

**Appalachian Region Annual Meeting  
December 3, 2016  
Harmony Motors, Asheville, NC**

**In Attendance:** Board members Peter Graham, Jim Peterson, Matt Pohsweg, Don Therien and David Butler. Twenty addition region members attended.



**Call to Order:** Peter Graham called the meeting to order at 10:02 a.m., welcomed all to the Appalachian Region annual meeting and presided over the meeting. Peter introduced region officers and committee heads and recognized their efforts over the last year. Peter asked if there were members new to the region in 2017. Dennis Pevarski introduced himself noting his recent purchase of an original 1967 911 Targa (soft window).

**State of the Region:** Peter provided a detail overview of state of the region and accomplishments during 2016 as follows:

**Region Membership**

- Chartered on February 2, 2015 with 153 members.
- January 1, 2016 - 304 members
- December 1, 2016 - 310 members

**Successful events**

- Appalachian Adventure
- Saturday tech sessions/drives
- Wednesday socials
- Annual Picnic
- Holiday/Christmas Gathering

**Region Oversight**

- Logos developed
- Name badges
- Goodie Store arrangement finalized and Region items offered to membership
- Appalachian Adventure & Appalachian Region Banners purchased
- Brochures and Region business cards developed and distributed
- Membership survey conducted
- Website for communication with membership maintained
- Support from Porsche Asheville as sole sponsor
- Applied for and received Region Subsidies from PCA, i.e. Appalachian Adventure multi event and Holiday Gathering charity/community service.
- Two Panorama article submissions submitted; Appalachian Adventure was printed in the November Issue, 'Saluting Our Veterans' Car show is pending

- Board meetings per by-laws 6 per year; held Thursday prior to monthly Saturday meeting
  - 11 held in 2016 (Dec 3 Annual, Nov 2, Sept 29, Sept 1, Aug 6, Jun 2, May 5, Mar 31, Mar 3, Feb 4, Jan 7)
- Periodic e-mails sent to the Region to confer activities and news information with additional forwarding of this information those not on PCA emailer list

### **Challenges**

- Successful year but continued problem staffing important committee chair positions
  - Events Committee and Membership Committee chairpersons have resigned (post meeting update - Todd Tamasy as volunteered for Membership Chair position)
  - Communications/Marketing Committee Chair position has not be filled
- Treffen - Next year our events will concentrate on Treffen drives with other events being 'member-focused', i.e. initiated by member with assistance of region to plan and execute
- Involving more members for leadership spots
- Reaching Porsche owners for PCA and Appalachian Region affiliation
- Input and Participation from membership

### **Board Comments:**

**1) President:** (above State of the Region comments)

**2) Vice President:** Don Therien commented that with Region focus on Treffen Asheville a "full" Appalachian Adventure is not planned. Efforts will be made to plan a AA type activity but on a smaller scale, e.g. overnight to Blowing Rock or similar activity.

**3) Secretary:** David Butler commented that the Region, i.e. its members, committee heads and board, had collectively accomplished a lot in 2016. But our continued success is dependent on the membership as a whole. The Region will be what the membership, through its collective active involvement, make it.

**4) Treasurer:** Matt Pohsweg reported Treasury is on track to have an approximate balance of \$8,000 at year end. This is due in large part to the continued support of Porsche Asheville and Appalachian Adventure success. He does not foresee a treasury balance growth in 2017 due to Porsche Asheville financial support focused on Treffen Asheville and Region decision regarding Appalachian Adventure.

**5) Past President:** Jim Peterson thanked the region officers and committee chairpersons, and thanked Don Therien for his leadership in planning and coordination of Appalachian Adventure. He also commented on the regions volunteer requirements to support Treffen Asheville.

### **Committee Reports:**

- 1) Treffen:** Bob Herrmann thanked the current volunteer's for their collective efforts and requested that others become involved. Bob indicated Treffen registration will be limited to 250 cars and registrations to fill to capacity quickly. With anticipated 8 drives on Thursday and Saturday and region responsibility to staff those drives with a lead, middle and sweep drivers, we have a need for more volunteers.
- 2) Safety:** Charlie Hickey report no incidents or accidents in 2016.
- 3) Goodie Store:** Charlie Hickey has taken over this additional role and report the region sold \$4,100 in merchandise in 2016 with most being sold during Appalachian Adventure. The Region received approximately 25% of that amount.
- 4) Web Site:** Dick Maybach reminded the group of decision by the region to forgo the cost of a regular printed newsletter and utilize the region website for region information and activities. Dick asked members to submit information that might be of interest for posting on website, e.g. trips, car show participation, articles, etc. Dick reported our website had received approximately 11,000 hits during 2017 (year to date report attached below).

