

Appalachian Region – PCA Board meeting
February 2, 2017
Harmony Motors, Asheville

In attendance: Board members Peter Graham, Matt Pohsweg, Jim Peterson; David Butler and Don Therien absent. AR members Dan Sasser, Bob Poe, Charlie Hickey, Mario deFrancisco, Joseph Esposito, Bob Herrmann, Larry Koupal, Don Oakes, Todd Tamasy attended.

Call to order: President Peter Graham called the meeting to order at 4 p.m.

Minutes from the 11/3/16 Board meeting were approved.

Board Reports:

1. President – Peter reported on a PCA President’s webinar he recently attended. Major points included: “Every member matters”, anything on Region Facebook site must be (only) PCA related, Regionfocus is a good tool.
2. Vice President – no report.
3. Secretary – no report
4. Treasurer- Matt Pohsweg reported a treasury balance of \$8109.74. Matt will track the PCA Treffen stipend separately. Targeted AR balance for year-end 2017 is same as that at the beginning of the year: \$8251.62. Matt indicated he believes there should be no difficulty in achieving this in 2017. Matt verified the AR received all requested 2016 subsidies from PCA.
5. Past President. Jim Peterson reported on elements of the 2017 Platinum Sponsor Program with Harmony Motors. This program had been reviewed with Charlie Schieren on 1/24/17 to include possible additional elements. (Charlie attended this portion of the AR Board meeting and discussion.)
 - The 2017 program will again include a Holiday/Christmas Gathering benefit similar to the past 2 years with expenses shared between AR and Harmony Motors. Efforts will be undertaken to boost the turnout this year. The suggested charity donation of \$10/attendee is under review for a possible increase so more \$ may be raised for the specified charity partner at the event.
 - A possible driving event at Bristol Motor Speedway – shared expense between Harmony Motors and AR with track, drag strip and parking lot autocross elements (preliminary at this point, details to follow.) (Could be a 2017 or 2018 event, depending.)
 - Harmony Motors will provide the large (America Rides) WNC driving/touring maps in each Treffen goodie bag to registrants (qty. 250.) No charge to AR or Treffen. The map will have the Harmony ID on the front cover flap with imprint on the reverse side. This will be a nice addition to the goodie bag and a Treffen-Asheville memento.

- Post-Treffen Thanks/celebration event for AR members with costs shared by AR and Harmony. This event could be something new/different or something similar to some of the food and fun events held at Harmony Motors over the past few years. Will be an informal and social event.
- A possible Roebing Road Raceway (Savannah, GA area) event for AR members that have not yet had their car on the track. This would be a DE-type event with PCA Instructors in ride-along. Unlike the annual Harmony Customer Appreciation Days at Roebing Road, it will not be necessary for AR members to have purchased their Porsches from Harmony or be a current Porsche prospect to participate. Participating AR members will be asked to contribute a nominal fee to attend in sharing costs with AR and Harmony Motors.
Note: the final extended sponsor program for 2017 is based on costs to be approved by AR Board and Harmony Motors. Jim Peterson and Charlie Schieren (and Don Oakes) are working up the details on the Bristol, Roebing Road and post-Treffen events for AR Board review and approval.

Committee Reports:

Events – Paint tech session on Saturday 2/4/17 at 10 a.m. at Harmony Motors by Dan Sasser with Bob Lawrence's GT4 Cayman.

The March 4 monthly meeting will be a Treffen drive audit (see below.)
(AR is currently seeking an Event Chair.)

Membership – Todd Tamasy reported 194 primary and 122 affiliate members with a gain of 1. Todd is assuming responsibilities as Membership Chair and reported that he is working on contacting new members with a welcome letter and expiring memberships 1 month in advance of the end of their term. Welcome Todd and Thanks!

Website: no report.

Social Media – no report. Jason Howard has sold his car and will be a member into May. The Region is currently seeking a Social Media Chair to replace Jason. If interested contact Peter Graham. Thank you Jason for your efforts!

Safety – Charlie Hickey reported all paperwork in hand for Saturday's tech session. Waivers will need to be signed at the event.

Merchandise/Goodie Store – Charlie reported that he is in communication with Kathy Boehm about possible improvements to the website and broadening of the product offering. He mentioned special promotions a few times a year might be a possibility with one prior to Treffen.

Driving Events – Larry Koupal reported that he is working on preparing the training materials/session for Treffen drivers to include radio use and etiquette.

