

Appalachian Region Board Meeting
August 31, 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 Charlie Hickey, Bob Poe, Larry Koupal, Dick Maybach, Scott Walker, Don Oakes and Todd Tamasy.

Call to Order: Meeting called to order by Peter Graham at 4:00 p.m.

Minutes Approval: Minutes of the Appalachian Region Board meeting of June 1, 2017 were approved without changes.

Board Reports:

1. **President:** No report.
2. **Vice President:** No report.
3. **Secretary:** No report.
4. **Treasurer:** Matt reported AR Treasury activity/status below, items a - f.
 - a. Treasury Balance of \$8,805.36
 - b. Deposited \$930 PCA quarterly region rebate
 - c. Treffen subsidy balance \$4,418.12 (Not included in region balance, but expenses are)
 - 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 Penland Picnic Shelter
 - e. Goodie Store sales in August were \$497.78
5. **Past President:** No report.

Committee Reports:

1. **Events:** Peter spoke to event activity. Other than Treffen monthly Region Social Mixer are only “planned” events. Time and place for those are listed on the website Coming Events. Upcoming activities that we need to formalize are Veterans Car Show at the Asheville VA on November 4, possible Treffen celebration party and Christmas/Holiday Party in December.
2. **Membership:** Todd Tamasy provided membership data post meeting as follows:
 - a. Primary Members = 216 (+1 for month), Affiliate Members = 134 (+2 for month), Total Members = 350
 - b. Todd reviewed member data for the year and reported net gain of 34 region members YTD. The region is averaging 5 new members and 3 non renewals each month.
3. **Website:** Dick Maybach provided Web Usage Report comments post meeting. The actual report is on the region website under “Admin”.
 - a. July - Our site usage was about the same as last month; in July we had 1,294 visits from 735 different viewers, compared to 1,334 visits from 729 unique visitors in June.
 - b. August - Our site usage was about the same as last month; in August we had 1,111 visits from 720 different viewers, compared to 1,294 visits from 735 unique visitors in July.

4. **Social Media:** Scott Walker has assumed chair of Social Media. Very little activity on region Facebook account. Scott to begin posting region activities, etc. and encouraged all to publicize the region's Facebook site when and where appropriate.
5. **Safety:** Charlie Hickey report he is packaging various safety and reporting forms in packet for each Treffen Tour, e.g. Safety Coverage prior to tours, Observers Report, etc.
6. **Driving Events/Tour:** Larry reported biggest issue with Treffen Tours at this point is firming up Radio requirements and obtaining them to support the tours. Turn by Turn routes for Treffen finalized and documented. (This was covered in the Treffen Asheville meeting on Saturday 9/3.)

AI Peter (Carryover) – Provide final PCA Tour Standards to Larry. Discuss standards and comments at next meeting. (Suggest standards be accepted and comments added as addendum at next meeting.) **Carryover comment** - Larry Koupal has provided comments to the PCA Tour Standards, i.e. potential additions to the PCA standard.

7. **Treffen Asheville:** Bob Herrmann wasn't present and no report. Treffen Asheville meeting scheduled and held on Saturday 9/3.
8. **Marketing/Communication:** Dan Sasser not present and no report provided.

Unfinished Business:

1. **New Volunteers/Events:** Continue to search for interested members and particular for Events Chair.
2. **Roebing Road Update:** Jim Peterson shared there was limited response to Harmony/Appalachian Region track day offering, i.e. 7 total registrants (post meeting total is 9 registrants) against capacity for 22 drivers. Peter has sent notice of last chance to register for those having no past track day experience. Registration will be opened to past DE and Harmony track day participants on Monday September 11 (Peter to send notice on 9/11/17).
3. **Mountain Air Feedback:** Members at the meeting that participated in the Cars and Coffee type event in Burnsville on the air strip at Mountain Air provided very positive comments on the event. There was a good turnout with approximately 60 cars; about two-thirds of those participating being Porsche. Harmony provided donuts and coffee, opportunity do quarter-mile acceleration runs on air strip where taken advantage of by many, Mountain Air residents circulated and seemed to enjoy the gathering, etc. Don Oakes indicated Harmony was pleased with the event and were open to possibly supporting a like event in the future. Jim Peterson to provide feedback to Scott Allen, Harmony Motors General Manager (Complete).
4. **Carry Over from 3/2/17: Red Book** (Presidents Meeting) – Peter has one item of information to collect before complete.
5. **Nominating Committee:** Jim Peterson reported a slate of officers for Board positions election must be posted by September 15 per region bylaws. Jim chaired committee with Charlie Hickey and Tim Gallagher serving as committee members. The slate to be presented is Peter Graham - President, Don Therien - Vice-President, Matt Pohsweg - Treasure and Don Grainger - Secretary. Jim and those present thanked the current board for their service and willingness to continue to serve the region and Don Grainger for his willingness to accept the Secretary nomination.
6. **Merchandising, August Clothing Special:** Charlie Hickey reported Goodie Store sales in August were \$497.78. With 10% discount offered during month profit for the club will be limited.

New Business:

1. **October 7 Monthly Event:** Discussed in Events Committee Reports.
 - a. Larry Koupal and Don Therien to investigate route for possible October Fall Drive.
 - b. Scott Walker offered to arrange an event at UNCA STEAM (Science, Technology, Engineering, Art and Math) Studio to view effort to design and build an electric Formula SAE car. Peter (sending email to D. O'Neil) and Scott to offer this car for display at Treffen. Scott Walker to confirm a January, 2018 event (possibly on Saturday 1/6).
 - c. Tentative plan to have Christmas/Holiday Party at Harmony on Tuesday evening December 12.
 - d. Also, need to plan the Region Annual Meeting, tentatively scheduled for Saturday December 2 at the Country Club of Asheville.

AI David – Investigate and reserve CCA meeting location for annual meeting.

Next Board Meeting: Next Board meeting is scheduled for Thursday October 5, 2017 at 4:00 p.m. Porsche Asheville Conference Room.

Motion to Adjourn: Peter declared the meeting adjourned at 5:10 p.m.

Submitted,
David Butler
Secretary, Appalachian Region