**Questions/Comments:** Peter opened up the meeting to members for questions and/or comment.

- 1)** Doug McKee reminded participants of shows at Amelia Island on March 10-12, 2017 which will feature Porsche cars that were raced by Brumo's Porsche. Also the Pittsburgh Vintage Grand Prix now in its 33 year is a weeklong event with show and vintage racing in Pittsburg, PA on July 8-15, 2017. This event usually includes a Porsche corral of approximately 250 Porsche cars. If anyone is interested in these events is welcome to email Doug at [dmckee@pisgahinstitute.com](mailto:dmckee@pisgahinstitute.com); put the subject heading as Porsche club so that he will know it's an e-mail he can open without getting a virus.
- 2)** Bob Lawrence pointed out indoor concours in Chattanooga, TN in February and large Cars and Coffee gathering in Knoxville on periodic basis. And also large periodic gathering at Road Scholars in Durham, NC which is a sales, service and restoration business that has restored and presented cars at Pebble Beach.
- 3)** Jim Peterson reminded the group of the Christmas Party at Harmony Motors on Thursday December 8, 6:00 – 8:00 p.m. Please RSVP. Also, there is an event at the Museum of Art in Raleigh, NC called Rolling Sculptures, October 1 – January 12, 2017. Potential auto theme events once the Asheville Museum of Art completes its remodel as entrances are designed to allow auto access.
- 4)** Charlie Hickey recommended attending the Willkommen events offered by Porsche periodically at One Porsche Drive (OPD) in Atlanta. Registration fills quickly but for \$50 one gets lunch, goodie bag and facility tour. Note that OPD is on the Atlanta airport property and one must get cleared ahead of time for entrance, i.e. no just drop in visits, plan your trip.

**Closing of Annual Meeting:** Peter closed the annual meeting at 10:40 a.m. by addressing the members present. He stated the Appalachian Region is their club and asked them to make suggestions, talk to any of the officers, contribute to

help make it successful, etc. He again asked members to consider volunteering for the open committees.

**Executive Session:** Peter asked Board to remain for executive session and covered following items:

- 1) Minutes Approval:** Meeting minutes of the Board meeting of November 3, 2016 were approved.
- 2) New Business:** Peter informed officers that Vic Rola inquired if the region was interested in hosting a Street Survival course. After brief discussion the Board declined due to Treffen Asheville planning and support efforts.
- 3) 2017 Picnic:** Prior to the meeting Steve Goodman informed the Board that the New Member Social date had to be changed to the second weekend in June. Saturday June 10 is the new confirmed date. It appears the region will be allowed to have a show n' shine type event, if desired, on the slope directly behind the Ramble pavilion.
- 4) Treffen:** Peter informed officers David O'Neil has budgeted expenses for one person from AR to attend Treffen Austin. Consensus was as Treffen chairman Bob Herrmann should be allocated that slot. After discussion Jim Peterson made motion to reimburse AR President/Peter Graham for Treffen Austin/Hill Country expenses less the reimbursement provided by Treffen and not including transportation expenses (because Peter was making the trip anyway), plus including hotel expenses. Peter asked that the motion be tabled until the next Treffen meeting on January 12, 2017.

