

Treffen Asheville - Kick-Off Meeting
October 1, 2016
Porsche Asheville Conference Room

Attendance:

Treffen Coordination - David O'Neil, Ginny O'Neil.
AR Board - Peter Graham, Don Therien, Matt Pohsweg, Jim Peterson and David Butler.
Treffen Asheville Interface - Bob Herrmann.
Other volunteers and interested parties from AR.

Discussion:

1. David and Ginny introduced themselves to the group and provided their background. David advised Treffen (T) intended to increase member interaction, provide a relaxing weekend and be a foodie event.
2. Essence of Treffen was Drive, Dine and Explore.....a simple and relaxing weekend.
3. Treffen Asheville (TA) limited to 250 cars. Limiting T registrations makes it rare and special. (Lake Tahoe had 225 cars with 320 people; 170 people attended the Drives.)
4. Have reserved 225 rooms at Omni Grove Park Inn (OGPI)
5. For TA PCA wants to capture the flavor of the area!
6. PCA actions; Hotel contracts, website, registration, insurance, pay any deposits required (e.g. reserve lunch reservations), etc.
7. PCA also coordinating the car show; to provide wash stations, towels, trying to get Griot no wash products, etc. AR to assist by parking at car show.
8. TA cost not final as yet; food cost is major factor. Expect to be in the \$300-\$400 range per person.
 - a. Up charge of about \$29.00 for lunches for "scheduled" drives and tours.
9. Region actions; lead drives, ID destinations
10. Committee members receive nice polo shirt, volunteer's receive nice T-shirt from PCA
11. Drives to include lunch whose quality to fit the event, should cost \$25.00 inclusive, paid by PCA
12. Have reserved 10-15 staff rooms at reduced rate at OGPI, some of which can be made available to AR
13. Parking for attendee's in the "parking structure" at OGPI
14. \$5,000 paid to the region after the event to use as AR determines
15. Good for AR to identify some nice token to remember TA
16. Maps (America Rides) to be paid for by PCA and included in the Welcome Bags
 - a. Interested in the Wayne Busch map for the Goodie Bag/registration. Qty of 250 plus extras to hand out. Harmony to sponsor? Space on map for Harmony logo/imprint?
17. Thursday and Saturday drive activities are "Drives", any Friday drive activities are "Tours".
18. David O'Neil indicated we're setting ourselves up for Region of the Year consideration
 - a. Who makes submission?

Appalachian Region Responsibilities:

1. Possible issues get to David O'Neil, e.g. BRP tour approval paper work
 - a. Get the Blue Ridge Parkway permit info/application. Treffen will reimburse us. Won't pay \$200/ tour or group. Talk to them and see what can be arranged on a blanket basis. Give Treffen the paperwork to administer.
2. Suggest activities for Navigator Day Off (NDO), i.e. Friday (PCA picks the activities). Think outside the box, can identify and advertise activities and if no interest cancel later.
3. Plan Thursday and Saturday drives; identify destinations and plan the drives
 - a. ~80% participation
 - b. Off-road drive? Max 10 cars
 - c. Submit plans by end of March
 - d. Need 5-7 drives, can repeat on Saturday
 - e. Test routes on day at time of day several times
4. Provide Drive leaders, mid-pack and sweepers (these volunteers receive free lunch)
5. Provide Volunteers:
 - a. Concierge staff with local knowledge Thursday, Friday and Saturday 7 a.m. - 4 p.m.
 - b. Tuesday to assemble Welcome Bags (approximately 40 man-hours)
 - c. Wednesday move bags to registration
 - d. Wednesday registration
6. In about 2 weeks, Craig_____ of Sierra Nevada Region will join the PCA Treffen staff. He coordinated Treffen Tahoe and should be able to answer our questions from a region standpoint - about drives and tours, etc.
Al Bob Herrmann - Link up with Lake Tahoe lead and obtain volunteer staffing suggestions

Basic Schedule:

1. Wednesday registration & Wednesday night reception
2. Thursday drives
3. Thursday night car show (lined up on the golf course fairway rough), no judging or prizes
 - a. Joe Esposito volunteered to lead; need additional volunteers to aid in traffic flow
 - b. Need to PCA to provide guidance, e.g. park by general class, free-form mix, etc.
4. Friday NDO day (possibilities include hiking, zip line, shopping, River Arts, Tail of Dragon, Virginia Creeper, Beer Tour/Cruise, etc.)
5. Saturday drives; Saturday afternoon social; Saturday night numerous serving stations

AR Planning Deliverables:

1. TA Registration opens June 2017
2. List of committee members and their shirt size
3. Destinations, drives, activities, etc. submitted to PCA late April timeframe, i.e. in time to finalize and post on website.
4. Submit information as we plan, e.g. Destination & drive basics; later the associated drive details, etc.

- a. Provide general input on destinations to Treffen mgt. by the spring. Back fill with details. Will place on Treffen website as material is provided. Begin with titles of tours/destinations- e.g., Little Switzerland tour. In the end include all tour information for the website-before the event.

Drives:

1. Drive routes printing paid by PCA
2. Minimum of 5 destinations
3. Include an off-road drive/activity
4. 2-3 hours to destination, 1 hour at destination, lunch, and drive back to hotel. Back to hotel no later than 4:00 p.m. No issue with multiple groups to a single destination, go staggered start.
 - a. 25 cars max per group, can have multiple groups/staggered lunch seating's
 - b. Treffen PCA will pay restaurant deposit if required
 - c. Reserve whole restaurant/facility
 - d. Think outside the box on planning destinations, drives, lunch, e.g. could do a BBQ up at picnic grounds at Mt. Mitchell.
5. AR determines Drive capacity, most likely dedicated by lunch destination
6. During route validation pre-drive; look for 'ouch' points
7. Hold drive directions etc. until it is needed, i.e. handout after cars staged for the drive
8. Will need an adequate parking lot not too far from the hotel for staging tours.
 - a. Will make it simple with lanes/cones for different drives.
 - b. Have method to ID which tour - A, B, C, etc. Treffen hangtag on rear view mirror says OK/registered and signed waiver.
9. Bob Herrmann has a copy of the recommended format for tour documentation.

Navigator Day Off:

1. Special tours, relaxing explore day
2. AR identifies possibly activities to PCA and PCA selects (possibilities include hiking, zip line, shopping, River Arts, Tail of Dragon, Virginia Creeper, Beer Tour/Cruise, etc.)

Tours:

1. Destinations that include alcohol consumption, e.g. Brewer tours, should consider transportation (buses, designated drivers, etc.). Brews Cruise?

<end>

David Butler