

**Appalachian Region Board Meeting
September 5, 2019
Porsche Asheville Conference Room – Asheville, NC**

In Attendance: Board members Peter Graham, Don Therien, Matt Pohsweg, Jim Peterson, Don Grainger. Also attending were Jim Moore, Dick Maybach, Joe Esposito, Charlie Hickey, David Butler, Larry Koupal, David Wells, Bob Poe, Scott Walker, Joe Watson, Dan Rives, David Raznick and Dan Dazzo

Call to Order: The meeting was called to order by Peter Graham at 4:00 pm.

Minutes Approval: Minutes of the last Appalachian Region Board meeting held August 1, 2019 were approved as submitted.

Board Reports:

- 1. President:** No report.
- 2. Vice President:** No report.
- 3. Secretary:** No report.
- 4. Treasurer:** Matt Pohsweg provided the following AR Treasury activity/status below, items a thru c:

a. Treasury Balance as of 9/5/2019 = \$21,239.28

b. Deposited:

08/08/19	\$ 12,770.96	Club Registration – AA2019
08/14/19	2,160.00	Harmony Sponsorship + 2 AA2019 Friday Meal Cks.
08/21/19	1,038.50	PCA Qrtly Refund
09/04/19	315.00	AA2019 – 2 Registrations Cks. + cash
09/05/19	400.00	PCA Subsidy – AA2019
Multiple	151.42	Square – Two Goodie Store Orders
Total	\$ 16,835.88	

c. Debited:

08/09/19	\$ 56.90	Ck#1130 – Peter Graham – New Member Picnic Invitations
08/14/19	259.00	Ck#1131 – Dick Maybach – AA2019 Misc. Admin. Material
08/28/19	412.85	Ck#1133 – A to Z Signs & Engraving – AA2019 Awards
09/03/19	11,912.34	Ck#1134 – Don Therien – AA2019 Ridges
09/04/19	175.00	Ck#1132 – Ursula Anderson – AA2019 Refund
Total	\$ 12,816.09	

5. Past President: No report.

Committee Reports:

1. Events (Jim Moore):

Breakfast Rambles (w/Joe Watson):

- Planned once/month, regularly on the 3rd Saturday of the month. It was noted that signups tend not to occur until after the event is announced in the email blasts, even though posted on the AR website much earlier. Peter Graham stated that he generally puts out an email blast during the first week of each month. This timing seems to work and has not created an issue with the breakfast restaurants.
- There has been an occasional issue with other events (non-AR) taking place on the 3rd Saturday, conflicting and effecting attendance. It was agreed that when this occurs and is known in advance, the Breakfast Ramble would be moved to a different date during the month.

Oct 5 Drive and Dine to Little Switzerland: Jim Moore reported that there are plans to “chip & seal” a portion of the Blue Ridge Parkway near Little Switzerland in September. He said that Little Switzerland would refund our deposit and suggested canceling. The Board agreed. Jim will look at rescheduling a different event for October. One idea is a drive and Lake Lure boat tour, similar to the Treffen event.

AR Five Year Anniversary: Jim suggested an event may be appropriate around the AR anniversary in February 2020 to celebrate. The Board agreed with this suggestion, and that there may be some budget available for such an event. Jim is soliciting ideas, and several were made during the meeting.

2. Special Events/AA Wrap-up (Don Therien):

- The 2019 Appalachian Adventure was a success. Even with 15 cancellations and an objective to break even the event still made a \$2,776 profit. And the post event survey was very positive. The survey showed a preference for the 2020 AA to be in September, and that we should keep the People’s Choice Concours, by a 70% vote margin.
- There was a discussion about cars that were registered but did not enter the concours, which creates some concours layout issues. For the next AA, it was suggested that a question be added to identify those that do not plan to enter. Another suggestion was to bring a detailer/car washer to the event for those that did not want to prepare their car themselves.

3. Membership (Don Oakes): Don was not able to attend the meeting, but provided the following membership data via email following the meeting:

Primary Members = 253, Affiliate Members = 161, Total Members = 414.
There were two new members during the month, and two non-renewals.

4. Website (Dick Maybach):

- Activity on the web site decreased from July, with 53 visits per day compared to 64 per day last month. There was a surge in activity right after AA.
- Some years ago we moved our site from the PCA server to one operated by SiteGround, leaving a link to redirect to the new URL. In August this broke, telling people our site was down. PCA has been asked to close our account there and to direct folks to our new site.
- Results of the 2019 PCA Website Contest did not show us scoring well. Our goals for our site are different than the contest's criteria. However, Dick feels the contest feedback is useful in identifying weaknesses and has used it for improvements.
- For events that have a fee we have been using ClubRegistration because our website is not setup to collect fees. To avoid privacy concerns with ClubRegistration Dick is developing a registration form which we can run a trial on, possibly with the AA Committee. PayPal would handle the financial transaction.

5. Social Media (Scott Walker):

- Scott passed on a reminder from the PCA social media rep that license plates should not be shown in images and videos from autocross and track events, due to insurance cancellation concerns.
- There were 158 members of the AR Facebook group, with 143 active this month.

6. Track (David Wells): David reminded the group of the DE this weekend at Carolina Motorsports Park, and mentioned that there have been some complaints about the track condition. He also mentioned the DE in late November at VIR.

Unfinished Business:

- **Hagerty Initiative:** Peter Graham again said that he would contact Hagerty to see if they would be interested in supporting the 2020 Luft-Wasser event.
- **Officer Nomination Update (Jim Peterson):** Jim again made reference to the Region Bylaws on the website, and identified the Nomination Committee members. He also identified the ballot "tellers". Nominations are due by October 15th, voting Nov 1st – Dec 1st. Announcement of officers will occur at the Annual Meeting December 7th.

New Business: None

Announcements:

- Peter Graham introduced three new members, who were in attendance at the meeting: Dan Rives, David Raznick and Dan Dazzo.
- Dan Dazzo is the PCA National Safety Committee Chairman, Dan commented on his experience in this position with post event reports and independent observer reports.
- It was announced that there may be a 992 Launch event put on by Porsche of Asheville on October 8th, but that it was not yet official, and may be by invitation only.

Motion to Adjourn: The meeting was adjourned at: 5:15 pm.

Submitted,
Don Grainger
Secretary, Appalachian Region