

**Appalachian Region Annual Meeting
December 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, Beth Aldecoa, Rick Lopes, Todd Tamasy, Howard LaPlante, Bob Poe, Don Oakes, John Brown, Bob Herrmann, Steve Goodman, Michael Dietzel and Mario de Francisco.

Call to Order: Jim Peterson called the meeting to order at 10:00 a.m., welcomed all to the Appalachian Region annual meeting and presided over the meeting.

Minutes Approval: Meeting minutes of the Board meeting of November 5, 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 had nothing to report.
- 3) Secretary:** David Butler reported minutes of prior Board meeting on November 5 documented and posted on AR website. Also, David provided a review of efforts to obtain a PCA charter, where we are today, current challenges, and future plans (see attached).
- 4) Treasurer:** Matt Pohsweg reported Treasury status as follows:
 - a) Balance of \$4,724.32 in the AR account with no outstanding checks.
 - b) Planned expenses in December include \$1,200 for co-sponsorship of the Holiday Christmas Party and \$200 region donation to MANNA Foodbank at the party.
 - c) Matt reported the region treasury is on track to have approximately \$3,000 balance at year end as targeted by the board. He reminded participants that the Board's desire is to have a 2 year operating balance in reserve (\$6,000) by the end of 2016.

Committee Reports:

- 1) Historian/Archivist** – No report submitted by Broadus Brannon. Jim reported that Broadus recently resigned his Archivist position and the Board is soliciting volunteers to replace Broadus.
- 2) Events :** Peter Graham reported on monthly activities as follows:
 - a) Plans for our January 9 meeting fell through due to a medical issue. Continuing to try to identify an activity.
 - i. Discussion at end of meeting led Don Oakes to check on possibility of a January 9 Tech Session at Harmony with focus on revealing the engines in Boxster or Cayman and 991 cars. To be finalized but it appears this will be confirmed.

- ii. F & I Detailing in Arden has also offered to host a Saturday event discussing/showing their service offerings. (Thanks to Beth Aldecoa for follow-up)

b) February 6, 2016 at Jan Davis Tire is confirmed

3) Membership: Beth Aldecoa reported Appalachian Region has 180 Primary and 122 Supplementary members, and 13 renewals occurred during the month. Beth is developing a member's survey using past surveys as input. She anticipates sharing draft survey with the Board within the next couple of weeks and to conduct the survey 1st quarter 2016. Beth indicated she would need assistance with Survey Monkey once the survey is drafted and approved.

AI Beth - Finalize and conduct member survey in 1st quarter 2016.

4) Safety: Charlie Hickey was unable to attend and did not provide a report.

5) Social Media: Jason Howard was unable to attend and did not provide a report.

6) Web Site: Dick Maybach reported our website had a big increase in activity (725 hits) particularly towards month end. He was also seeing a big increase in multiple visit hits (350). Dick explained efforts to make the site user friendly when accessing the site via mobile devices. 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.

7) Special Events: Don Therien was unable to attend. Jim reported Appalachian Adventure status for Don; scheduled in August 2016 at Fontana Village. Most recent meeting on 11/21 went well/all is tracking. The next planning meeting is scheduled for Saturday January 23, 9:30 a.m. at Harmony Motors.

Unfinished Business:

1) Board Election Status - Dick Maybach serving as Teller reported 48 votes (37 primary members/11 affiliate members) received in support of, i.e. voting for, the 2016/2017 officer slate of Peter Graham -President, Don Therien - Vice President, David Butler - Secretary and Matt Pohsweg - Treasurer. Beth Aldecoa made motion to accept the voting results and Bob Herrmann second the motion. The newly elected Board will be introduced to the membership at the holiday party on December 8 and assume office January 1.

2) Action Items - David reviewed open action items status and carried forward any open items.

3) Committee Volunteers/Needs - Jim shared that at the recent G & S motors visit the following individuals volunteered: Carl Von Schummer - Events, Rick Mimke - Events and Capi Wampler - Marketing & Communications for the Appalachian Adventure special event. Jim shared that we continue to need to leaders for the following committees: Goodie Store, Archivist, Communications & Marketing, Events, Special Events, and also an Appalachian Region Treffen Coordinator. After the meeting John Brown volunteered to join Events and Bob Herrmann agreed to review Treffen Coordinator responsibilities and consider the position.

4) Appalachian Region Information Flier - Jim reported he shared the information flier with Charlie Schieren. Charlie is reviewing the flier with consideration of sponsoring its printing.

New Business:

1) Sponsorship Program - Jim shared that he and Matt met with Charlie Schieren on Thursday December 3 and presented a detailed program that included Harmony annual sponsorship of the following: Holiday Party, Appalachian Adventure and printing of Appalachian Region Information flier. AR will make various commitments related to those events and the flier in consideration of Harmony sponsorship. The details are still being finalized and considered by Harmony.

