

**Appalachian Region Board Meeting
February 4, 2016
Harmony Motors, Asheville, NC**

In Attendance: Board members Peter Graham, Jim Peterson, Matt Pohsweg and David Butler. Also attending were Dick Maybach, Carl Von Shummer, Joe Esposito and Charlie Hickey.

Call to Order: Peter Graham called the meeting to order at 4:00 p.m., welcomed attendees to the Appalachian Region Board meeting and presided over the meeting.

Minutes Approval: Meeting minutes of the Appalachian Region Board meeting of Jan 7, 2015 were submitted for approval and approved. Peter reviewed the agenda and proceeded with the meeting.

Board Reports:

- 1) President:** Peter Graham reported PCA has a reported surplus of approximately \$810,000. No determination made at this point on its disposition.
- 2) Vice President:** Don Therien was unable to attend and no report provided.
- 3) Secretary:** David Butler reported minutes of the January 7 Board meeting documented and posted on AR website.
- 4) Treasurer:** Matt Pohsweg reported Treasury status as follows:
 - a) Balance of \$2,688.92 in the AR account.
 - b) Pending reimbursement of \$449.40 from Porsche of Asheville for the "Informational Brochure" printing cost as part of sponsorship program.
 - c) Anticipate Quarterly PCA Dues Refund in mid February of approximately \$700 - \$800.
- 5) Past President:** Jim Peterson differed comment to discussion of Appalachian Adventure planning.

Committee Reports:

- 1) Events :** Carl Von Shummer reported the Events Team planning activities as follows:
 - a) March 5 Technical session at Stuttgart Motor Werks in Hendersonville
 - b) April 2 Drive and Dine in Waynesville area at Pasquale's (lunch)
 - c) May 7 drive to Shelby, NC area to lunch at well regarded BBQ spot being planned
 - d) June 4 possible overnight to Blowing Rock with stay at Meadow Brook Inn & Suites
 - e) July possible Bristol Motor Speedway event in coordination with Harmony Motors - Porsche of Asheville **(specific date to be determined)****Al Jim** - Write up notes from 2/6 tech session and submit to Dick for edit/posting on website; Carl took pictures. **(Complete)**
- 2) Special Events:** David Butler distributed copy of updated poster to advertise Adventure. The group reviewed and supported the updates. Peter

made motion to approve the poster; Joe Esposito seconded the motion and group unanimously approved.

- 3) Membership:** Beth Aldecoa was unable to attend and no report provided. Team briefly discussed draft of member survey, and concurred good progress with updates to be performed based on committee/board review.

AI Beth - Finalize and conduct member survey in 1st quarter 2016.

- 4) Web Site:** Dick Maybach provided website activity report to Secretary prior to meeting. In January 2016 the website received 571 visits, 306 of which were by returning visitors. Dick and Carl Von Schummer are continuing to wait for some improvements/enhancements by PCA National web before we can proceed with the improved site with enhanced navigation and features. Group discussed possibly moving forward with identifying a permanent hosting site for AR website.

AI Dick - Present website hosting proposal to Board.

- 5) Safety:** Charlie Hickey reported on fire extinguishers investigation, i.e. having them available for AR events either by AR purchase or rental. Rental is not available.

AI Charlie - Investigate/present Halon extinguisher purchase cost.

AI Charlie - Investigate if region can rent Halon extinguisher for events.
(Complete)

- 6) Social Media:** Jason Howard was unable to attend and did not provide a report.

- 7) Historian/Archivist** - David Butler reported he had taken possession of Archive documents but had not had an opportunity to review.

Unfinished Business:

- 1) AR Brochures** - Peter shared/distributed final printed Brochures with group. A number of them have been provided to Harmony for display and customer use.

AI Peter - Check to see if he has some Plexiglas holders that could be used. Jim will also follow with Charlie Schieren at next meeting with him.

- 2) Committee Positions** - Peter encouraged Board and those present to review "Region Focus" which contains various articles including one on filling committee positions. He also plans to contact a specific member for the Communications position.

- 3) Appalachian Adventure Charity Items Donations** - Jim to draft communication for Peter to include in his next news letter to the membership.

