

**Appalachian Region Board Meeting
November 3, 2016
Porsche Asheville Conference Room - Asheville. NC**

In Attendance: Board members Peter Graham, Don Therien, Matt Pohsweg, David Butler and Jim Peterson. Also attending were Charlie Hickey, Dick Maybach, Bob Poe, Joe Esposito, Larry Koupal, Todd Tamasy and Steve Goodman.

Call to Order: Meeting called to order by Peter Graham at 4:00 p.m.

Minutes Approval: Minutes of the Appalachian Region Board meeting of September 29, 2016 were approved without changes.

Board Reports:

1. **President:** Peter deferred comments until overview of specific activities.
2. **Vice President:** Don deferred comments until overview of specific activities.
3. **Secretary:** David report September 29 Board meeting minutes finalized and post of AR web.
4. **Past President:** Jim deferred comments until overview of specific activities
5. **Treasurer:** Matt report there was no change since last Board meeting AR Treasury balance.
 - a. Balance of \$8677.54 (as reported September 29, 2016)

Committee Reports:

1. **Events:** Discussed New Member Social. Peter Graham asked if reasonable to move the event earlier in the year given Treffen Asheville scheduled for September 2017. After group discussion date of June 3, 2017 was picked. Steve Goodman to reserve the date with The Ramble and check if club can park Porsche cars on the lawn behind the pavilion. Group also discussed possibility of enhancing the event in 2017 since Appalachian Adventure is not being held, e.g. cater portion of the event, mini car show, etc.
2. **Membership:** Beth Aldecoa was unable to attend but earlier informed Peter she and Al had sold their Boxster and she was resigning Membership Chair. She offered to continue as chair until year-end unless a replacement was identified earlier.
3. **Website:** Dick Maybach submitted the Web usage report (attached to these minutes). He also requested web content submissions from the membership.
4. **Social Media:** Jason Howard was unable to attend and no report provided.
5. **Safety:** Charlie had no safety related activity to report.
6. **Driving Events:** Larry had no driving related activity to report.
7. **Treffen Asheville:** Planning activities:
 - a. **Drive Committee** - Bob Poe has taken on role of leading the Drive Committee. He held a meeting of volunteers on Tuesday November 1. The team identified 10 potential Drive Destinations that will be presented at the next Treffen Asheville planning meeting.
 - b. **BRP Access** - Don Therien discuss access requirement with BRP Permit Coordinator-David McCormick. BRP Permit is required if a car number exceeds 15. An application submission is \$60.00 and must be submitted a minimum of 30 days prior. An approve permit costs \$135.00. The plan is

also assessed to determine if extra park rangers are required; if required the event must pay for those resources. Insurance coverage of \$1M is also required.

AI Peter: (Carried Over from 092916) Check and advise if reimbursement will be provided for travel expenses to/from/at Treffen-Austin. **Status Report:** At his time No, such expense coverage hasn't been approved. Peter has discussed with Vic Rola -Zone 3 Representative who indicated intent to surface this item in the PCA Winter Meeting.

Unfinished Business:

1. **New Volunteers** - Peter Graham reported no progress made in filling vacant Committee positions. Will continue to promote, and asked team for ideas.
2. **AR Holiday Christmas Gathering** - Jim Peterson and Matt Pohsweg have worked with Charlie Schieren and Harmony Motors along with Appalachian Region will co-sponsor the gathering on Thursday December 8, 6:00 p.m. - 8:00 p.m. Plans call for heavy d'oeuvres, beer and wine and soft drinks. Members asked to RSVP for the event. Peter made motion for AR to contribute \$1250.00 towards cost of the event. Matt seconded the motion and motion was unanimously approved. Group agreed that the AR Christmas party invite will go out (via email from Peter) about 11/8 with a follow 10 days ahead and a prompt just before the event. **See attached for all event details.**

AI Dick Maybach - Set up address for members to RSVP for the gathering. (Complete)

3. **2017 Events** - Peter led discussion. Monthly events/activities to focus on proofing drives to support Treffen Asheville. Group agreed January and February weather dictated activities rather than drives. Peter to discuss arranging technical session with Don Oakes. If anyone has other ideas for the first of the year please contact any of the Board officers.

New Business:

1. **Annual Meeting Location** - Groups discussed annual meeting time and location. David offered that the Board has conducted 9 AR Board meetings YTD, exceeding AR By-laws requirement of 6 per year. Group agreed the annual meeting should focus on annual meeting requirements, and provide a forum for membership questions and discussion of any concerns or informational needs. David offered to check for space availability with the Country Club of Asheville for meeting on December 3, 10:00 a.m. - 12:00 noon. Peter made motion to allocate up to \$200.00 for rental of space. Jim Peterson seconded motion and motion was unanimously approved.

