

**Appalachian Region Board Meeting**  
**March 2, 2017**  
**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, Bob Poe, Bob Herrmann, Joe Esposito, Larry Koupal, Todd Tamasy, Steve Goodman and Michael Chee.

**Call to Order:** Meeting called to order by Peter Graham at 3:58 p.m.

**Minutes Approval:** Minutes of the Appalachian Region Board meeting of February 2, 2017 were approved without changes.

**Board Reports:**

1. **President:** Peter spoke on various items covered during the recent Zone Presidents meeting in Atlanta:
  - a. PCA Waiver Form – PCA form with no changes must be used. Also, if participants are younger than 18 the parent or accompanying adult must co-sign. Insurance form also required for events that would require a signed waiver.
  - b. Red Book – Regions advised to create a collection of information to assist Region “continuity” should some event impact Board ability to manage the region. Peter has taken lead to collect information, e.g. David to document account information for AR Club Registration, etc.
    - i. **AI Board and Committee Chairs** provide information requested.
  - c. Cars & Coffee events – Recommended region utilize such events to increase membership.
  - d. New Members – Board and Committee Chairs to make special effort to interact with and make welcome new members.
  - e. Driving Tours – No “spirited” drives due to safety and insurance cost concerns.
  - f. Charity Partners – After discussion group reach agreement that over time AR may contribute in some way to multiple charitable organizations, and it was appropriate to display those organizations logo on the AR website. Most recent charitable beneficiary was Boys and Girls Club (December Holiday Party). We will add their logo to AR website. Also, will retain the Manna FoodBank logo as the region continues to support the efforts of that organization.
    - i. **AI Jim Peterson** – Obtain Boys and Girls Club logo and provide to Website Chair.
2. **Vice President:** Don deferred comments.
3. **Secretary:** David deferred comments.
4. **Treasurer:** Matt reported AR Treasury activity/status below, items a - d. Also, Matt advised that for new member social, i.e. June 10 picnic, to collect PCA subsidy the region must formally invite new members and document that effort with subsidy request for that event. In additional, Matt to investigate possibility of obtaining Hospitality Subsidy for VA Car show; possibly available due to our sharing of region information, pamphlet, etc.
  - a. Treasury Balance of \$8850.36, with outstanding check for \$378.00 AR Website Site ground Hosting.
  - b. Goodie Store sales totaling \$43.12
  - c. PCA Quarterly Refund, received \$697.50 on February 17, 2017
  - d. Treffen subsidy balance \$4858.12

5. **Past President:** Jim reviewed past discussion on Harmony Motors Platinum Sponsorship of region for 2017. Potential items are documented in February 2017 Board meeting minutes and detailed Sponsorship Proposal is attached. In summary, Harmony agreed to share in hosting Holiday Party and Roebling Road track day in November with Appalachian Region. After detailed reviewed, Peter Graham made motion to split \$4178.00 Roebling Road cost with Harmony with AR share, \$2257.00, to be subsidized by track day participants contribution of approximately \$100.00 per person. Don Therien second motion and motion carried unanimously.

**Post Board meeting:** Jim advised the terms for use of the Roebling Road facility changed to include a non negotiable \$550 track insurance premium/cost in the track rental. Having voted, as per above motion, to 'absorb' some cost by the Appalachian Region (liability of \$2257 or \$57 with full 22-member participation @ \$100 ea), there is now an additional AR liability of \$275 with Harmony Motors absorbing the other half of the premium.

Peter amended the above motion to keep the 'fee' at \$100 per AR participant and the Appalachian Region being liable for a total of \$2532, paying as little as \$332 at full participation (22 members @ \$100 ea = \$2200). Board members unanimously approved the amended motion.

#### **Committee Reports:**

1. **Events:** Don Therien reviewed Mini-Appalachian Adventure planning activities. Currently participating as follows: Rooms Friday 7, Rooms Saturday 9, Barter Theater 20, Martha Washington Dinner 18 and Creeper Trail on Sunday 13. Don has created detailed information on all activities and required actions to share with participants. Participants to write a check to Appalachian Region and send to Matt (Treasurer), no later than April 1, for all cost of activities except the room. Participants must reserve room before April 15. Peter made motion for Region to pay \$200.00 Martha Washing Inn dining reservation deposit. Matt seconded motion and motion carried unanimously.
2. **Membership:** Todd Tamasy reported gain of 1 primary and 1 affiliate member with total of 318 members as of March 1.
3. **Website:** Dick Maybach was unable to attend but submitted the Web usage report (attached to these minutes).
4. **Social Media:** No report provided.
5. **Safety:** Charlie Hickey had no safety related activity to report.
6. **Driving Events:** Larry Koupal reported new directions expected in next 2-3 months from PCA review of Driving Events.
7. **Treffen Asheville:** Bob Herrmann reported the region is in good shape with planning activities accomplishing assigned tasks. Next Treffen Planning meeting is Saturday March 11 at Harmony Motors conference room at 10:00 p.m. In discussion it was pointed out that about half of Asheville Treffen destinations are more "drive" focused versus "food" focused. Bob indicated that isn't an issue due to the remote character of the some of the destinations. Discussed allocation of 10 reduced rate rooms at OGPI with intent to offer first to Board and working Committee Team members. Doesn't appear to be an issue with several of those registering voicing intent to not stay at the resort. Planning activities:
  - a. **AR Committee Registration** – Registration to open May 24 at 3:00 p.m. Registration slots for Planning Committee will be reserved, i.e. removed from total allowed, to assure committee is able to register.