- 4) September AR Picnic** - Potential issue with the Ramble location requiring liability insurance for events allowing alcohol consumption.

AI Event Team - Finalize and present recommendation(s) for 2016 picnic location to the Board.

AI Event Team - Carl contact Steve Goodman and determine Ramble liability insurance policy.

New Business:

- 1) Website "Administration" Section** - Group discussed and agreed some of the website material could best be made available via the Administrative

section. Dick/ Carl will place "Tour Guides" i.e. guidelines on leading tours, etc. on the Admin section **(Complete)**.

2) AA Tours - Jim discussed the AA Special Events team efforts on determining the appropriate guided or self guided tours, their length, start time, tours conflict with other activities, etc. He suggested the Board needed to provide direction to the team for them to base their plans. Jim agreed to draft guidelines and Events Schedule for the team. Complete; drafted, shared with Board, minor updates made and shared with Special Events Team.

3) Website Reservation System - Thought is to have a capability on the AR website for individuals to schedule participation in nonpayment events. Carl shared TN region website that is actively scheduling events participation on their site. He is following up with region.

AI David - Determine if ClubRegistration can be used by AR for scheduling nonpayment events.

Announcements:

1) **AI Jim** - Follow with Charlie Schieren regarding invoice for Informational Brochures, and determine if Charlie is going to be keynote speaker at Appalachian Adventure. Also, check status/date of Bristol event and check on plexiglass holders for AR brochure.

Next Board Meeting: Board meeting 4:00 p.m. Thursday March 3 at Harmony.

Next Monthly Meeting: Membership meeting Saturday March 5, 10:00 a.m. at Stuttgart Motor Werks, 798 South Grove Street, Hendersonville, NC.

Motion to Adjourn: Peter declared the meeting adjourned at approximately 5:30 p.m.

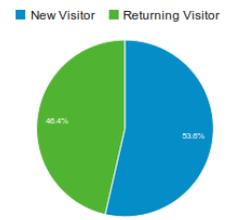
Submitted,

David Butler
Secretary, Appalachian Region PCA

Attachment: AR Web Use Report

January 2016 Website Use

The chart below summarizes the use and shows that during December, we had 571 visits, 306 of which were by returning visitors. On the average, each visit was to 2.7 pages, although over 60 per cent involved only one (as shown by the bounce rate). About 74 per cent of our users are from the U.S., although some of the 12 per cent whose countries are not known are probably also from here. We had about the same number of users as last month (345 compared to 373 in December).



Demographics

- Language
- Country**
- City

System

- Browser
- Operating System
- Service Provider

Mobile

- Operating System
- Service Provider

Country

Country	Sessions	% Sessions
1. United States	425	74.43%
2. (not set)	66	11.56%
3. China	8	1.40%
4. France	7	1.23%
5. United Kingdom	7	1.23%
6. Russia	7	1.23%
7. South Korea	6	1.05%
8. Brazil	5	0.88%
9. Australia	3	0.53%
10. Germany	3	0.53%

The figure below compares returning and first-time visitors. On the average first-time users looked at two pages and on average stayed for a minute, while returning ones stayed for over four minutes and looked at three or four pages.



Primary Dimension: User Type

User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Total	571 (100.00%)	53.59% (53.42%)	306 (100.33%)	61.47% (0.00%)	2.71 (0.00%)	00:02:33 (0.00%)	0.00% (0.00%)	0 (0)	\$0.00 (0.00%)
1. New Visitor	306 (53.59%)	100.00%	306 (100.00%)	78.76%	1.93	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	265 (46.41%)	0.00%	0 (0.00%)	41.51%	3.61	00:04:22	0.00%	0 (0.00%)	\$0.00 (0.00%)

The chart below shows the number of users who've accessed the site within the last day, the last week, and the last two weeks. (I didn't plot the number who we hadn't seen for a month.) A substantial number of people check our site on a regular basis. The number of regular viewers decreased this month; we had 230 visits from people who view the site more often than once every two weeks vs. 275 from such folks last month.



Dick Maybach