



**Appalachian Region Board Meeting
January 30, 2020
Porsche Asheville Conference Room – Asheville, NC**

In Attendance: Board members Don Therien, Jim Moore, Matt Pohsweg, Don Grainger, Peter Graham. Also attending were Jim Peterson, Dick Maybach, Joe Esposito, Charlie Hickey, David Butler, David Wells, Bob Poe, David Angelus, Bob Disney, Dan Dazzo and Dave White

Call to Order: The meeting was called to order by Don Therien at 3:30 pm.

Minutes Approval: Minutes of the last Appalachian Region Board meeting and Annual Meeting held December 7, 2019 were approved as submitted.

Board Reports:

1. President: Don Therien reported that Parade 2020 registration was now open. Jim Moore said that he had registered for Parade, and could represent the Region if needed.

2. Vice President: No report.

3. Secretary: Don Grainger shared that his trip this past weekend to the Rolex 24 went well, with the weather being great both days. "Parade laps" were offered on Saturday morning for Porscheplaz attendees (the banking is incredible). Porsches finished 2nd and 3rd in GTLM. He recommended attendance.

4. Treasurer: Matt Pohsweg provided the following AR Treasury activity/status below, items a thru d:

a. Treasury Balance as of 01/30/2020 = \$17,404.49

b. Deposited:

01/15/20	\$ 86.24	Square – Goodie Store
Total	\$ 86.24	

c. Debited:

01/28/20	\$ 2,000.00	Ck#1144 – Meadowbrook Inn – Deposit for AA 2020
Total	\$ 2,000.00	

d. Outstanding

01/27/20	\$ 266.91	Ck#1145 – Screen Printers Unlimited
----------	-----------	-------------------------------------

01/30/20

(Goodie Store) Inv#16342
51.27 Ck#1146 – Reimburesment – Jim Moore
Luft Wasser 2020 (MailChimp X3 Mo. &
Business Cards)

5. Past President: No report.

Committee Reports:

1. Events:

- **5-Year Anniversary Event Update** – Jim Moore opened the discussion, saying that a conflict will prevent him from attending. David Butler is coordinating with the Country Club of Asheville on various details (meals, liquor categories, etc.). The final number of attendees is due no later than 7 days prior to the event. Registration/ticket sales for the March 14th event will open February 3rd and close March 1st. With a plan of 8 people per table there will be a limit of 120 attendees. In discussing plans for the dessert, a motion was approved by the Board for an allowance of up to \$330 for the cake(s).
- **Luft Wasser Update** – Jim Moore reported that all required permits had been submitted. And that a second driving tour group has been added from Asheville. The schedule for the AM will be the same as last year, with the parade leaving for downtown Brevard at about 10:40AM. New this year will be the “after party” at the Bruce Rogow estate about 12 miles from Brevard; which will include dessert food trucks, a bluegrass band and a “super car” display. The after-party would open at about 1:30PM, with the Brevard cars on Main Street ending by 2:00PM. A registration fee of \$30 per car was agreed to for this year’s event, and registration will open February 22nd. Target attendance is 180 cars. Donations from the registrations will be made to two charities; the Cindy Platt Boys and Girls Club of Transylvania County, and Cops for Kids. In addition to our Platinum Sponsor, Porsche of Asheville, additional sponsors being considered are GMP Performance, K&M Collision and Hagerty Insurance. Peter Graham will review these additional sponsors with Porsche of Asheville. Don Therien will contact Hagerty Insurance regarding their possible sponsorship.
- **Smokey Mountain Region Spring Thing** – May 1-3, 2020 – Jim Moore announced that he had been contacted by the Smokey Mountain Region inviting our attendance in their event, and they had moved the date so it would not conflict with Luft Wasser. Two of their representatives plan to attend our next Social Mixer at New Belgium Brewing to answer any questions about their event.

2. Special Events (Bob Herrmann):

- **Appalachian Adventure Update** – Bob was not able to attend the meeting. Of interest related to this event (and others) it was reported that the PCA Stipends were being increased this year.

3. Membership (David Angelus): New Membership Chair David Angelus shared data from the PCA Membership Report, including that the Appalachian Region had the highest percentage growth in Zone 3 for 2019 at 12%, and that total Region membership had increased by 165% since inception. Following the meeting David provided the end of January numbers via email:

Primary Members = 273, Affiliate Members = 167, Total Members = 440.
This total is +1 over the December year-end report.

4. Website (Dick Maybach): Dick reported that there were 144 visits/day for January, which is up considerably over the average of 62/day in 2019.

5. Social Media (Scott Walker): Not able to attend.

6. Safety (Charley Hickey): No report.

7. Driving Events/Tours (John Goetzman): Not able to attend.

The following events are planned: April 11th SUV drive, May 21st Poinsett Bridge, July 11th Lake Lure Grainery, August 1st Tail of the Dragon Drive, October 3rd River to Mountains Drive. Note: Jim Peterson commented that the tour info on the website (turn-by-turn) could use an update to include the many tours we have taken. Jim Moore to touch-base with John Goetzman on this.

8. Track (David Wells): David announced that there would be a Track group meeting immediately following the Board Meeting.

9. Dealer Liaison (Peter Graham): Peter reported that Porsche of Asheville is planning a Taycan launch event, probably by the end of February.

Unfinished Business:

1. Event Payment System (Matt Pohsweg & Dick Maybach): Matt reported that the second checking account, to be used as a PayPal depository, would be open tomorrow.

2. Approval of APR Chairs and Chairmen: A motion was made and passed approving all of the following Committee Chairs: *Appalachian Adventure - Bob Herrmann, Chief Instructor - Dan Dazzo, Concours & Historian/Archivist - David Butler, Dealer Liaison - Peter Graham, Events - Jim Moore, Membership - David Angelus, Merchandise/Goodie-Store & Safety - Charlie*

Hickey, Social Media - Scott Walker, Tours/Driving Events - John Goetzman, Track - David Wells, Warden - Bob Poe, Website - Dick Maybach. Note: As a reminder, only APR Board Members have voting authority.

New Business:

1. Anniversary Party Budget:

- Approval of (10) invited guests was done previously by the Board via email.
- Approval of Awards (Don T) – Motion approved by the Board for six total awards, including Porsche of Asheville, at \$77.32 each; total approved \$464.00.
- Approval of Window Clings (Jim M) - Expenditure for a total of 300 window clings was approved by the Board at \$130.
- Approval of Founding Charter Member Certificates (David B) - David provided a sample Certificate for review, and said that there were 13 members eligible. The Board approved \$50 for the 13 certificates.
- Approval of APR contributions to overall expenses – It was discussed that \$2500 had already been approved as the Region's contribution for the event. A ticket cost of \$30/person was approved, with a maximum attendance of 120 people.

2. APR Grille Badges (Charlie Hickey) – A 2¾ inch size was agreed as appropriate for the grille badge. Further discussion was tabled for the next Board Meeting.

Motion to Adjourn: The meeting was adjourned at: 5:05 pm.

Submitted,
Don Grainger
Secretary, Appalachian Region