Treffen – Treffen Coordinator Bob Herrmann led an update discussion. We will need approximately 27 total driving guides for the 6+ Treffen drives. Peter Graham will send an email to the membership to solicit interested members/participation as drivers (lead, mid-pack and sweep per group.) He will also attempt to identify how many 2-way radios we currently have available. The 3/4/17 month meeting will feature a Treffen drive (weather permitting.) Will need to know if the Parkway will be open because 4 of the 6 planned Treffen drives include Parkway segments.

Bob Poe reported that drive write-ups and pictures are in process. Bob said that we would use Google Maps to assist in drive documentation.

Bob Herrmann reported the next Treffen meeting is Saturday 2/11/17 at the Country Club of Asheville at 10 a.m. Bob also stated that the registration for Treffen-Asheville will open on the PCA website on 5/24/17 at 3 p.m. Eastern time. Bob presented a suggested budget to the AR Board with regard to use of the PCA stipend that the AR will receive. His suggestions included: \$25/driver to cover fuel costs with maximum of \$1000. Radio rental would run \$500---600 depending on how many radios are needed. (Dan Sasser offered to check on wholesale costs of radios for possible AR purchase vs. rental.) In terms of allocating the 10 available (\$110/night special rate) rooms at the OGPI, Bob suggested an order of allocation as AR Board members then out of town active Treffen committee members. He stated the standard room rate of \$229/night might be considered for subsidy for out of town active Committee members that did not receive a discounted room in the allocation. Peter Graham thanked Bob for his input and stated the AR Board will develop a final Treffen Budget/allocation of the PCA Treffen subsidy.

Per Friday Treffen drives (in addition to schedule drives on Thursday and Saturday,) Bob Poe reported that there will be an adequate number of drivers to handle 3 small groups (10 cars each) to cover the Tail of the Dragon day-long drive on Friday (only) with early morning departure. Peter Graham offered the possibility of adding The Rattler (NC 209) as an additional Friday (only) drive-subject to review and discussion at the 2/11 Treffen committee meeting.

Bob Herrmann noted that AR would have minimal responsibility with regard to the Thursday night Treffen “car show” limited to providing assistance to Treffen personnel in directing the cars to park on the OGPI golf course. There are no Treffen plans for car classes or formal car show.

A post –Treffen Thanks/Celebration event is a possibility with expense shared by AR and Harmony Motors. This would be open to all AR members, regardless of participation in Treffen.

Unfinished Business:

New Volunteers- The Board thanked Todd Tamasy for stepping up as Membership Chair and Dan Sasser for assuming responsibilities as Marketing and Communications Chair. Peter Graham is working with both to bring them up

to speed on duties and responsibilities. We currently have openings for Events and Social Media Chairs.

2017 Picnic/New Member Social is scheduled for 6/10/17. Joe Esposito and Steve Goodman recently worked out vehicle parking for the event at The Ramble. Joe will need 3-4 directional signs at a cost of less than \$100.

Peter Graham will follow with David O'Neal to clarify coverage of costs for Treffen Asheville coordinator(s) attendance at Treffen Hill Country. The reimbursement discussion is tabled until he obtains final information.

Past Action Items:

Tabled to next meeting when AR Secretary David Butler is in attendance.

New Business:

Peter suggested that we seek someone to serve as Hospitality Chair to welcome new members to AR and assist as a liaison to link them up with existing members to help shepherd them into the Club.

Peter reviewed a proposal developed by Don Therien for a "mini-AA" (Appalachian Adventure) featuring a night at The Martha Hotel in Abingdon, VA on 5/20/17 with a group dinner and attendance that night at a performance at The Barter Theater across the street. An optional bike ride on the Virginia Creeper Trail is available Sunday 5/21. Reports are that Abingdon, VA visits to The Martha Hotel and attendance at The Barter Theater is a special weekend. See separate email from Peter Graham per this event. Don Therien needs prompt feedback from interested AR attendees so reservations can be locked in for rooms, dinner, theater tickets and bike rental.

Next Board meeting:

March 2 at 4 p.m. - Harmony Motors Asheville.

Motion to adjourn:

Peter concluded the meeting at 5:17 p.m. and thanked the group for attending and participating.

