

Appalachian Region Board Meeting
June 2, 2016
Porsche Asheville Conference Room - Asheville, NC

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

Call to Order: Peter Graham called the meeting to order at 4:11 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 May 5, 2016 were submitted for approval and approved.

Board Reports:

- 1) President:** Peter Graham reviewed a letter received from gentleman in Germany requesting AR paraphernalia. Peter to reply.
- 2) Vice President:** Don Therien delayed comments until overview of Appalachian Adventure status.
- 3) Secretary:** David Butler reported minutes of the May 5 Board meeting documented and posted on AR website.
- 4) Treasurer:** Matt Pohsweg provided Treasury status as follows:
 - a)** Balance of \$5,305.83 in the AR account.
 - b)** Outstanding invoices of \$269.00 for fire extinguishers and awaiting invoice from Screen Printers (Goodie Store) on sales of \$328.97.
 - c)** Quarterly Rebate: Received \$790.50 on May 6; Special Rebate (PCA revenues sharing): Received \$905 on May 19.
 - d)** Expenses YTD are \$792.90.
 - e) Carry-Over from May 5:** Matt shared tax form submission status. Being a non-profit form 990 is required. IRS has current issue with form submission. Matt has setup an account, obtained EIN number and waiting notification that the submission issue is resolved. He believes this should be resolved within 4 weeks.
- 5) Past President:** Jim Peterson delayed comment until coverage of specific agenda items.

Committee Reports:

- 1) Events :** Carl Von Shummer reported the Events Team planning activities as follows:
 - a) June 11 - Planning drive to Highland, NC for the Highlands Motoring Festival scheduled for June 9 - 12. Drive route tested and event scheduler open on AR website. Plan to lunch prior to the show in Sapphire, NC.
 - b) Beginning a mid month social in July on 2nd Wednesday of the month, i.e. Hump Day Social. Start time at 5:30 p.m. Look for details on the AR website.
 - c) No activity planned for July at this time.

- 2) Special Events:** Don Therien provided Appalachian Adventure update reviewing registration numbers and budget. Currently there are 96 confirmed participants and 49 cars for the concours registered. In budget review Don pointed out that with present confirmed registrations AA 2016 is in the black.
- 3) Membership:** Beth was unable to attend. Peter shared current membership as 190 Primary/123 Affiliate for total of 313 members. For the past month there were 5 new members and 3 non-renewals.
- 4) Web Site:** Dick Maybach provided website activity report (attached), and request members submission of content for our site, e.g. auto related activities in the area, etc. Group discussed possible member of the month posting on the website containing sharing of brief bio and current car picture, etc.
- 4) Social Media:** Jason Howard was unable to attend and no report provided.
- 5) Safety:** Charlie Hickey purchased two fire extinguishers. Has developed a log for tracking sign-out and procedures for their use which will be placed on the AR website by Dick.
- 6) Driving Events/Tours:** Larry Koupal continues to be in contact with PCA National regarding development of "Tour Chair" responsibilities and Tour process and guidelines. Discussed BRP permit requirements for large groups of cars and team concurred this should be an item for discussion in Asheville Treffen planning.
- 7) Treffen:** Prior to meeting Peter discussed possible AR Treffen planning committee with Bob Herrmann who was agreeable to its formation. Team concurred we need to begin forming team ASAP so we are positioned for concerted planning effort after AA 2016. Peter has received couple of volunteers to assist Treffen planning from his member solicitation (Jeff Roberts and Mark Feightner).

Unfinished Business:

- 1) Committee Positions** - Openings continue to exist for chair of Communications and Goodie Store.
- 2) Fire Extinguisher Purchase** - See Safety Committee report.
- 3) AA Raffle Donation** - Jim Peterson has 2 framed pictures and various books to donate and Mario has few posters to donate. Matt is collection/control point for raffle items.
- 4) AA Banners** - Peter continues to work to finalize and obtain AR and AA banners.
- 5) September AR Picnic - Events Team accepted ownership for planning** September 3 AA Picnic at the Ramble. David to share past planning documents with team and participate in planning meeting to share past efforts and lessons learned.

New Business:

No New Business presented.

Next Board Meeting: Next Board meeting is scheduled for June 30, 2016 at 4:00 p.m. at Harmony Motors.

Motion to Adjourn: Peter declared the meeting adjourned at approximately 5:20 p.m.

Submitted,

David Butler
Secretary, Appalachian Region PCA

Attachment: AR Web Use Report

May 2016 Website Use

The charts below summarize the total usage. During May the site had 738 visits from 353 unique visitors, essentially the same as in April.

Reported period	Month May 2016				
First visit	01 May 2016 - 01:21				
Last visit	31 May 2016 - 21:40				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	353	738 (2.09 visits/visitor)	5,217 (7.06 Pages/Visit)	15,363 (20.81 Hits/Visit)	465.73 MB (646.22 KB/Visit)
Not viewed traffic *			1,738	3,517	268.89 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.










As the data below show, we continue to get visitors from all over the world, although the overwhelming majority are from the U.S. For some reason, we had more visits from Italy and France.