**AI David** - Reserve meeting facility at CCA for January 12 4:00 p.m. Treffen meeting. (Complete)

**Next Board Meeting:** Board meeting 4:00 p.m. Thursday February 2, 2017, location to be determined.

**Motion to Adjourn:** Peter declared the meeting adjourned at approximately 10:50 a.m.

Submitted,

David Butler  
Secretary, Appalachian Region PCA

Attachment: Website Report (Year to Date)

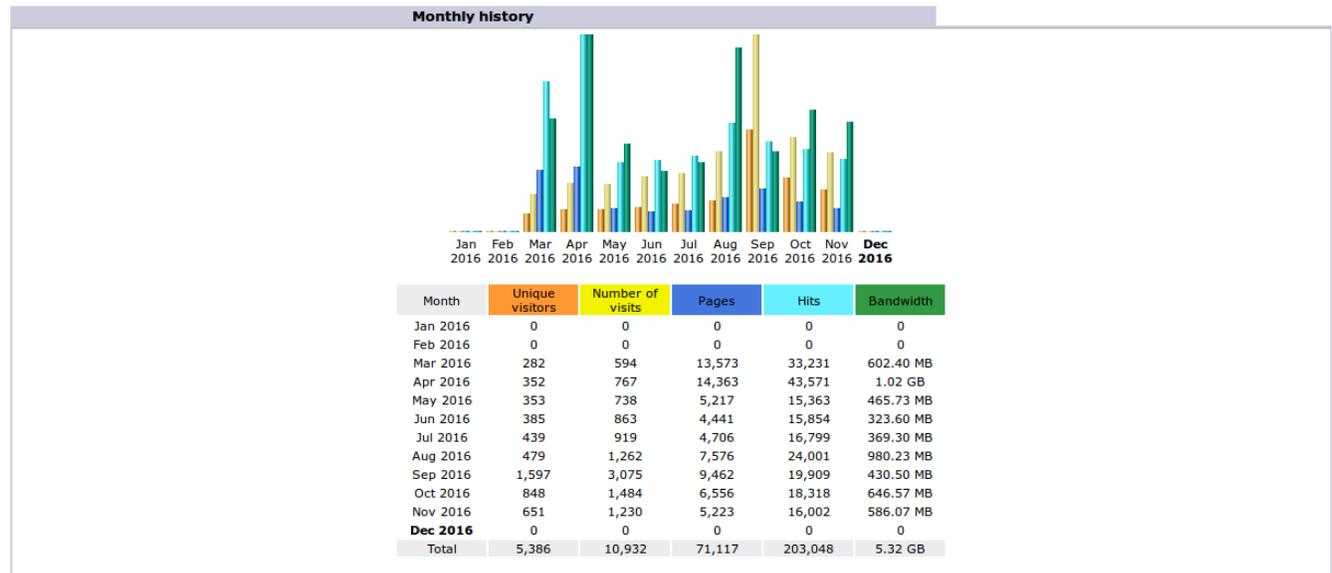
## 2016 Website Use January - November

Since opening our present site on March 4, 2016, it has had 10,932 visits by 5386 different people. Clearly, most of these were one-timers, although the average number of pages viewed on each visit was 6.5.

Summary					
<b>Reported period</b>	Year 2016				
<b>First visit</b>	04 Mar 2016 - 12:06				
<b>Last visit</b>	30 Nov 2016 - 06:02				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<= 5,386 Exact value not available in 'Year' view	10,932 (2.02 visits/visitor)	71,117 (6.5 Pages/Visit)	203,048 (18.57 Hits/Visit)	5.32 GB (510.68 KB/Visit)
Not viewed traffic *			46,516	67,083	2.13 GB

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

The volume of traffic has been steady, although there was an initial surge and another in August and September, perhaps because of Appalachian Adventure.



We get visitors from all over the world, although the overwhelming majority are from the US.

Locales (Top 25) - Full list				
Locales		Pages	Hits	Bandwidth
United States	us	44,006	164,944	4.06 GB
Ukraine	ua	7,668	7,678	112.37 MB
Russian Federation	ru	6,173	6,314	65.24 MB
Israel	il	3,580	4,328	230.37 MB
France	fr	2,945	3,124	112.86 MB
Italy	it	1,484	1,764	13.79 MB
Canada	ca	1,350	1,835	52.10 MB
China	cn	833	1,277	305.28 MB
Germany	de	524	878	25.00 MB
Brazil	br	332	4,913	84.83 MB
Great Britain	gb	331	502	56.76 MB
Denmark	dk	238	1,164	18.29 MB
Turkey	tr	235	248	1.44 MB
Poland	pl	169	206	5.27 MB
Switzerland	ch	112	155	2.26 MB
Moldova	md	88	88	537.25 KB
Netherlands	nl	85	86	1.34 MB
Japan	jp	80	94	6.00 MB
India	in	74	265	8.30 MB
Belarus	by	63	63	337.43 KB
Czech Republic	cz	60	221	13.27 MB
Bulgaria	bg	53	165	2.64 MB
Belgium	be	45	67	615.57 KB
Romania	ro	41	41	293.60 KB
South Africa	za	31	85	1.34 MB
Others		517	2543	171.58 MB

As usual, most visitors spend less than 30 seconds on the site, and very few stay longer.