Submitted:

Jim Peterson
filling in for David Butler, Secretary

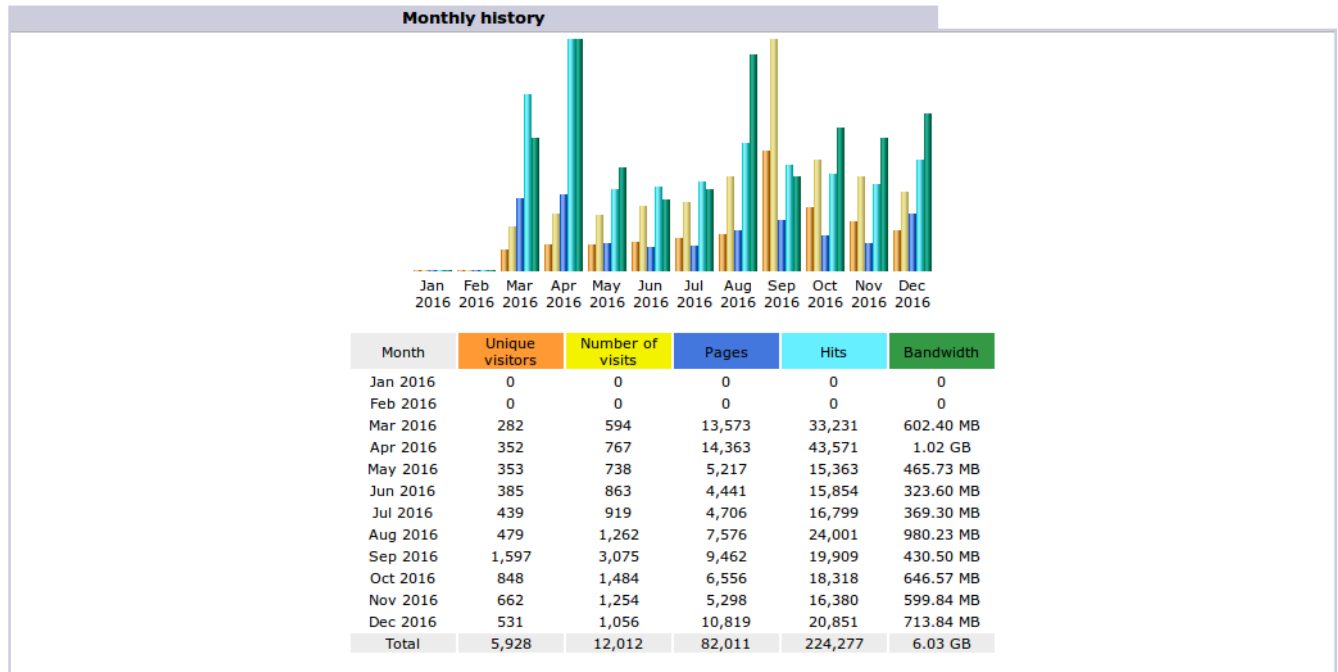
2016 Website Use

Since opening our present site on March 4, 2016, it has had 12,012 visits by 5928 different people. Clearly, most of these were one-timers, although the average number of pages viewed on each visit was 6.8.

Summary					
Reported period	Year 2016				
First visit	04 Mar 2016 - 12:06				
Last visit	31 Dec 2016 - 23:51				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<= 5,928 Exact value not available in 'Year' view	12,012 (2.02 visits/visitor)	82,011 (6.82 Pages/Visit)	224,277 (18.67 Hits/Visit)	6.03 GB (526.79 KB/Visit)
Not viewed traffic *			53,707	76,892	2.32 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	46,733	176,838	4.36 GB
Ukraine	ua	8,644	8,654	125.87 MB
Israel	il	8,169	9,402	394.70 MB
Russian Federation	ru	6,585	6,727	76.00 MB
France	fr	3,961	4,144	128.38 MB
Italy	it	1,492	1,794	14.31 MB
Canada	ca	1,376	2,054	66.18 MB
China	cn	1,046	1,708	473.94 MB
Germany	de	1,019	1,393	32.22 MB
Great Britain	gb	340	646	69.60 MB
Brazil	br	338	4,964	85.78 MB
Turkey	tr	286	299	1.74 MB
Denmark	dk	248	1,174	18.34 MB
Switzerland	ch	182	225	2.63 MB
Poland	pl	173	210	5.34 MB
India	in	125	316	8.67 MB
Bulgaria	bg	97	209	2.89 MB
Moldova	md	96	96	593.84 KB
Netherlands	nl	91	92	1.42 MB
Japan	jp	82	99	6.23 MB
Czech Republic	cz	76	237	13.36 MB
Belarus	by	63	63	337.43 KB
Croatia	hr	50	51	320.47 KB
Sweden	se	48	72	788.62 KB
Belgium	be	45	67	615.57 KB
Others		646	2743	180.10 MB

Most visitors spend less than 30 seconds on the site, although a few stay longer.

