



**Appalachian Region Board Meeting
October 1, 2020
Via Teleconference**

In Attendance: Board members Don Therien, Jim Moore, Matt Pohsweg, Peter Graham. Also attending were Jim Peterson, Dick Maybach, Charlie Hickey, Dan Dazzo, John Goetzman, David Angelus, Scott Walker, Larry Koupal, David Butler, Dave White, Bob Poe, Bob Disney and David Wells

Call to Order: The meeting was called to order by Don Therien at 4:03 pm.

Minutes Approval: Minutes of the last Appalachian Region Board meeting held September 3, 2020 were approved as submitted.

Board Reports:

- **President:**
 - Don Therien stated that he and Peter Graham met with the VA personnel and presented a check for \$500.00. He also said he and David and Judy Butler met with MANNA Food Bank personnel and presented a check for \$1000.00.
 - Don also referred to a recent email from Zone Rep Rod Johnson, forwarding an email from PCA Driving Tour Chair Greg Halverson, reminding all members to follow safe driving practices when out in their Porsches. Whether in a PCA event or not, as Porsches are high visibility in public and driving characteristics exhibited reflect on the Club regardless of the activity, whether PCA sanctioned or not.
- **Vice President:** Jim Moore mentioned that NC has now moved into COVID-19 Phase 3 with continued limitations on the size of gatherings. He also said the Harmony Motors sale is reported to be closing next week. Harmony recently cancelled an upcoming Roebling Road Customer Appreciation Track Day event.
- **Secretary:** Don Grainger was not able to attend. Special thanks go to Jim Peterson for taking these minutes.
- **Treasurer:** Matt Pohsweg provided the following AR Treasury activity/status below, items a thru d:
 - a. Treasury Balance (0492 account) as of 10/01/2020 = **\$21,894.23**

b. Deposited:	9/08/20	\$ 500.00	PCA Award Recognition (remaining balance)
	9/21/20	115.50	Square – Goodie Store
	9/25/20	<u>53.89</u>	Square – Goodie Store
		\$ 669.39	Total
c. Debited:	9/28/20	\$ 500.00	Ck#1160 – Charles George VA Medical Center
		<u>500.00</u>	(PCA Award Recognition/Donation)
		\$ 500.00	Total

d. The 2804 account balance as of 10/01/20 = \$100.00 (unchanged)

- **Past President:** No report.

Committee Reports:

1. Events (Jim Moore):

- **Region Events Update:**

- Per Luft Wasser planning, Jim reported that although the City of Brevard wants us back, they are not doing any permitting for 2021 events at present. Jim suggested we stay tuned and the he will continue to check and advise with January 2021 the latest to initiate planning for a spring event. The possibilities of an event later in the year depend on the City, its events calendar and openings for events.
- Jim stated that the 10/7 Gimmick Rally is sold out with 25% of the participants planning to attend their first AR-PCA event. 1/3 of registrants are new members as well.
- The 10/17 Breakfast Ramble in Hot Springs is 50% sold out at present.
- 50% of those signed up for the 10/14 Social evening event are new members.
- Jim is awaiting information on possibilities for a Talladega or Charlotte Motor Speedway event in 2021.

2. Driving Events/Tours (John Goetzman):

- John said the 10/7 Gimmick Rally is on and is sold out.
- The Poinsett Bridge Drive and Dine is scheduled for November 11th with registration opening on 10/11.

3. Tech Events (Dan Dazzo): Dan indicated he is working on a January 9, 2021 event in Greenville.

4. Special Events (Bob Hermann): Bob was not able to attend.

5. Membership (David Angelus): Membership Chair David Angelus provided the following membership data for September 2020:

- Primary Members = 298(+7) , Affiliate Members = 176(+7) , Total Members = 474(+14)
Transfers in = 3 , Transfers out = 0 , New Members = 7 , Lapsed = 5 , Late renewals = 2

The year-to-date net growth is +12 members.

- Only 2 of 37 non renewals YTD have responded to surveys. Of new members, 23 of 49 have replied to survey with their interests. David noted that new member additions are being driven by transfers in.

6. Website (Dick Maybach):

- **Website activity:** Dick said hits were steady at 50-60 per day. He noted a few changes to the website and said the Home page is a marketing page and that members should go immediately to the member page for information at a glance. He suggested that members set their browsers to the member page for a 1-page view without extra clicking. Dick again asked that any website suggestions be forwarded to him.
- **Progress on website recruitment:** Dick has found 5 members with website experience that have expressed interest in assisting with region website development. Rather than form a formal committee at this time, Dick is consulting with these members on an informal basis.

7. Social Media (Scott Walker): Scott reported the addition of 5 members in the last month to total 201 Facebook members. 181 members were active in the last month.

8. Safety (Charley Hickey): Charlie reported that he forwarded the insurance information for events this month.

9. Track (David Wells): David reported that he VIR DE will be 11/20-22 and that 5 AR-PCA members have registered for the solo-only event. He mentioned that a couple of regions were planning ride-along/in-car instruction with the great majority of regions still solo-only for DE events.

Unfinished Business:

- **APR 5-Year Anniversary Party:** Don Therien stated that the region may begin planning of the 5-year anniversary (plus 1) event sometime in January.
- **Annual Meeting:** David Butler was asked to follow with the Country Club of Asheville to see if we can schedule a 12/5 annual meeting. He will also check to see if it is feasible to have a post annual meeting hospitality event although he expressed concern about limited capacity and hesitancy to attend social mixer type events during the COVID hassle. Don Therien asked the board to think about it and plan to discuss further at the next meeting.
- **Christmas/Holiday Party:** Peter Graham will check with Porsche Asheville management about thoughts (if any) for a Christmas/Holiday charity benefit event. He indicated that he will sensitive to recent changes at the dealership in his communications.

New Business:

- **January APR Financial Audit:** Don Therien indicated that he and volunteer David Angelus will meet with Matt Pohsweg in January 2021 to conduct an annual financial audit per region bylaws. Don feels this should be quick/EZ because Matt Pohsweg, Treasurer, has done such a diligent job in managing and reporting region finances.
- **Awards Display:** Don said the region has begun to develop a collection of awards and trophies and suggested that perhaps it is time to consider a small case for display at Porsche Asheville. He said he will talk to Porsche Asheville management about this sometime in the next few months and suggested that the region should be prepared to participate financially in the cost of the trophy case.

Adjourn: The meeting was adjourned at 4:35pm.

Submitted,
Don Grainger
Secretary, Appalachian Region