Visits duration		
	Number of visits: 10,932 - Average: 216 s	
	Number of visits	Percent
0s-30s	8,978	82.1 %
30s-2mn	506	4.6 %
2mn-5mn	317	2.8 %
5mn-15mn	376	3.4 %
15mn-30mn	233	2.1 %
30mn-1h	299	2.7 %
1h+	217	1.9 %
Unknown	6	0 %

The documents on our site are in the form of pdf files, and a number of these were viewed as shown below. Minutes are other administrative records are popular as are tours.

Downloads (Top 10) - Full list				
	Hits	206 Hits	Bandwidth	Average size
 /images/minutes/2016_RPM_V1.pdf	155	244	394.02 MB	1011.22 KB
 /images/Tours/DnD_1604.pdf	110	10	27.31 MB	233.05 KB
 /images/Tours/DnD_1504.pdf	109	1	155.09 MB	1.41 MB
 /images/minutes/bylaws.pdf	104	5	9.43 MB	88.61 KB
 /images/Tours/DnD_1506.pdf	95	16	83.24 MB	767.93 KB
 /images/Tours/DnD_1605b.pdf	95	6	103.63 MB	1.03 MB
 /images/minutes/2014/Minutes_NRCGP_140826.pdf	94	0	7.87 MB	85.70 KB
 /images/minutes/Good_and_Bad_Tours.pdf	90	66	120.81 MB	793.01 KB
 /images/minutes/social_media.pdf	87	1	3.55 MB	41.29 KB
 /images/Tours/DnD_7-14.pdf	81	10	166.50 MB	1.83 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, news, officers, and tours pages 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					
519 different pages-url	Viewed	Average size	Entry	Exit	
/administrator/index.php	33,922	16.57 KB	699	3,579	
/	12,135	12.00 KB	5,849	4,785	
/index.php/events	4,965	4.17 KB	49	134	
/administrator/	3,664	4.76 KB	2,987	78	
/media/jul/fonts/IcoMoon.woff	1,651	24.83 KB	5	495	
/index.php	1,192	5.95 KB	54	152	
/index.php/component/mailto/	992	1.66 KB	2	10	
/index.php/officers-committees	607	6.58 KB	35	77	
/index.php/news	574	6.30 KB	19	36	
/index.php/market	411	5.30 KB	28	48	
/index.php/tours	391	6.15 KB	20	52	
/index.php/news/56-appalachian-adventure-2016	389	11.58 KB	142	82	
/index.php/minutes	352	6.47 KB	11	50	
/index.php/news/2016-news-archive	309	22.62 KB	18	30	
/index.php/news/2015-news-archive	210	34.34 KB	16	18	
/media/jul/fonts/IcoMoon.eot	178	13.01 KB	1	78	
/index.php/news/98-appalachian-region-new-member-social	165	6.25 KB	41	17	
/index.php/help	163	8.02 KB	10	18	
/media/jul/fonts/IcoMoon.ttf	163	24.46 KB		16	
/index.php/news/105-appalachian-adventure-2016	152	11.43 KB	28	27	
/index.php/news/2016-news-archive/56-appalachian-adventure-2016	152	12.14 KB	22	32	
/index.php/news/2014-news-archive	149	8.52 KB	4	3	
/index.php/events/appalachian-event/drive-and-dine-to-the-highla...	148	3.91 KB	31	62	
/index.php/component/finder/	125	129 Bytes		1	
/index.php/56-appalachian-adventure-2016	110	11.59 KB	52	67	
Others	7,848	5.38 KB	809	979	

In short, our decision to base the Appalachian Region's communication on use a Website instead of a newsletter appears to have been wise, as far more people have read about our activities at much less cost.

Dick Maybach