Past Action Items:

1. **AI Don Therien** - Volunteered to keep the AA sprit alive in 2017 in offering to coordinate an overnight social/lodging event, possibly in July 2017. Not a multi-

region-event weekend but more than a normal monthly drive. Discussion suggested that if/as this is done, this event also be used to help proof planned Treffen route, venue, restaurant, etc. Event title will incorporate a variation/derivation of AA.

Status – See New Member Social notes above; may build on that event but nothing final as yet.

Next Board Meeting: Next Board meeting is scheduled for Thursday January 5, 2017 at 4:00 p.m. Location to be determined.

Motion to Adjourn: Peter declared the meeting adjourned at 5:00 pm.

Submitted,
David Butler
Secretary, Appalachian Region

Attachments: Holiday Gathering Details
 AR Web Use Report

Holiday Gathering (December 8, 6:00-8:00 p.m.) Details

2016 Appalachian Region PCA Holiday/Christmas Gathering (for the benefit of the Boys and Girls Club of Buncombe County) details:

- Co-sponsored by Porsche of Asheville/Harmony Motors and Appalachian Region – Porsche Club of America.
- All proceeds to benefit Boys and Girls Club of Buncombe County (an affiliate of The Salvation Army Boys and Girls Club.) The Boys and Girls Club mission statement is: To enable all young people, especially those who need us the most, to reach their full potential as productive, caring responsible citizens.
- December 8 from 6-8 p.m. at Harmony Motors, 621 Brevard Rd., Asheville.
- Format similar to AR charter party and 12/8/15 Holiday/Christmas Gathering - heavy hors d'oeuvres, beer/wine/soft drinks. Some chairs for seating at perimeter, high top tables, music, etc. Focus is a casual seasonal mixer at Harmony Motors/Porsche Asheville.
- Porsche Asheville to staff the registration table and collect donations/charity contributions for full pass- through to the Boys and Girls Club of Buncombe County.
- Appalachian Region-PCA contributes \$1250 to help defray event costs (\$450 from PCA charity subsidy, \$800 from AR treasury).
- Expected attendance approx. 100 AR members plus Harmony Motors personnel and selected Porsche customer guests. Approx.125 total.
- Email announcement and AR member invitations (and AR website posting) with RSVP to celebrate@apr pca.org to determine headcount.
- Suggested minimum donation of \$10 per person collected at the door. Receipts will be available. All proceeds to Boys and Girls Clubs of Buncombe County.
- Peter Graham, AR- PCA President will be M.C., with remarks also by Charlie Schieren and representative of Boys and Girls Club of Buncombe County.
- Invitations to PCNA Rep. Bart Brodsk and PCA Zone 3 Rep. Vic Rola.
- A few Porsche cars in the showroom.

- Guest registration for door prizes from Harmony Motors. Door prizes to include a certificate to Porsche Asheville customer appreciation track day at Roebing Road track in Savannah, GA. (winner to provide own vehicle.) 2017 dates are 3/3/17 and 10/20/17. Additional door prizes will be distributed. (No gift exchange.)
- Porsche Asheville seasonal Holiday decorations (no religious themes or references.)
- Music by Asheville Symphony

October 2016 Website Use

- Our site usage decreased in October, when we had 1484 visits from 848 different viewers, compared to 2741 visits from 1438 unique visitors in September. However, each September visit involved only 3.2 pages, while the October visits averaged 4.4, so our visitors looked more closely last month.

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Summary					
Reported period	Month Oct 2016				
First visit	01 Oct 2016 - 00:02				
Last visit	31 Oct 2016 - 23:49				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	848	1,484 (1.75 visits/visitor)	6,556 (4.41 Pages/Visit)	18,318 (12.34 Hits/Visit)	646.57 MB (446.15 KB/Visit)
Not viewed traffic *			5,550	8,663	304.14 MB

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

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- As the data below show, we continue to get visitors from all over the world, although the overwhelming majority are from the U.S.