Locales (Top 25) - Full list					
Locales		Pages	Hits	Bandwidth	
United States	us	3,082	12,203	339.49 MB	
Italy	it	1,371	1,413	8.95 MB	
Ukraine	ua	445	445	8.51 MB	
Canada	ca	109	153	1.24 MB	
China	cn	51	65	23.33 MB	
Russian Federation	ru	49	70	1.37 MB	
Brazil	br	30	595	10.71 MB	
Austria	at	23	23	136.62 KB	
France	fr	14	37	48.78 MB	
Japan	jp	7	8	312.40 KB	
Poland	pl	4	5	2.54 MB	
Germany	de	4	26	2.96 MB	
Turkey	tr	3	16	135.64 KB	
Ecuador	ec	3	66	1.16 MB	
Vietnam	vn	3	3	10.47 KB	
Czech Republic	cz	2	31	418.62 KB	
Argentina	ar	2	44	789.01 KB	
Nigeria	ng	2	16	152.54 KB	
Bangladesh	bd	1	1	6.10 KB	
Israel	il	1	1	22.12 KB	
Philippines	ph	1	22	394.44 KB	
Norway	no	1	1	20.98 KB	
Malaysia	my	1	1	6.08 KB	
Lebanon	lb	1	12	87.49 KB	
Colombia	co	1	22	394.40 KB	
Others		6	84	13.87 MB	

Most visitors spend less than 30 seconds on the site; although one-quarter stay with us longer. In April one-third stayed longer than 30 seconds.

Number of visits: 738 - Average: 229 s		Number of visits	Percent
0s-30s		551	74.6 %
30s-2mn		54	7.3 %
2mn-5mn		34	4.6 %
5mn-15mn		45	6 %
15mn-30mn		18	2.4 %
30mn-1h		23	3.1 %
1h+		10	1.3 %
Unknown		3	0.4 %

The documents on our site are in the form of pdf files, and a number of these were viewed as shown below.

Downloads: 49		Hits	206 Hits	Bandwidth	Average size
	/images/minutes/2016_RPM_V1.pdf	86	10	212.12 MB	2.21 MB
	/images/Tours/DnD_1605b.pdf	37	1	40.12 MB	1.06 MB
	/images/news/2016/2016.04_Treffen.pdf	22	34	75.42 MB	1.35 MB
	/images/minutes/Good_and_Bad_Tours.pdf	17	0	21.90 MB	1.29 MB
	/images/minutes/social_media.pdf	14	0	578.02 KB	41.29 KB
	/images/Tours/DnD_1504.pdf	13	0	18.33 MB	1.41 MB
	/images/minutes/Tour_Roundtable.pdf	13	0	32.96 MB	2.54 MB
	/images/minutes/2015/Minutes_AR_Board_150430.pdf	12	0	1.14 MB	97.47 KB
	/images/minutes/2016/Minutes_AR_Board_160303.pdf	11	0	3.24 MB	301.47 KB
	/images/Tours/DnD_1510.pdf	10	0	321.02 KB	32.10 KB

Our administration load remains large, as shown by the use of */administrator/index.php*, the entry point for site maintenance, but the events calendar and news page were also popular. Note that some pages, such as */media/jui/fonts/IcoMoon.woff*, are just for support and aren't really something the user consciously viewed.

202 different pages-url	Viewed	Average size	Entry	Exit	
/administrator/index.php	1,310	20.61 KB	23	19	
/	1,190	11.41 KB	629	496	
/index.php/events	360	4.90 KB	2	13	
/index.php/component/mailto/	306	1.74 KB	1		
/media/jui/fonts/IcoMoon.woff	145	24.83 KB	1	54	
/index.php	105	5.46 KB	3	21	
/index.php/news/56-appalachian-adventure-2016	77	11.97 KB	29	14	
/index.php/officers-committees	57	6.63 KB	4	6	
/index.php/tours	52	5.01 KB	1	5	
/index.php/news	50	5.99 KB	2	3	
/index.php/market	46	4.63 KB	1	5	
/index.php/news/85-2016-spring-thing	42	4.56 KB	5	6	
/index.php/events/appalachian-event/drive-and-dine-to-the-highla...	40	3.67 KB	1	13	
/index.php/minutes	39	5.63 KB		5	
/index.php/events/appalachian-event/appalachian-region-drive-and...	36	4.61 KB	11	16	
/index.php/news/86-may-3-president-s-note	34	4.82 KB	1		
/index.php/news/2016-news-archive	30	14.58 KB	1	3	
/index.php/news/88-may-2015-drive-and-dine	27	4.51 KB	1	3	
/index.php/news/84-april-29-president-s-note	25	6.72 KB	2	3	
/index.php/news/2014-news-archive	21	5.73 KB			
/index.php/news/2015-news-archive	21	31.30 KB			
/media/jui/fonts/IcoMoon.eot	19	13.30 KB		8	
/index.php/events/appalachian-event/ar-tour	18	3.46 KB		2	
/index.php/help	18	7.26 KB	1	1	
/index.php/news/2016-news-archive/72-appalachian-adventure-updat...	16	3.86 KB		1	
Others	1,133	6.48 KB	19	38	

Dick Maybach