roughly 20 recipients outside the Region, most of whom are part-time residents of the area.
2. **Board Comments:**

Vice-President: Don Therien complemented all on a very successful year for the Region. He mentioned the success of the Appalachian Adventure special event that had about 100 attendees versus a planned attendance of 60. He thanked all who helped achieve this success. Changes planned for 2019 include more activities for Friday of the event. He also expressed

thanks to Events Chair Jim Moore for the many successful events during the year, and to Joe Watson who assisted Jim with the planning of the Breakfast Rambles.

Secretary: Don Grainger, who is just completing his first year on the Board, thanked prior Secretary David Butler and the rest of the Board for making his transition into the position go smoothly. He also thanked David for his efforts in putting together the submittal of the Region of the Year application. He and Don Therien and their wives had the honor of accepting the runner-up trophy for the Region at the Parade in July of this year. Don encouraged all to consider attending the next Porsche Parade, which will be held in Boca Raton, Florida in July 2019.

Treasurer: Matt Pohsweg reported the AR Treasury status as healthy. Balance at the end of 2017 was approx. \$15.7K, with the year-to-date balance at approx. \$18.7K. Taking into account anticipated December expenses the year-end balance estimate is ~\$16.5K. Two income sources that were not included in the projected 2018 budget were the PCA Surplus Rebate and the AA 2018 net (which was projected as revenue neutral). The PCA Surplus Rebate is thought to be primarily from the PCA Member Only Porsche Raffles. In a discussion of the budget, while a certain amount is needed in the treasury for events with up-front expenses, it is not a goal of the club to make money. Surpluses will be returned to the membership in the form of reduced fees for events, etc. To summarize the charity budget discussion on the agenda, the Region will use the PCA charity subsidy and any other treasury funds designated to support charity fundraising activity (not contributions) and the Board will make decisions regarding charity support on a case-by-case basis, as in the past.

Past President: Jim Peterson added his thanks to the Board members and committee chairs for a successful 2018. He commented on three elements of the relationship of the Region with Harmony/Porsche of Asheville: (1) AA subsidy, current indications are that this will continue (2) Summer New Member picnic presence, which included a car display by the dealership (3) Christmas/Holiday Gathering, for which they cover a large portion of the cost and select the charity partner. The attendance goal for the gathering is 80-100, and we are currently at about 80 registrants from the Region. The suggested donation is \$10/person. Jim will follow-up with Harmony on making receipts available for cash donations. Porsche of Asheville also participated in our Brevard event and the Off-the-Beaten-Path drive & dine with their new Cayenne

3. Committee Chair Comments:

Special Events: Don Therien added to his previous comments on Appalachian Adventure noting that the dates are August 15 – 19, 2019. He has added an additional 15 rooms to the block for Thursday night.

Events: Jim Moore reported that the new events for 2018 included the Breakfast Rambles, Luft Wasser & Brevard, SUV Tour and Arboretum Art Show. Events included four Drive and Dines, seven Breakfast Rambles and four Tech Sessions. His goals for 2019 are to (a) Continue the program of Tech Sessions, Breakfast Rambles, Brewery Socials and Drive & Dines. (b) Increase Luft Wasser attendance to 150 Porsches. He reported that Brevard has approved our use of the main area of Main Street, with additional space. (c) Add two new types of events to the calendar. (d) Expand member involvement in planning and executing drive & dines. Leads and Sweeps for drives are a continuing need. Jim distributed a (preliminary) 2019 Event Calendar to those in attendance.

Website: Dick Maybach reported that supporting the website cost \$140 per year, which is a considerable savings over publishing a newsletter. In 2018 the daily average has been 47 visits by 23 different visitors. The home page shows upcoming events and recent news, and he noted that articles are never deleted. Other services include registration for events, archiving of Region minutes and tabulating election results. While most members don't need a password account, additional privileges are available by registering for one. A Help tab is available.

Social Media: Scott Walker noted that the Region Facebook site is open to all members. And that you can join the Facebook page for other Regions as well for information on their activities. There are now 119 members on AR Facebook, including six new members this month. During the month, 102 were active on the site.

Safety: Charley Hickey congratulated the membership for having no accidents during Region activities in 2018.

Track: Dick Maybach reported for David Wells that there was good progress in 2018 on the newly formed track program. Region members attended four events, three DE's and one Autocross.

4. Comments/Questions from Membership:

- A PCA member from the Peachstate Region, commenting on membership growth and Facebook membership, stated that his region had 1200 members on their Facebook site, and that being a smaller region has its advantages.

- Another comment, this one from a relatively new member, suggested that a “new member tab” on our website would be useful. [Note: Dick Maybach has already taken the action to add a “New Member and Visitor Guide” to the AR website.]
- A suggestion was made to consider “overnight drive events”. Jim Moore let the group know that he has looked at this possibility, including to the Experience Center in the Atlanta area, and will consider it for future events.
- Peter Graham commented that there was no “Most Represented Car Club” recognized at the VA Car Show this year, a recognition that AR PCA has received in the past. He asked the membership to encourage friends in other car clubs to participate next year.

5. Peter stated that a short AR Board meeting would be held after the Annual Meeting adjourned, and welcomed those present to attend. The meeting was adjourned at 11:35 am.

Appalachian Region Board Meeting

1. Call to Order: Peter called the Board Meeting to order at approx. 11:45 am.

2. Minutes Approval: Minutes of the last Appalachian Region Board Meeting held November 1, 2018 were approved as submitted.

3. Unfinished Business/New Business:

- Based on the discussions held during the Treasurer’s portion of today’s Annual Meeting the subject of a Charity Budget is closed.
- It is estimated that the 2018 AA was completed at approximately \$2500 revenue positive, due primarily to exceeding the planned number of attendees. Based on this, consideration will be given to a reduction in the registration fee for the 2019 event. The attendance goal for the 2019 AA will be set at 80. We should know by February of 2019 whether the Porsche of Asheville AA subsidy will remain the same.
- Given the anticipated 2018 year-end treasury balance, the 2019 year-end treasury goal will be increased by \$1000.
- Jim Moore requested a budget for a mail service for the Events Committee, given the increase in the number of events and registrants. A motion was approved by the AR Board for up to \$100 per year for an Events Committee mail service.

Motion to Adjourn: The meeting was adjourned at 12:08 pm.

Submitted,
Don Grainger
Secretary, Appalachian Region