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Locales (Top 25) - Full list					
Locales		Pages	Hits	Bandwidth	
United States	us	2,237	12,680	413.45 MB	
France	fr	1,232	1,232	6.55 MB	
Ukraine	ua	1,008	1,009	14.77 MB	
Russian Federation	ru	640	641	4.52 MB	
Great Britain	gb	309	415	55.52 MB	
Germany	de	258	403	13.91 MB	
China	cn	236	370	72.79 MB	
Switzerland	ch	86	86	309.17 KB	
Poland	pl	79	80	1.70 MB	
Netherlands	nl	67	67	252.53 KB	
Canada	ca	56	206	23.63 MB	
Turkey	tr	50	50	277.21 KB	
Czech Republic	cz	35	146	12.33 MB	
Belgium	be	33	33	117.21 KB	
South Africa	za	27	29	485.52 KB	
Brazil	br	27	363	5.77 MB	
Italy	it	26	40	339.43 KB	
Hungary	hu	13	13	61.94 KB	
Peru	pe	12	12	42.62 KB	
Norway	no	12	12	42.62 KB	
India	in	10	69	4.15 MB	
Belarus	by	10	10	54.09 KB	
Moldova	md	9	9	48.85 KB	
Japan	jp	8	10	187.21 KB	
Lithuania	lt	8	8	43.27 KB	
Others		68	325	15.26 MB	

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- As usual, most visitors spend less than 30 seconds on the site, and very few stay longer.
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Visits duration		
	Number of visits	Percent
Number of visits: 1,484 - Average: 259 s		
0s-30s	1,234	83.1 %
30s-2mn	61	4.1 %
2mn-5mn	30	2 %
5mn-15mn	36	2.4 %
15mn-30mn	33	2.2 %
30mn-1h	39	2.6 %
1h+	51	3.4 %

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- The documents on our site are in the form of pdf files, and a number of these were viewed as shown below. This month the VA car show was popular.
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Downloads (Top 10) - Full list				
Downloads: 62	Hits	206 Hits	Bandwidth	Average size
 /images/news/2016/VA-Car-Show1608.pdf	29	6	40.65 MB	1.16 MB
 /images/minutes/bylaws.pdf	22	0	1.94 MB	90.29 KB
 /images/news/2016/FunRally.pdf	21	2	72.57 MB	3.16 MB
 /images/Tours/DnD_1506.pdf	14	1	11.89 MB	811.86 KB
 /images/Tours/DnD_1504.pdf	14	1	21.15 MB	1.41 MB
 /images/Tours/DnD_1610a.pdf	12	7	14.19 MB	764.57 KB
 /images/minutes/2016/Minutes_AR_Board_160107.pdf	9	0	357.48 KB	39.72 KB
 /images/minutes/2016/Minutes_AR_Board_160331.pdf	9	0	2.76 MB	313.95 KB
 /images/minutes/social_media.pdf	9	1	412.87 KB	41.29 KB
 /images/Tours/AA-16_1.pdf	8	0	15.45 MB	1.93 MB

- 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				
210 different pages-url	Viewed	Average size	Entry	Exit
/administrator/index.php	2,907	7.81 KB	126	501
/	1,371	13.16 KB	644	576
/administrator/	759	4.44 KB	392	11
/media/jui/fonts/IcoMoon.woff	126	24.83 KB		48
/index.php/events	101	5.65 KB	9	11
/index.php/component/mailto/	86	3.23 KB		1
/index.php/news/2016-news-archive	64	19.28 KB		4
/index.php/news	55	5.91 KB	5	6
/index.php	55	6.27 KB	5	13
/index.php/news/2015-news-archive	52	16.48 KB	8	9
/index.php/officers-committees	42	6.59 KB	3	8
/index.php/market	40	4.68 KB	3	6
/index.php/tours	28	6.34 KB	3	7
/index.php/news/2014-news-archive	20	6.29 KB	1	
/index.php/news/105-appalachian-adventure-2016	18	31.20 KB	8	7
/index.php/minutes	17	7.32 KB	1	3
/index.php/news/113-appalachian-members-visit-one-porsche-drive	16	6.50 KB	4	2
/index.php/news/114-president-s-note-10-3-16	15	4.63 KB	4	3
/index.php/news/2016-news-archive/56-appalachian-adventure-2016	14	11.78 KB	7	2
/index.php/news/115-president-s-note-10-10-16	13	4.91 KB	2	2
/index.php/news/104-so-many-cars-so-little-time-6	12	6.99 KB	4	2
/index.php/events/non-pca-event	11	5.45 KB	10	10
/index.php/news/105-appalachian-adventure-writeup-2016	11	23.16 KB	5	6
/index.php/news/109-so-many-cars-so-little-time-7	10	5.42 KB	2	3
/media/jui/fonts/IcoMoon.eot	10	12.67 KB		4
Others	703	6.10 KB	238	239

- Dick Maybach