

Appalachian Region Board Meeting
April 6, 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, Dick Maybach, Larry Koupal, Todd Tamasy, Mario De Francisco, Broadus Brannon, and Howard LaPlante.

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 March 2, 2017 were approved without changes.

Board Reports:

1. **President:** Peter spoke in general terms regarding Treffen Hill Country (THC) experience but reserved specific/detail comment for the Treffen Asheville meeting scheduled for April 8; THC was good experience, good food, nice scenery, etc. but roads not the Asheville area quality. Local Porsche dealer provided service vehicle and loaners for anyone having vehicle issue during visit. Some Porsche rentals were available (not from Porsche) but rental plans if any for Asheville are unknown. Also, Appalachian Region is asked to come up with theme for one of the TA evening dinners.
2. **Vice President:** Don reported on Mini AA plans as follows: 24 total participants have registered with majority scheduled to attend Saturday evening dinner at the Inn and Barter Theater, and 11 plan to Bike the Creeper Trail. Planning is going well and all participates have paid.
3. **Secretary:** David deferred comments.
4. **Treasurer:** Matt reported AR Treasury activity/status below, items a - d. Also, Matt advised following as potential income for 2017 to help defer Region expenses for those events: 1) New Member Social \$250, 2) Hospitality Subsidy for VA Car show \$250, 3) Charity \$450 associated with Holiday Party.
 - a. Treasury Balance of \$9,504.42
 - b. PCA has distributed a member income surplus payment to regions for 4th consecutive year at \$6.00 per member (as of 12/3/16) to equal \$1,152.00
 - c. Goodie Store sales totaling \$194.62
 - d. Treffen subsidy balance \$4558.12
5. **Past President:** Jim reviewed suggested Charlie Schieren as resource for ideas for developing theme night at Asheville Treffen, as example theme the Appalachian Mountains used at AR Charter Party.

Committee Reports:

1. **Events:** Note comments above regarding Mini-Appalachian Adventure planning activities.
2. **Membership:** Todd Tamasy reported as of April 1 region has 326 total members (201 primary, 125 affiliate), a gain of 8 over the last month. Todd has reached out and communicated with new members.
3. **Website:** Dick Maybach provided the Web Usage Report, advised it can be generate on a monthly or annual basis and asked Board desires. After discussion and having pointed out it would be interesting to see possible growth generated by Treffen Asheville, Board requested the report continue to be generated on monthly basis.

4. **Social Media:** No report provided.
5. **Safety:** Charlie Hickey had no safety related activity to report. Discussed Tour Safety Coverage, draft of proposed direction from PCA. David Butler used the proposed rules to generate a safety talking points guide and used it for the safety meeting prior to the PARI (Treffen) destination test drive. Guide attached for possible update and use for future drives.
6. **Driving Events:** Larry Koupal reported the Region had tested 2 TA drives and have rock solid turn by turn directions. The Penland drive is scheduled for May 6 and planning is in good shape for that activity. For Treffen Asheville destination drives Larry suggested we form teams for each destination that remain together. Bob Poe is assessing volunteer information and forming "teams" based on personal desires, etc.
7. **Treffen Asheville:** Bob Herrmann reported TA meeting schedule for Saturday April 8 at Harmony at 10:00 a.m. and will hold comments and discussion until that time.

Unfinished Business:

1. **Carry Over from 3/2/17: Red Book** (Presidents Meeting) – 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.
 - a. **AI Board and Committee Chairs** provide information requested.
2. **New Volunteers** - Peter Graham reported no progress made in filling vacant Committee positions, Events Chair and Social Media Chair.
3. **2017 Events "New Member Social"** – Group discussed and reached agreement that Region must collectively engage with new members at the social. Peter to generate an invitation to specifically invite new members during the last "calendar" year. Peter intends to formally introduce attending members to those attending the social.
4. **Window Clings** – Clings of AR Logo have been suggested as Region memento for Treffen participants. Charlie Hickey discussed negotiation efforts had with the Goodie Store and provided cost as follows; 125 2 inch diameter circle @ \$2.25 = \$281.25, 250 2 inch diameter circle @ \$1.54 each = \$385.00, and 500 2 inch diameter circle @ \$2.25 = \$420.00. Also, 125 3 inch diameter circle @ \$2.25 = \$298.75. Don Therien motioned approval of 500 cling at \$420. Although seconded by Jim Peterson and approved unanimously the group asked Charlie to forward the Cling sample to the Board officers for final review and tabled formal approval until the May Board meeting.
 - a. **AI Peter** - Include item on next Board meeting agenda.
5. **Treffen Destination Test Drives** - Group discussed payment of entry fees and subsidy for those participating on test of Treffen destination drives. Peter made motion to pay from Treffen PCA subsidy entry fees for test of destinations or lunch subsidy if no entry fee is required. Examples are \$15.00 PARI tour fee and \$10.00 subsidy for TIEC lunch. Jim Peterson seconded motion and motion was unanimously approved.