- b. **Drive Committee** - Bob Poe reported 6 drives/destinations selected. Staging sites and Routes are in process of being finalized.
  - i. **AI Peter** - Obtain Insurance for Staging of PARI drive at South College.
- c. **Budget** - Bob didn't present a budget but summarized some basic areas AR intends to cover from PCA provided subsidy. Provided cost of gas for drive leader, mid-pack, sweepers, etc. with total \$1000.00 projected and Radio rental (10) @ \$25.00 each. Discussed allocation of 10 reduced rate rooms at OGPI with intent to offer first to Board and Committee Team. Doesn't appear to be an issue with several of those registering voicing intent to not stay at the resort. Bob's participation at Hill Country is covered fully by PCA. Peter is attending and group discussion supported some level of reimbursement. After some arm twisting, Peter agreed to submit a reimbursement request with Board insisting that the request include, at a minimum, the Registration fee.
- d. **Post Treffen Thanks Celebration** - Brief discussion on such a gathering. Intend to hold but specific details planning on hold until later, e.g. participation, location, etc.

**Unfinished Business:**

- 1. **New Volunteers** - Peter Graham reported no progress made in filling vacant Committee positions, Events Chair and Social Media Chair.
- 2. **2017 Events** - Steve Goodman discussed continued planning for the New member Social (Picnic) scheduled on June 10 at The Ramble. He is continued to work to get approval for parking on the lawn behind the pavilion. March 4 AR Meeting is test of Treffen Drive to Larkin's on the Lake. Meeting at 9:15 at 172 Charlotte Highway in Fairview.
  - a. **AI Peter** - Obtain Insurance for New Member Social at The Ramble pavilion.

**Next Board Meeting:** Next Board meeting is scheduled for Thursday April 6, 2017 at 4:00 p.m. Location to be determined.

**Motion to Adjourn:** Peter declared the meeting adjourned at 5:10 pm.

Submitted,  
David Butler  
Secretary, Appalachian Region

Attachments: Harmony Motors Platinum Sponsorship Proposal  
AR Web Use Report

**Sponsorship Proposal - 2/15/17 Update**  
**APPALACHIAN REGION-PCA**

**2017 Platinum Level – Regional Sponsor**

**Harmony Motors/Porsche Asheville**

- ✓ Sponsor Level Recognition on Appalachian Region-PCA Website on the Sponsors & Links page in addition to specific event sponsorships.
- ✓ Sponsor Listing with 'Links' section (clickable link).
- ✓ Sponsor Logo within 'Regional Sponsors' section (clickable link).
- ✓ Sponsor Logo designating 'printing sponsor' of the Appalachian Region-PCA Informational Brochure.
- ✓ Plaque recognizing Harmony Motors/Porsche of Asheville as the 2017 Platinum Level – Regional Sponsor.

**Sponsorship Elements**

1. Annual Holiday/Christmas Gathering benefit co-sponsorship with Appalachian Region-PCA (event at Harmony Motors.) (Appalachian Region contributing \$1,250 - estimated Harmony Motors expense of \$2500+/-.) Event attendees to include AR-PCA members and Harmony Motors Porsche customers and prospects, which may include non-PCA members.
2. Harmony Motors/Appalachian Region-PCA member appreciation track day at Roebing Road Raceway. Shared expense between Harmony Motors, Appalachian Region-PCA and AR members attending. First priority in registration to AR members that have not had their car on the track at Roebing Road.

**Notes:**

1. 2017 sponsor program recognizes that Harmony Motors will provide large drive/touring maps to registrants in support of Treffen-Asheville, September 2017.
2. Possible 2018 Bristol Motor Speedway event with AR-PCA member participation and shared expense (TBD.)
3. Appalachian Adventure event will not be held in 2017 due to Treffen- Asheville and will likely return in 2018 in a format similar to 2016 event. WNC location for 2018 Appalachian Adventure to be determined.

**February 2017 Website Use**

Our site usage increased substantially in February; we had 2879 visits from 1877 different viewers, compared to 1346 visits from 1002 unique visitors in January.

