

**Appalachian Region Board Meeting**  
**August 6, 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, Charlie Hickey, Larry Koupal, Joe Esposito, John Cuellar, Todd Tamasy, Mario de Francisco.

**Call to Order:** The Board meeting was held after the Appalachian Adventure planning meeting. Peter Graham called the meeting to order at 10:55 a.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 June 2, 2016 were submitted for approval and approved.

**Board Reports:**

- 1) President:** Peter Graham deferred comments until overview of specific activities.
- 2) Vice President:** Don Therien delayed comment until coverage of specific agenda items.
- 3) Secretary:** David Butler reported minutes of the June 2 Board meeting documented and posted on AR website.
- 4) Treasurer:** Matt Pohsweg provided Treasury status as follows:
  - a)** Balance of \$14,009.64 in the AR account. Account balance minus Appalachian Adventure (AA) revenue is \$4,411.54
  - b)** Invoice (\$2500) prepared for Porsche Asheville sponsorship commitment for AA.
  - c)** Recent deposits 1) AA revenue \$10,000 from Club Registration, 2) \$400 PCA Multi-Event subsidy
  - d)** Recent AA expenses paid 1) \$765.05 American Rides maps, 2) \$36.85 Misc. Posters.
  - e)** New Member Social (September Picnic) subsidy request submitted to PCA (\$250.00)
  - f)** 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. (On Target)
- 5) Past President:** Jim Peterson delayed comment until coverage of specific agenda items.

**Committee Reports:**

- 1) Events:** Peter reminded members that Carl von Shummer had resigned from committee and stated he is actively working to obtain volunteer(s) for replacement.
  - a)** September – Steve Goodman and David Butler coordinating New Member Social event at The Ramble Long Meadow Park pavilion. David shared the

budget with team (Expense: Main Dish - \$200, Pavilion Rental \$200, Tables/Chairs Rental \$160 = Total \$560. Revenue: 60@\$10 each = \$600). Peter made motion to approve Budget, Matt seconded motion and team voted unanimously to approve.

- 2) Special Events:** Don Therien commented that having just completed Appalachian Adventure planning meeting we were on track to have a great event. With current revenue and expenses he projects the event will result in small earnings for the region. Currently there are 104 confirmed participants plus sponsors and 52 cars for the concours registered.
- 3) Membership:** Beth was unable to attend and no report provided
- 4) Web Site:** Dick Maybach provided website activity report (attached) and indicated site activity is trending normally.
- 4) Social Media:** Jason Howard was unable to attend and no report provided.
- 5) Safety:** Charlie Hickey had no safety related activity to report.
- 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.
- 7) Treffen:** Peter reported unsuccessful attempts to obtain planning information from PCA. Peter to discuss with Vic Rola during AA event. Team concurred we need to begin forming team ASAP so we are positioned for concerted planning effort after AA 2016.

#### **Unfinished Business:**

- 1) Committee Positions** - Openings continue to exist for chair of Communications and Goodie Store.
- 2) AA Banners** - Peter continues to work to finalize and obtain AR and AA banners. (Complete)
- 3) September AR Picnic** - See Events Committee report above.

#### **New Business:**

No New Business presented.

**Next Board Meeting:** Next Board meeting is scheduled for September 1, 2016 at 4:00 p.m. at Harmony Motors.

**Motion to Adjourn:** Peter declared the meeting adjourned at approximately 11:25 a.m.

Submitted,

David Butler  
Secretary, Appalachian Region PCA

Attachment: AR Web Use Report

## July 2016 Website Use

The charts below summarize the total usage. During July the site had 919 visits from 439 unique visitors, an 25 per cent increase from June's 734 visits from 336 visitors.

Summary					
Reported period	Month Jul 2016				
First visit	01 Jul 2016 - 03:19				
Last visit	31 Jul 2016 - 23:38				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	439	919 (2.09 visits/visitor)	4,706 (5.12 Pages/Visit)	16,799 (18.27 Hits/Visit)	369.30 MB (411.49 KB/Visit)
Not viewed traffic *			3,524	5,759	207.05 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.

