

Treffen Asheville Planning Meeting  
9/2/17  
Porsche Asheville Conference Room

In attendance: Peter and Claudia Graham, Donna and Keith Antal, Charles Hickey, Matt Pohsweg, David Butler, MW Dietzel, Bob Poe, Don Grainger, Jim Moore, Dick Maybach, Nick Stefanou, Don Oakes, Doug McKee, Mario deFrancisco, Howard LaPlante, Don Therien, Ron Camarata, Broadus Brannon, Joseph Esposito, Bob Herrmann, Jim Peterson and special guest/visitor David O'Neal

Chairman Bob Herrmann called the meeting to order at 9:28 a.m.  
Minutes from the previous meeting were approved.

### STAGING

-Jim Moore reviewed the process that had been developed for staging.

Based on staging discussion with David O'Neal at the meeting:

-David O'Neal will provide 3 signs with Velcro arrows for use at the Asheville Outlet Mall (AOM) for directions to the staging site.

-David O'Neal will provide lane A-D signs and an exit sign for each lane.

-First come, first served at staging check-in and into lanes for drives. At check-in at staging attendees will be told what letter/lane to enter for their drive. Go with 2 side-by-side groups (per Drive) within each lane (there is room.) Once enough cars arrive for a group, that group should be released (with lead and sweep.)

-Lead should be first car in line; sweep parks off to the side and joins last at release.

-Safety briefing is to be conducted by the drive lead.

- Attendees are responsible for knowing what drive they are on-it will be in their materials at event registration.

David will send 2-email blasts before the event with staging information and weather updated. Will also provide Tail Of The Dragon motion sickness warning for Friday. Will also note there are rest rooms immediately inside at the AOM, arrive with a full tank, there are 2 gas stations across the street from AOM, etc.

- Craig and David will be at the staging site.

- Will have extra windshield tags at staging. You will need one for the drive.

- Drive leaders who are volunteers but not registered for Treffen will get windshield tags at check-in at staging.
- David will have colored dots available for windshield stick on (to distinguish groups within drives (e.g., Lake Lure))
- Police will be located at the AOM McDonalds exit and at Ethan Allen light on NC 191/Brevard Rd. at entrance ramp to I-26 to facilitate smooth exit.

## DRIVES

- Thursday 150 cars, Saturday 140 cars.
- Staging will take place over a 3-hour period so it should flow OK.
- Per David O'Neal – we don't have to provide directions back after lunch (except Lake Lure which still has the boat ride). Don't worry about people who stop to take photos or make pits tops – they will then be off the tour for PCA insurance purposes.
- (Per David O'Neal - event sold out in 58 minutes – a PCA record. 200 were online at 3:01 p.m. At 58 minutes when registration was stopped the count went up to 480. Still at 470 attendees with cancelations. Accommodated 12 of 60 on wait list. Hotel increased room block by 10%-unprecedented. 220 rooms at peak.)
- “Thank you to all volunteers” from David O'Neal. “Very much appreciate the extra efforts. Event will be a spectacular success.”
- Arm bans should be distributed at staging briefing in the lane. This will ID those who had paid admission to the venues and are OK for lunch.
- Waiver for those who did not register. Will have blank waivers available at staging.
- At registration you will need to sign waiver to get name badge. Name badges are required for Treffen meals – please remember to wear name badges (and AR-PCA name badge) at all times.
- Volunteer t-shirts will be distributed. Likely distributed at staging and hospitality/help desk.
- Bob Herrmann will order 12 radios with chargers and headsets. -----
- David O'Neal will bring 4 radios and extra batteries. You need to make sure you charge your radio before the Drives. Bring radios to the staging area. Peter will handle radios at staging.

## CONTRACTS and MEALS

- David O'Neal has all the contracts for meals. PCA will follow as required.
- Will have signed agreements for all dining spots and credit card authorization on file for each restaurant for the event (use PCA credit card which will already be set up-don't use your own and seek reimbursement.) You should review and approve the bill when it is presented for payment after lunch. (10% tip for PARI, which was not included.
- David signing the Lake Lure contracts 9/2.
- OK with 2 invoices/drive – one for the meals and one for event admission.

## MISC.

- Volunteers who have not registered for Treffen will be able to join in and purchase a drink at the Wed, evening welcoming event. Will need a badge for any meals/food.
- Volunteers can self-park at the OGPI and David will pay for parking.
- Chamber of Commerce to provide 260 copies of material for registration materials (city maps, guides, etc.) Dick Maybach tracking.
- PCA will send news release to local media.
- Davis Wrecker should be added to key materials (directions from OGPI to AOM?) for reference in case of breakdowns. Don Oakes has contact information-phone #, contact, etc.
- Keep critical stuff in goodie bags for drive.
- Volunteers to meet at 3 p.m. at hotel on Wed.? (To be confirmed).
- On Wed., registration is 3-7 p.m. at hotel.
- Claudia Graham will likely organize help/hospitality desk staffing via email schedule in advance of Treffen. Only need a couple of people there at a time to staff the desk.
- Leslie and Ginny will be at the hotel during the event. Craig and David at the staging area.
- John Hornaday from Austin will be doing an article for PANO. This is not the responsibility of AR-PCA.
- PCA National executive office personnel to attend the event include Vu Nguyen (Executive Director,) Manny Alban (Past President,) Aaron Ambrosino (Treasurer), and Cindy Jacasin (Secretary.)

-Treffen registrants will receive white shirts with green logo. Treffen Asheville vols. will have green shirts with white logos.

-Meeting concluded at 10:40 a.m.

Next Treffen planning meeting is Saturday 9/16 at 9:30 a.m. at Harmony Motors/Porsche Asheville.

Jim Peterson  
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