2) Suggestions to Improve Region -

- a) AR window clings; Jim has obtained a quote which will be shared with and considered by the Board.
- b) Bristol Motor Speedway is pitching Porsche dealers offering autocross, drag strip and oval drive; Harmony is considering an event at Bristol. In response to Charlie Schieren's initial inquiry, the Appalachian Region has expressed interest. Harmony and Appalachian Region would likely share event expense. Charlie to investigate further and advise.
- c) One Porsche Drive (OPD) event. Be aware you have to pre schedule visit due its airport area location.
- d) Visit HAAS in Charlotte which with its F1 participation in 2016 making it interesting.
- e) BMW factory tour in Greenville.
- f) Consider days other than Saturday for activities, or offer means of communicating impromptu activities. Note one must consider insurance (obtained in advance) if an official PCA tires rolling activity occurs.
- g) Offer a car control clinic with skid pad, slalom and braking activities. Some regions have offered teen driving events with these type activities which could possibly be used to build upon.
 - i) Don Oakes provided an overview of the Harmony Motors "VIP Track Day at Roebing Road" provided free of charge to Harmony customers expressing an interest, where the focus is on providing a safe environment for customers to experience their car capabilities.
- h) Schedule a standing breakfast or lunch (weekly, monthly, etc.) at a local restaurant.
- i) Have an annual car show; possibly tie into Cars and Coffee of Asheville or push C & C Asheville on select chosen month(s) to the Porsche community in order to get a high Porsche owners and region participation.

3) Announcements - Holiday Party on Tuesday December 8, 5:30 - 7:30 p.m. at Harmony Motors to benefit MANNA Foodbank which serves the same 16 WNC counties that comprises the Appalachian Region.

Next Board Meeting: Board meeting 4:00 p.m. Thursday January 7 at Harmony.

Next Monthly Meeting: Membership meeting Saturday January 9, 10:00 a.m.
at Harmony Motors.

Motion to Adjourn: Jim declared the meeting adjourned at approximately
11:30 a.m.

Submitted,

David Butler
Secretary, Appalachian Region PCA

Attachment: Appalachian Region Review

**Appalachian Region Review
Annual Meeting December 5, 2015**

Review where we are, challenges we currently face, and plans going forward.

Where we are - Some History

1. August 9, 2014 - Zone 3 rep (Cambron) approached on (6 month clock)
2. August 26, 2014 - New Region Charter Petition Group meeting (NRCPG) formal group to past leaders and heavily involved members. Discussed issue concerns benefits and decided to start formal process petition for region charter for WNC old Mountain Area. Current officers elected for one year term.
3. August 26 - Letter from Area Director informing membership of actions and process going forward
4. Notifications to membership - process for charter petition; region name voted on by membership
5. December 15 - submitted required documents and charter petition to PCA:
 - a. Petition letter
 - b. Charter member list
 - c. Proposed bylaws
 - d. Carolinas territory release letter
 - e. Carolinas assets release letter (Region in Formation)
 - f. Map of region, list of counties, and zip codes of proposed region
6. January 24, 2015 - Various communications to members and formal Information Meeting with Mountain Area members.
7. Other activities in this period:
 - a. Web site
 - b. Region Logo contest and development
 - c. New region events programming
 - d. Articles of Incorporation
 - e. Bank account investigation
 - f. Committee formation
 - g. Name tags w/PCA logo
8. February 6, 2015 Charter Petition Approved

9. April 2, 2015 Charter Presentation and Membership Social hosted by Harmony Motors

Where we are - Today

1. Charter members (94 pri/co 70 - 3/14/15) list finalized as of 6/1/14 selecting APR (158 pri/co 110)
2. Current membership as of November 28 - 180 primary and 119 co-members
3. Web site established
4. Name tags w/PCA logo
5. Region Logo finalized
6. Goodie Store established
7. Bank account established (\$3,922.82 as of 11/5/15)
8. Majority of key Committees staffed
9. Board meetings per by-laws 6 per year; held Thursday prior to monthly meeting
 - a. 9 held in 2016, (Dec 5 Annual, Nov 5, Oct 1, Sept 3, Jul 30, Jun 4, Apr 30, Mar 31, Mar 3)
 - b. Minutes of APR Board and NRCPG on APR.PCA.org
10. Periodic Presidents letter updates to the membership
11. APR Officers elected for 2016-2017
12. AR brochure nearing completion
13. Appalachian Adventure at Fontana Village Resort (August 2015)
14. Striving to participate in PCA subsidy programs
 - a. New member social (Picnic)- \$250
 - b. PCA charity (Holiday Party) - \$450
 - c. 2016 - Appalachian Adventure multiple event activity (\$300 - \$400)

Challenges

1. Event planning
 - a. Type of activities - Membership preference (D&D, Socials, Technical, etc.)
 - b. Volunteer and own a date or activity
2. Participation on and/or chairing committee's
3. Leadership positions - involve and develop future leaders

Future Plans

1. Open and inclusive region
 - a. Board meetings often and open

- b. How do you want to be involved?
2. Finalize Sponsorship program
3. Appalachian Adventure in 2015 at Fontana Village Resort on August 12, 13, 14
4. Co-sponsoring annual Christmas Holiday Party with Harmony Motors (Tuesday December 8, charity to benefit MANNA Foodbank)
5. Monthly meetings
6. Treffen (Escape) in Asheville at the Grove Park Inn, September 2017
7. Charter celebration