Visits duration		
	Number of visits	Percent
Number of visits: 12,012 - Average: 214 s		
0s-30s	9,862	82.1 %
30s-2mn	588	4.8 %
2mn-5mn	346	2.8 %
5mn-15mn	407	3.3 %
15mn-30mn	249	2 %
30mn-1h	320	2.6 %
1h+	240	1.9 %

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

Downloads (Top 10) - Full list					
Downloads: 79		Hits	206 Hits	Bandwidth	Average size
	/images/minutes/2016_RPM_V1.pdf	163	244	414.10 MB	1.02 MB
	/images/minutes/bylaws.pdf	126	5	11.37 MB	88.90 KB
	/images/Tours/DnD_1504.pdf	120	1	170.60 MB	1.41 MB
	/images/Tours/DnD_1604.pdf	117	10	28.97 MB	233.56 KB
	/images/Tours/DnD_1506.pdf	106	16	92.39 MB	775.48 KB
	/images/minutes/2014/Minutes_NRCGP_140826.pdf	105	0	8.79 MB	85.70 KB
	/images/Tours/DnD_1605b.pdf	102	6	111.03 MB	1.03 MB
	/images/minutes/Good_and_Bad_Tours.pdf	99	66	132.41 MB	821.73 KB
	/images/minutes/2016/Minutes_AR_Board_160107.pdf	98	1	4.28 MB	44.23 KB
	/images/minutes/social_media.pdf	92	1	3.75 MB	41.29 KB

Our administration load is 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					
548 different pages-url	Viewed	Average size	Entry	Exit	
/administrator/index.php	36,769	16.00 KB	785	3,706	
/	13,516	12.12 KB	6,549	5,395	
/index.php/events	8,847	3.81 KB	53	149	
/administrator/	4,215	4.63 KB	3,035	86	
/media/jui/fonts/IcoMoon.woff	1,756	24.83 KB	5	530	
/index.php	1,279	6.20 KB	57	159	
/index.php/component/mailto/	1,243	1.60 KB	2	12	
/index.php/officers-committees	666	7.20 KB	37	88	
/index.php/news	665	6.82 KB	28	48	
/index.php/market	473	5.50 KB	30	55	
/index.php/tours	438	6.62 KB	23	56	
/index.php/minutes	411	7.05 KB	11	55	
/index.php/news/56-appalachian-adventure-2016	396	11.72 KB	146	84	
/index.php/news/2016-news-archive	361	31.31 KB	26	38	
/index.php/news/2015-news-archive	247	39.61 KB	19	21	
/index.php/news/2014-news-archive	187	9.26 KB	9	7	
/media/jui/fonts/IcoMoon.eot	186	12.99 KB	1	83	
/index.php/help	184	8.44 KB	11	18	
/index.php/news/98-appalachian-region-new-member-social	167	6.24 KB	41	17	
/media/jui/fonts/IcoMoon.ttf	163	24.46 KB		16	
/index.php/news/2016-news-archive/56-appalachian-adventure-2016	163	12.21 KB	26	34	
/index.php/news/105-appalachian-adventure-2016	152	11.43 KB	28	27	
/index.php/events/appalachian-event/drive-and-dine-to-the-highla...	152	3.91 KB	33	64	
/index.php/component/finder/	125	129 Bytes		1	
/index.php/events/non-pca-event	117	6.92 KB	14	15	
Others	9,133	5.72 KB	1,043	1,248	

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

January 2017 Website Use

Our site usage increased a bit in January; we had 1307 visits from 974 different viewers, compared to 1056 visits from 531 unique visitors in December. The change is not significant. (All the data shown in this report is usage with normal, http, access. The site is also available using secure, https, access, but in January only four visits were of the latter type, all from outside the U.S. If our secure use increases, I'll include it in future reports.)

Summary					
Reported period	Month Jan 2017				
First visit	01 Jan 2017 - 01:48				
Last visit	31 Jan 2017 - 06:02				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	974	1,307 (1.34 visits/visitor)	3,761 (2.87 Pages/Visit)	13,375 (10.23 Hits/Visit)	824.87 MB (646.26 KB/Visit)
Not viewed traffic *			7,528	10,607	181.41 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 US. China checked our site often, although less so than in December.