Next Board Meeting: Next Board meeting is scheduled for Thursday May 4, 2017 at 4:00 p.m. Porsche Asheville Conference Room.

Motion to Adjourn: Peter declared the meeting adjourned at approximately 5:15 pm.

Submitted,

David Butler
Secretary, Appalachian Region

Attachments: Tour Safety Coverage Talking Points
AR Web Use Report

Following is an example only and represents attempt to adhere to proposed PCA Tour Safety Rules. WDB

**PARI 4/1/17 Tour Safety Coverage
Prior to Start & and Again to any joining during Drive.
PARI - 828-862-5554 (Christi Whitworth, Libby Moran)**

Preparation (i.e. actions prior to drive, getting all signed up, etc.)

- Display Insurance Certificate
- All drivers 18 years old
- Participants sign waiver
- Minor participants guardian sign separate waiver
- Cell numbers for lead and sweeper provided (limited to no cell coverage at PARI)

Safety Meeting Coverage (talking points for safety meeting just prior to departure)

- Safety is paramount, obey traffic laws....flow with group, keep reasonable distance between cars
- No passing leaders
- Lights on
- If you become separated from group inform leader or sweeper, and obey laws returning to group
- If any emergency pull over at safe location, turn on flashers, and advise leader or sweeper
- Route designed to assist staying together (PARI specific comment)
- Don't cut corners or cross the yellow line
- With recent rains there may be gravel at some locations, beware of folks behind you (PARI specific comment)
- As you descend into valley on NC 215 note very (2) narrow bridge (PARI specific comment, this is warning of potential issues on the drive route)
- Rest stop at Graveyard Fields about 60 minutes into drive (PARI specific comment)
- Enjoy the drive...Going the speed limit but on these roads that's pretty quick in many areas
- Each participant is responsible for maintaining PCA's excellent history of safe and enjoyable events.
Have fun and be safe.

March 2017 Website Use

Our site usage was down in March; we had 2,035 visits from 1,376 different viewers, compared to 2879 visits from 1877 unique visitors in February.

Summary					
Reported period	Month Mar 2017				
First visit	01 Mar 2017 - 00:01				
Last visit	31 Mar 2017 - 23:40				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	1,376	2,035 (1.47 visits/visitor)	6,176 (3.03 Pages/Visit)	18,703 (9.19 Hits/Visit)	822.02 MB (413.63 KB/Visit)
Not viewed traffic *			10,396	13,928	403.80 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 continues to check our site often.

Locales (Top 25) - Full list				
Locales		Pages	Hits	Bandwidth
United States	us	2,996	14,862	647.96 MB
Russian Federation	ru	1,836	1,836	12.79 MB
Ukraine	ua	379	379	5.28 MB
China	cn	279	443	110.27 MB
Great Britain	gb	86	128	2.62 MB
Latvia	lv	84	84	482.14 KB
France	fr	59	59	400.75 KB
Germany	de	36	117	1.68 MB
Turkey	tr	35	36	338.78 KB
Brazil	br	28	33	9.49 MB
India	in	28	93	1.10 MB
Canada	ca	27	109	3.42 MB
Albania	al	26	26	140.64 KB
Japan	jp	23	23	189.00 KB
Netherlands	nl	19	43	678.07 KB
Belarus	by	18	18	97.37 KB
Bahamas	bs	16	93	11.90 MB
Republic of Serbia	rs	14	14	132.15 KB
Italy	it	14	15	292.57 KB
Malaysia	my	10	10	195.19 KB
Poland	pl	10	10	82.20 KB
Czech Republic	cz	9	9	62.33 KB
Romania	ro	9	9	116.88 KB
Taiwan	tw	9	36	526.67 KB
Philippines	ph	8	32	696.57 KB
Others		118	186	11.19 MB

