

Meeting Minutes from 18 May Convention Update

Meeting summary

Quick recap

The meeting focused on planning the 2027 AROC (Alfa Romeo Owners Club) convention scheduled for July 25-August 1, 2027, at the Marriott in Chantilly, Virginia. Peter Jones led the discussion through various committees and progress updates, including hotel arrangements (99% complete with legal review pending), track and autocross planning for Thursday, July 29th, and budget development using Chicago and Utah convention budgets as templates. The team discussed potential concourse locations including Sully Historic Plantation and Frying Pan Park, with Peter Biche expressing interest in co-leading the concourse committee. Various pre-tour options were proposed including Stone Tower Winery and Wheatland Springs Brewery visits, as well as potential family-friendly activities like a kids' pedal car race and historical tours of Harper's Ferry. The group also addressed vendor management, theme development (considering the 65th anniversary of the Julia nameplate and 10th anniversary of the relaunched Julia in America), and the need for a dedicated convention website beyond the Club Express registration system.

Tasks/Action Items

Bert Straus

- [Develop artwork and convention logo based on the selected theme.](#)

Frank Salemi

- [Reach out to potential vendors \(including Matt Jones of Re-Originals and Hugh Ripken of Finish Line\) to confirm participation and coordinate vendor hours and logistics; solicit additional vendor volunteers.](#)

Jim

- [Reach out to Paul Marconi \(Radial Tire\) and other potential sponsors \(e.g., local Alfa Romeo/Maserati dealerships\) to explore sponsorship and tech session participation.](#)

Mary

- [Draft a short, factual "save the date" announcement for the convention for potential inclusion in the August AROC magazine.](#)
- [Provide Treasured Motorcars' contact information to Peter Jones for potential sponsorship or symposium participation.](#)

- [Explore the possibility of a half-day tour of Harpers Ferry for history buffs, including coordination with National Park Service as needed.](#)

Megan Hashashyan (Theme & Publicity Committee)

- [Finalize selection of the convention theme and present recommendation to the Chapter Board for approval.](#)

Peter Biche

- [Copy and review the Chicago and Utah convention budgets to create a template for the 2027 convention budget, and reach out for additional assistance as needed.](#)
- [Support the concourse committee as co-lead or lieutenant, and assist with upfront planning and documentation.](#)

Peter Jones

- [Contact Elise Barrett \(and if needed, Cindy Banzer\) to confirm if a short "save the date" announcement for the 2027 convention can be included in the August issue of the AROC magazine, and coordinate with Mary on drafting the announcement.](#)
- [Call George Petzold to check on the status of the hotel contract legal review and aim to close the contract this week.](#)
- [Invite interested members to attend the Father's Day car show at Sully Plantation on June 21 to evaluate the site for the concourse.](#)
- [Form committees for pre-tours, day tours/rallies, and youth/family activities, and begin planning activities \(including winery/brewery visits, kids' choice awards, and family-friendly events\).](#)
- [Add Udvar-Hazy Air and Space Museum \(and other local attractions\) to the "things to do in the area" list for convention attendees.](#)
- [Send out meeting summary, detailed notes link, and slides to all attendees.](#)
- [Begin planning for registration to open in January/February 2027 and ensure website development is initiated.](#)
- [Consider formation of a youth outreach or family activities subcommittee to increase youth/family attendance and engagement.](#)
- [Investigate and reach out to potential speakers \(e.g., Jay Leno, Paul Wilson, Peter Krause\) for convention keynote/tech sessions.](#)
- [Ensure all volunteers have separate email addresses for database tracking and committee assignment purposes.](#)

Trish

- [Volunteer as a concourse judge, specifically for interiors.](#)

Collaboration

- [Peter Jones & Frank Salemi: Visit and evaluate Sully Historic Plantation and Frying Pan Park as potential concourse locations; determine rates, requirements, and feasibility \(including food truck options\).](#)
- [All interested members: Contact committee leads \(e.g., Brad for track/autocross, Frank for vendors, Peter Biche for budget/concours\) if able to assist with planning or day-of execution.](#)

Summary

Italian Concorso Pebble Beach Planning

Mary discussed plans to attend the Italian Concorso at Pebble Beach in August celebrating the 60th anniversary of the Duetto, where Penn & Farina's president will present an award for the most original Duetto. She is seeking information about other chapter members attending or transporting vehicles to share costs with a transporter. Mary also noted they may be the only attendees from their chapter at the upcoming vintage races in Watkins Glen in September.

Convention Planning Update Meeting

Peter Jones led a meeting update on convention planning, reporting that the hotel contract with Marriott in Chantilly, Virginia for July 25-August 1, 2027 is 99% complete and currently under legal review. Multiple committees have been established and are actively working on track/autocross, budget, Concorso, theme, publicity, and vendors. The next key steps identified include planning pre-tours, sponsor tours, rallies, and developing a dedicated convention website. Peter Jones expressed confidence that the legal review would be completed within the week, with final approval needed from Cindy Banzer before Brewster Thackery signs the contract.

Convention Planning and Logistics

The meeting focused on planning details for an upcoming convention, with Peter Jones leading the discussion. The group established July 29th as the track date at Summit Point, though the autocross location and timing remain undecided between Thursday or Friday. Peter Boucher was assigned to lead budget development using Chicago and Utah convention templates as references. The team discussed publicity plans, with Megan developing theme candidates and Bert Strauss handling artwork, while Mary volunteered to write a save-the-date article for the August AROC owner magazine. Frank Salemi volunteered to manage vendor coordination for the event.

Vendor Management Event Planning

The team discussed plans for managing vendors at an upcoming event, with Frank taking responsibility for vendor room layout, security, contracts, and agreements. They clarified that the vendor area would include both paid vendor spots and a free flea market section, with pricing ranging from \$35 to \$300 depending on the type of setup. The group explored ideas for integrating the vendor area with event receptions, particularly during cocktail hours before banquets, and discussed the possibility of having multiple vendor types including memorabilia, car parts, and model displays in shared spaces.

Alfa Romeo Concours Planning Meeting

Peter Jones discussed plans for an Alfa Romeo Owners Club concours event, including a judged area and people's choice section. Peter Biche offered to co-lead the event rather than take full solo lead, and both potential locations (Sully Historic Plantation and Frying Pan Park) were discussed, with plans to visit the Father's Day car show at Sully Plantation on June 21st to assess the venue. The team also reviewed progress on other convention elements including pre-tour planning, sponsors, tours and rallies, and the convention website, with pre-tour development identified as a key priority.

2027 Alfa Romeo Convention Planning

The meeting focused on planning for the 2027 Alfa Romeo convention in the DC area, discussing potential activities including pre-tours, rallies, and technical sessions. Key decisions included exploring a theme around the 65th anniversary of the Julia nameplate and the 10th anniversary of the Julia relaunch in America, with suggestions for family-friendly activities like a kids' car race and special awards. The group identified several potential speakers and venues, including Paul Wilson and Wheatland Springs Brewery, while noting the need for separate committees to organize pre-tours, tours, and rallies. The next meeting was scheduled for June 15th, with Peter Jones committing to send detailed notes and a summary of the discussion.