Summary					
Reported period	Month Feb 2017				
First visit	01 Feb 2017 - 00:25				
Last visit	28 Feb 2017 - 06:42				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<b>1,877</b>	<b>2,879</b> (1.53 visits/visitor)	<b>7,541</b> (2.61 Pages/Visit)	<b>16,034</b> (5.56 Hits/Visit)	<b>895.90 MB</b> (318.65 KB/Visit)
Not viewed traffic *			<b>9,486</b>	<b>12,335</b>	<b>184.30 MB</b>

\* 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 is from the US. China continues to check our site often.

Locales (Top 25) - Full list				
Locales		Pages	Hits	Bandwidth
Russian Federation	ru	3,648	3,650	23.77 MB
United States	us	1,884	9,832	632.73 MB
Germany	de	241	313	2.95 MB
Great Britain	gb	234	278	1.50 MB
China	cn	232	402	208.43 MB
Ukraine	ua	223	223	1.42 MB
France	fr	154	177	2.79 MB
Italy	it	118	119	4.83 MB
Austria	at	86	86	478.60 KB
Maldives	mv	70	70	378.64 KB
India	in	68	112	1.13 MB
Romania	ro	55	55	369.00 KB
Albania	al	42	42	253.49 KB
Belarus	by	38	38	205.55 KB
Turkey	tr	34	34	237.57 KB
Czech Republic	cz	32	32	173.09 KB
Brazil	br	30	30	271.12 KB
Denmark	dk	28	28	164.73 KB
Canada	ca	28	97	1.66 MB
Japan	jp	24	26	2.11 MB
Netherlands	nl	23	24	289.79 KB
Hungary	hu	21	21	129.52 KB
Poland	pl	20	22	165.86 KB
Kazakhstan	kz	16	16	86.55 KB
Slovak Republic	sk	16	16	112.94 KB
Others		176	291	9.35 MB

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

Visits duration			
	Number of visits: 2,879 - Average: 58 s	Number of visits	Percent
0s-30s		2,690	93.4 %
30s-2mn		55	1.9 %
2mn-5mn		41	1.4 %
5mn-15mn		39	1.3 %
15mn-30mn		23	0.7 %
30mn-1h		21	0.7 %
1h+		1	0 %
Unknown		9	0.3 %

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: 72	Hits	206 Hits	Bandwidth	Average size
 /images/Tours/AA-16_3.pdf		55	0	413.00 MB	7.51 MB
 /images/Tours/AA-16_1.pdf		19	1	34.75 MB	1.74 MB
 /images/Tours/DnD_1504.pdf		16	0	22.56 MB	1.41 MB
 /images/minutes/bylaws.pdf		13	0	1.15 MB	90.29 KB
 /images/Tours/DnD_7-14.pdf		12	0	24.26 MB	2.02 MB
 /images/Tours/DnD_1505.pdf		10	0	10.38 MB	1.04 MB
 /images/Tours/DnD_1510.pdf		10	0	321.02 KB	32.10 KB
 /images/Tours/DnD_1507.pdf		9	0	8.33 MB	948.04 KB
 /images/Tours/DnD_1610a.pdf		8	0	8.57 MB	1.07 MB
 /images/Tours/AA-16_6.pdf		8	0	33.04 MB	4.13 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				
338 different pages-uri	Viewed	Average size	Entry	Exit
/administrator/index.php	2,990	7.88 KB	65	2,024
/administrator/	2,270	5.25 KB	1,981	11
/	765	9.17 KB	552	460
/index.php/events	219	4.77 KB	5	21
/index.php	150	7.17 KB	14	21
/media/jui/fonts/IcoMoon.woff	112	24.83 KB		32
/index.php/news/113-appalachian-members-visit-one-porsche-drive	85	5.43 KB	5	5
/index.php/news	56	7.46 KB	13	16
/index.php/officers-committees	38	9.76 KB	2	8
/index.php/market	34	6.10 KB	2	2
/index.php/news/2016-news-archive	31	67.10 KB	8	8
/index.php/tours	29	9.03 KB	2	3
/index.php/minutes	26	10.48 KB		1
/index.php/news/142-february-6-president-s-note-17	23	5.97 KB	3	5
/index.php/events/appalachian-event/appalachian-region-monthly-m...	22	3.22 KB	1	12
/index.php/news/143-february-2017-social-mixer	19	5.50 KB	1	1
/index.php/news/2014-news-archive	17	9.80 KB	3	3
/index.php/news/2015-news-archive	15	63.91 KB		3
/index.php/news/144-february-12-president-s-note-1702	13	5.72 KB	3	4
/media/jui/fonts/IcoMoon.eot	12	12.67 KB		5
/index.php/events/non-pca-event/login.php	11	2.55 KB		
/index.php/news/140-january-25-president-s-note-1701	11	6.28 KB	1	1
/index.php/news/2016-news-archive/105-appalachian-adventure-writ...	10	24.48 KB	1	2
/index.php/news/145-so-many-cars-so-little-time-14	9	5.61 KB	1	1
/index.php/news/2016-news-archive/109-so-many-cars-so-little-tim...	8	11.07 KB	2	2
Others	566	6.51 KB	214	222

Dick Maybach