Locales (Top 25) - Full list				
Locales		Pages	Hits	Bandwidth
United States	us	1,994	10,835	656.36 MB
Russian Federation	ru	446	446	2.33 MB
Ukraine	ua	299	300	4.16 MB
China	cn	212	388	141.35 MB
Canada	ca	123	531	5.86 MB
Poland	pl	91	93	3.15 MB
France	fr	90	90	661.97 KB
Bulgaria	bg	76	76	173.96 KB
Netherlands	nl	37	38	224.12 KB
Germany	de	35	173	3.21 MB
Brazil	br	35	36	445.97 KB
Turkey	tr	30	30	149.10 KB
Italy	it	27	29	214.41 KB
Romania	ro	19	22	1.02 MB
Sweden	se	18	18	77.20 KB
Spain	es	18	18	142.49 KB
Czech Republic	cz	17	17	68.95 KB
Malaysia	my	17	17	177.84 KB
India	in	16	16	171.82 KB
South Korea	kr	12	12	78.00 KB
Argentina	ar	10	10	38.28 KB
Mexico	mx	9	9	54.96 KB
Hungary	hu	7	7	95.73 KB
Ireland	ie	6	6	179.42 KB
Moldova	md	6	6	12.69 KB
Others		111	152	4.55 MB

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

Visits duration			
	Number of visits: 1,307 - Average: 88 s		
	Number of visits	Percent	
0s-30s	1,203	92 %	
30s-2mn	34	2.6 %	
2mn-5mn	21	1.6 %	
5mn-15mn	18	1.3 %	
15mn-30mn	8	0.6 %	
30mn-1h	15	1.1 %	
1h+	8	0.6 %	

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

Downloads (Top 10) - Full list				
Downloads: 69				
	Hits	206 Hits	Bandwidth	Average size
/images/Tours/AA-16_3.pdf	60	0	450.55 MB	7.51 MB
/images/news/2017/MIDwinterseminar2017.pdf	17	0	489.61 KB	28.80 KB
/images/minutes/bylaws.pdf	16	0	1.41 MB	90.29 KB
/images/minutes/2016/Minutes_AR_Board_160303.pdf	15	0	4.42 MB	301.47 KB
/images/Tours/DnD_1610a.pdf	12	0	12.86 MB	1.07 MB
/images/minutes/2016/Minutes_AR_Board_161203.pdf	12	1	5.62 MB	443.03 KB
/images/Tours/DnD_1506.pdf	11	0	9.15 MB	851.65 KB
/images/minutes/2015/Escape_Notes_150831.pdf	11	0	355.24 KB	32.29 KB
/images/minutes/2016/Treffen_161027.pdf	9	0	305.39 KB	33.93 KB
/images/Tours/DnD_1505.pdf	9	0	9.34 MB	1.04 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				
230 different pages-url				
	Viewed	Average size	Entry	Exit
/administrator/index.php	1,185	11.69 KB	123	332
/	913	10.55 KB	587	511
/administrator/	454	3.62 KB	341	129
/index.php/events	253	4.25 KB	3	11
/media/jui/fonts/IcoMoon.woff	139	24.83 KB		35
/index.php/officers-committees	44	5.20 KB	2	13
/index.php	42	6.88 KB	4	7
/index.php/news	40	5.39 KB	11	12
/index.php/tours	31	5.86 KB	2	4
/media/jui/fonts/IcoMoon.eot	29	13.09 KB		9
/index.php/market	29	4.74 KB	1	3
/index.php/news/2016-news-archive	22	33.41 KB	7	9
/index.php/news/138-january-17-mixer	15	3.85 KB	3	2
/index.php/news/137-carolinas-region-2017-de-winter-seminar	15	4.40 KB	2	2
/index.php/component/finder/	14	158 Bytes		
/index.php/news/135-winterfest-17	13	7.21 KB	4	3
/index.php/news/130-holiday-christmas-party-2016	12	6.20 KB	3	3
/index.php/component/mailto/	11	2.08 KB	2	2
/index.php/minutes	11	4.80 KB	2	3
/index.php/news/131-nearby-car-shows-in-2016	10	7.04 KB	4	1
/index.php/news/134-so-many-cars-so-little-time-12	10	8.65 KB		1
/index.php/news/2015-news-archive	10	30.85 KB	3	3
/index.php/news/136-january-1-president-s-note-17	10	4.40 KB	3	3
/index.php/events/appalachian-committee/treffen-ashville-commit...	8	3.13 KB	8	6
/index.php/news/140-january-25-president-s-note-1701	8	5.20 KB		1
Others	433	5.18 KB	192	202

Dick Maybach