Locales (Top 25) - Full list					
Locales		Pages	Hits	Bandwidth	
United States	us	3,154	14,707	300.10 MB	
Ukraine	ua	732	732	12.75 MB	
Russian Federation	ru	639	648	21.06 MB	
China	cn	55	57	1.91 MB	
Bulgaria	bg	35	89	1.61 MB	
Poland	pl	20	20	111.26 KB	
Brazil	br	14	260	6.90 MB	
France	fr	11	11	68.50 KB	
Japan	jp	6	9	143.71 KB	
Germany	de	6	21	185.11 KB	
Canada	ca	4	32	302.99 KB	
Spain	es	4	27	423.01 KB	
India	in	3	13	1.71 MB	
Moldova	md	3	3	68.27 KB	
Netherlands	nl	3	3	45.58 KB	
Vietnam	vn	3	3	9.79 KB	
Mexico	mx	2	44	788.30 KB	
Switzerland	ch	2	23	400.07 KB	
Italy	it	2	24	524.27 KB	
Nigeria	ng	2	12	138.60 KB	
Kazakhstan	kz	1	1	10.20 KB	
Venezuela	ve	1	12	87.24 KB	
Croatia	hr	1	1	10.81 KB	
South Africa	za	1	22	394.25 KB	
Hungary	hu	1	22	394.15 KB	
Others		1	3	19.24 MB	

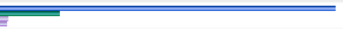



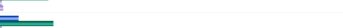
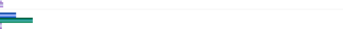
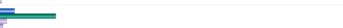


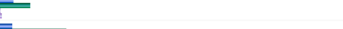
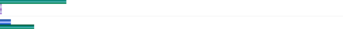

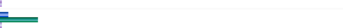




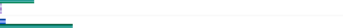
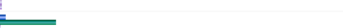
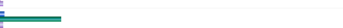





Most visitors spend less than 30 seconds on the site; although almost one-quarter stay with us longer. This is unchanged from June.

Visits duration				
Number of visits: 919 - Average: 199 s			Number of visits	Percent
0s-30s			710	77.2 %
30s-2mn			73	7.9 %
2mn-5mn			33	3.5 %
5mn-15mn			48	5.2 %
15mn-30mn			22	2.3 %
30mn-1h			19	2 %
1h+			14	1.5 %

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

Downloads (Top 10) - Full list							
Downloads: 56				Hits	206 Hits	Bandwidth	Average size
	/images/RMHWje.pdf			23	1	8.24 MB	351.48 KB
	/images/Tours/DnD_1507.pdf			20	1	19.43 MB	947.37 KB
	/images/minutes/Group_Tours.pdf			11	0	12.72 MB	1.16 MB
	/images/minutes/2014/Minutes_NRCGP_141007.pdf			10	0	938.12 KB	93.81 KB
	/images/minutes/2016/Minutes_AR_Board_160602.pdf			10	0	2.89 MB	296.44 KB
	/images/Tours/DnD_7-14.pdf			10	0	20.22 MB	2.02 MB
	/images/Tours/DnD_1604.pdf			9	1	2.36 MB	242.05 KB
	/images/Tours/DnD_1605b.pdf			9	0	9.51 MB	1.06 MB
	/images/Tours/DnD_1506.pdf			9	3	9.08 MB	774.48 KB
	/images/minutes/2015/Minutes_NRCGP_150113.pdf			9	0	791.99 KB	88.00 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.

Pages-URL (Top 25) - Full list - Entry - Exit						
139 different pages-url		Viewed	Average size	Entry	Exit	
/administrator/index.php		1,498	13.81 KB	38	33	
/		1,434	12.26 KB	700	566	
/index.php/events		217	7.22 KB	10	25	
/media/jui/fonts/IcoMoon.woff		190	24.83 KB		70	
/index.php		93	11.26 KB	7	14	
/index.php/officers-committees		85	12.47 KB	6	15	
/index.php/market		72	7.74 KB	7	9	
/index.php/news/56-appalachian-adventure-2016		68	12.94 KB	29	17	
/index.php/tours		66	10.10 KB	5	3	
/index.php/minutes		65	10.74 KB	2	10	
/index.php/news/97-july-2016-social-mixer		63	6.91 KB		4	
/index.php/news		55	15.41 KB	1	4	
/index.php/news/94-so-many-cars-so-little-time-1		47	8.02 KB	7	11	
/index.php/news/2016-news-archive		46	49.58 KB	4	5	
/index.php/news/98-appalachian-region-new-member-social		40	8.94 KB	1	2	
/index.php/news/2015-news-archive		38	77.75 KB	1	1	
/index.php/news/2014-news-archive		38	13.82 KB	1	1	
/index.php/help		35	11.56 KB	4	3	
/index.php/news/93-july-12-president-s-note		32	9.05 KB	3	1	
/index.php/news/92-drive-and-dine-to-the-highlands-motoring-fest...		28	7.97 KB	5	5	
/index.php/news/2016-news-archive/56-appalachian-adventure-2016		28	16.84 KB	2	9	
/media/jui/fonts/IcoMoon.eot		25	13.15 KB		12	
/index.php/56-appalachian-adventure-2016		23	14.06 KB	17	12	
/index.php/news/91-apr-pca-social-mixer		23	4.53 KB	1	5	
/index.php/news/95-so-many-cars-so-little-time-2		17	11.76 KB			
Others		380	7.66 KB	68	82	

Dick Maybach