

**Appalachian Region Board Meeting**  
**January 7, 2016**  
**Harmony Motors, Asheville, NC**

**In Attendance:** Board members Peter Graham, Don Therien, Jim Peterson, Matt Pohsweg and David Butler. Also attending were Dick Maybach, Carl Von Shummer, Joe Esposito, Beth Aldecoa, Charlie Hickey and Michael Dietzel.

**Call to Order:** Peter Graham called the meeting to order at 4:00 p.m., welcomed attendees to the Appalachian Region Board meeting and presided over the meeting.

**Minutes Approval:** Meeting minutes of the Appalachian Region 2015 Annual meeting of December 5, 2015 were submitted for approval and approved. Peter reviewed the agenda and proceeded with the meeting.

**Board Reports:**

- 1) President:** Peter Graham spoke of the opportunities the Region had before us as we entered a new year with a new Board. He solicited everyone's support to involve their selves in making the best of those opportunities. Peter also reported he received Zone 3 Presidents meeting notice scheduled for April 9, 2016.
- 2) Vice President:** Don Therien had nothing to report.
- 3) Secretary:** David Butler reported minutes of the annual meeting on December 5 documented and posted on AR website.
- 4) Treasurer:** Matt Pohsweg reported Treasury status as follows:
  - a) Balance of \$3,468.32 in the AR account with three outstanding checks totaling \$730.00
  - b) Anticipate Quarterly PCA Dues Refund in mid February
  - c) Goodie Stores "sales" to date are \$699.00
- 5) Past President:** Jim Peterson commented that the region is well positioned and in great shape as we begin the new year. AR has great momentum, established an excellent relationship with Harmony Motors and enjoyed an almost 100% membership growth since being awarded our PCA Charter.

**Committee Reports:**

- 1) Events :** Carl Von Shummer reported the Events Team met on January 6 with following activities being plan or finalized as follows:
  - a) February 6, 2016 at Jan Davis Tire Store (previously confirmed)
  - b) April 2 Drive and Dine (lunch)
  - c) May 7 drive to Shelby, NC area to lunch at well regarded BBQ spot being planned
  - d) June 4 possible overnight to Blowing Rock with stay at Meadow Brook Inn & Suites.
  - e) July 2 possible Bristol Motor Speedway event in coordination with Harmony Motors - Porsche Asheville (date to be determined)
  - f) August 12-14 Appalachian Adventure at Fontana Village Resort

- g) September 3 Picnic at Reynolds Mountain with new location being considered due to participation growth
  - h) October, Fall or Wine tour being considered
  - i) November, F & I Detailing being considered
  - j) December, Christmas Holiday party at Porsche Asheville (date to be determined)
- 2) Membership:** Beth Aldecoa reported Appalachian Region has 181 Primary and 123 Supplementary members. Beth is continuing to develop a member's survey using past surveys and other regions survey's as input.  
**AI Beth** - Finalize and conduct member survey in 1<sup>st</sup> quarter 2016.
- 4) Web Site:** Dick Maybach reported our website continues to receive 500-600 hundred hits per month. 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.  
**AI Dick** - Send website report to David for inclusion in minutes.
- 5) Safety:** Charlie Hickey reported worked to firm up Insurance Request process for Appalachian Adventure having obtained past IDB insurance request. Charlie also initiated discussion on fire extinguishers, i.e. having them available for AR events either by AR purchase or rental.  
**AI Charlie** - Investigate if region can rent Halon extinguisher for events.
- 6) Social Media:** Jason Howard was unable to attend and did not provide a report.
- 7) Historian/Archivist** - Broadus Brannon has resigned position handing over documents to Jim Peterson. David offered to serve as Historian since serving as AR Secretary put him in position to handle most documents.
- 8) Special Events:** Don Therien presented Appalachian Adventure Budget to participants. Don answered questions about various budget items explaining some of the planned expense items costs were not final but the Budget provided for future adjustment as those expenses are finalized. Jim Peterson made motion to accept the budget as presented, Matt Pohsweg seconded the motion and Board voiced unanimous approval. The next planning meeting is scheduled for Saturday January 23, 9:30 a.m. at Harmony Motors.  
**AI Jim** - Draft AA communication for use in advertising by Jan 23.  
**(Complete)**

### **Unfinished Business:**

- 1) Christmas Holiday Party** - Jim reported 90 participants at the party with \$2,000 raised and contributed to MANNA FoodBank. Harmony, AR and participants were very pleased with the event. AR and Harmony plan to co-sponsor again in 2016.
- 2) Appalachian Region Information Flier** - The information flier printing was delayed due to final proof update. **Post Meeting** - the flier has been finalized and printed with 1000 copies in hand. Many thanks to Scott Walker's efforts.
- 3) Members Survey** - As previously documented under "Membership Report" under Committee Reports.
- 4) Sponsorship Program** - Detailed program that included Harmony annual sponsorship of the following: Holiday Party, Appalachian Adventure and

printing of Appalachian Region Information flier was present and accepted by Harmony.

**AI Jim** - AR 2016 Sponsorship Program copy to be provided to AR Officers.  
**(Complete)**

**New Business:**

**1) Committee Positions** - Peter asked for ideas on specific individuals to lead vacant committees. He offered to contact those people on individual basis to solicit their participation.

**2) Appalachian Adventure Charity Items Donation** - Jim reported he is in contact with Weather Tech and Coco Matts regarding donation, and Joe Esposito has obtained commitment from Michelin for a tire certificate (\$1,200). Jim discussed approaching members for Porsche/auto-related donations of items for silent auction. Joe to contact Bob Lawrence Power Equipment who donated a portable generator at the last IDB.

**3) Website Reservation System** - Thought is to have a capability on the AR website for individuals to schedule participation in nonpayment events. Dick checking into coding since PCA website hasn't upgraded. Carl is also checking into some Applications that might provide scheduling for placement on AR website.

**AI David** - Determine if ClubRegistration can be used by AR for scheduling nonpayment events.

**4) September AR Picnic** - Couple of different venues have been discussed as replacement for Reynolds Mountain Pavilion. Peter asked for specific recommendations to be present to the Board for decision.

**AI Events Team** - Finalize and present recommendation(s) for 2016 picnic location to the Board.

**5) Treffen Asheville 2017** - To assist planning efforts Peter is planning on going to Treffen Hill Country scheduled on March 30 - April 2, 2017. Some participants also understand that Bob Herrmann (Asheville Treffen, AR-PCA interface) plans to go to the Treffen Lake Tahoe scheduled on September 7-11, 2016. Peter to check with Bob.

**6) Biltmore 'free access'** - Peter questioned if there was some form of limited free access to Biltmore Estate that AR might use. Participants indicate there might be access to some commercial areas of the estate.

**Next Board Meeting:** Board meeting 4:00 p.m. Thursday February 4 at Harmony.

**Next Monthly Meeting:** Membership meeting Saturday February 6, 10:00 a.m. at Jan Davis Tire Store.

**Motion to Adjourn:** Peter declared the meeting adjourned at approximately 5:11 p.m.

Submitted,

David Butler

Secretary, Appalachian Region PCA