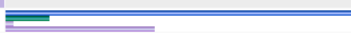


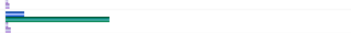

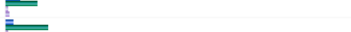
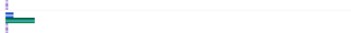

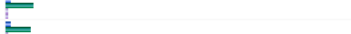
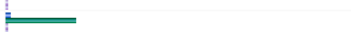





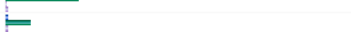


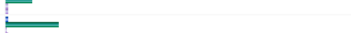
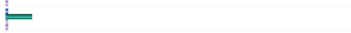





As usual, most visitors spend less than 30 seconds on the site, although a few stay longer.

Visits duration		
	Number of visits	Percent
Number of visits: 2,035 - Average: 94 s		
0s-30s	1,852	91 %
30s-2mn	54	2.6 %
2mn-5mn	39	1.9 %
5mn-15mn	34	1.6 %
15mn-30mn	23	1.1 %
30mn-1h	21	1 %
1h+	12	0.5 %

The documents on our site are in the form of pdf files, and several of these were viewed many times, as shown below. By far the most popular was the Appalachian Adventure Unguided Tour #2. The Hurricane Region held their spring tour at Fontana Village in March, and perhaps the participants took this tour.

Downloads (Top 10) - Full list							
Downloads: 85				Hits	206 Hits	Bandwidth	Average size
	/images/Tours/AA-16_3.pdf			47	0	345.64 MB	7.35 MB
	/images/minutes/bylaws.pdf			26	0	2.29 MB	90.29 KB
	/images/Tours/DnD_1604.pdf			22	0	5.21 MB	242.30 KB
	/images/minutes/2016_RPM_V1.pdf			17	0	42.67 MB	2.51 MB
	/images/Tours/DnD_1504.pdf			17	0	23.97 MB	1.41 MB
	/images/news/2017/Fiesta_2017.pdf			13	1	25.41 MB	1.82 MB
	/images/news/2015/Logo_Contest.pdf			11	0	3.81 MB	354.79 KB
	/images/minutes/2016/Treffen_161001.pdf			11	1	499.83 KB	41.65 KB
	/images/Tours/DnD_6-14.pdf			10	0	15.77 MB	1.58 MB
	/images/Tours/DnD_7-14.pdf			10	0	20.22 MB	2.02 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								
287 different pages-url				Viewed	Average size	Entry	Exit	
/administrator/index.php				2,342	10.56 KB	53	1,003	
/				1,080	11.29 KB	682	556	
/administrator/				999	5.24 KB	967	9	
/index.php/events				373	5.30 KB	6	19	
/media/jui/fonts/IcoMoon.woff				121	24.83 KB	1	28	
/index.php/officers-committees				109	6.72 KB	5	8	
/index.php				96	7.73 KB	3	21	
/index.php/news				53	10.04 KB	8	11	
/index.php/news/2017-news-archive				51	6.79 KB	9	10	
/index.php/tours				48	7.83 KB		12	
/index.php/market				36	6.54 KB	1	5	
/index.php/news/151-march-3-drive-and-dine-17				35	6.09 KB	3	5	
/index.php/events/non-appalachian-pca-event				30	17.01 KB	5	5	
/index.php/news/150-2017-harmony-motors-appalachian-region-pca-m...				30	5.24 KB	6	8	
/index.php/minutes				26	8.56 KB	3	4	
/index.php/events/appalachian-event/appalachian-region-monthly-m...				23	3.22 KB	1	12	
/index.php/news/2016-news-archive				20	83.77 KB	10	11	
/index.php/news/155-amelia-island-werks-reunion-2017				20	7.00 KB	3	6	
/media/jui/fonts/IcoMoon.eot				17	17.59 KB		3	
/index.php/news/154-march-13-president-s-note-170313				16	5.85 KB	1	1	
/index.php/news/2015-news-archive				16	40.83 KB	8	8	
/index.php/news/157-march-23-president-s-note-170323				14	8.86 KB	2	3	
/index.php/news/149-heard-round-the-zone-march-2017				13	6.28 KB	5	4	
/index.php/news/2014-news-archive				11	12.74 KB		1	
/index.php/news/152-march-mixer-17				11	6.16 KB	1	1	
Others				586	7.12 KB	252	281	

Dick Maybach