

Appalachian Region Board Meeting
May 4, 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, Joe Esposito, Dick Maybach, Todd Tamasy, Broadus Brannon, Cheryl Wade and Jerry Wade.

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 April 6, 2017 were approved without changes.

Board Reports:

1. **President:** No report.
2. **Vice President:** Regarding submission request for Blue Ridge Parkway access for Treffen tours, Don received acknowledgment that park service had cashed \$60.00 check submitted with approval request. Park service conveyed intent to provide decision on our request within two weeks.
3. **Secretary:** No report.
4. **Treasurer:** Matt reported AR Treasury activity/status below, items a - e.
 - a. Treasury Balance of \$10,362.56
 - b. Of current Treasury Balance, \$1,126 are remaining Mini-AA expenses (\$2,089.50 Mini-AA funds deposited, covering all paid and remaining expenses)
 - c. Check #1045 for \$300 is outstanding against Treffen subsidy (PARI destination expenses)
 - d. Treffen subsidy balance \$4558.12 (Not included in region balance)
 - e. Goodie Store, one sale totaling \$28.64
5. **Past President:** No report.

Committee Reports:

1. **Events:** Peter reported the Tail of the Dragon (Treffen destination) test drive had been canceled and rescheduled for June 9 due to weather forecast. May monthly social is scheduled on May 10 at the Wedge at Foundation in Asheville. Treffen registrations is scheduled to open on Wednesday May 24 at 3:00 p.m.
2. **Membership:** Todd Tamasy reported as of May 1 the region has 325 total members, down 1 from last month. During the month there was 1 addition and 2 non renewals. Todd continues to reach out and communicated with new members.
3. **Website:** Dick Maybach provided the Web Usage Report, advised site hits were down somewhat for the month. Dick to be unavailable May 8-26; please contact Carl Von Schummer if there are website needs during that period. Report attached.
4. **Social Media:** No report provided.

AI Peter - Follow with a candidate for Social Media coordination once he obtains hand off info from Jason.

5. **Safety:** No report.
6. **Merchandise:** Charlie Hickey reported the Clings were ordered (500 for total of \$420.00) and expected in the May 15 timeframe. Charlie to send the bill to Matt for payment. Clings were formally approved during the past month after Charlie shared example with the Board as documented in April 2017 Board minutes.
7. **Driving Events:** No report. Jim asked if Training plan for Treffen volunteers was being generated. Bob Poe indicated Larry Koupal was developing training for those support Treffen destination drives. Treffen registration numbers for each destination as well as volunteer input on their desired destinations is key to planning efforts. There was also discussion on how/if volunteers should sign up for Treffen destinations. Volunteers are provided complementary attendance and lunch for tours they support. Direction to be supplied so they are not "charged" for a destination at registration.

AI Peter – Provide communication to region regarding volunteers registering.

8. **Treffen Asheville:** No report. Next Treffen Committee meeting is Saturday May 13 at Harmony Motors.

Unfinished Business:

1. **Carry Over from 3/2/17: Red Book** (Presidents Meeting) – Peter has one item of information to collect before complete.
2. **New Volunteers** - Peter Graham reported no new progress on filling open committee chairs.
3. **2017 Events "New Member Social"** – Peter to generating hand written invitation to specifically invite new members (45) during the last "calendar" year. Peter intends to formally introduce attending members to those attending the social. During discussion Peter surfaced that contact with members at times difficult/impossible due to email address not being provided to PCA or not current.

AI Peter – Include discussion of Region collectively engaging with new members at the social on June Board meeting agenda.

AI Dick – Post item on website asking members to validate current email address on PCA.org.
(Complete)

- a. David reported he had drafted communication for members regarding the New Member Social details. Members providing Pot luck item and Region providing the entrée (Little Pigs broasted chicken). He asked if we would again ask for \$10.00 per person donation for table, chair, etc. rental. Peter made motion to that affect, seconded by Don and provided unanimously.
 - b. Joe Esposito reported he was making signs to direct traffic to lawn parking area with material costs at \$45.50 which was within previously approved amount. Matt to reimburse Joe.
4. **Window Clings** – Covered above in Committee Reports, item 6.

New Business:

1. **Safety Vests (Treffen)** – Bob Lawrence (Bob Lawrence Power Equipment) has agreed to provide at his cost (\$5.90 each) safety vests to support Treffen destination volunteer efforts (staging, leaders, etc.). Jim Peterson made motion to purchase 30 vests, David Butler seconded and motion unanimously approved. Joe Esposito added that he has approximately 8 vests previously donated (Appalachian Adventure) by Bob Lawrence to support this effort.

Next Board Meeting: Next Board meeting is scheduled for Thursday June 1, 2017 at 4:00 p.m. Porsche Asheville Conference Room.

Motion to Adjourn: Peter declared the meeting adjourned at approximately 4:37 p.m.

Submitted,
David Butler
Secretary, Appalachian Region

Attachments: AR Web Use Report

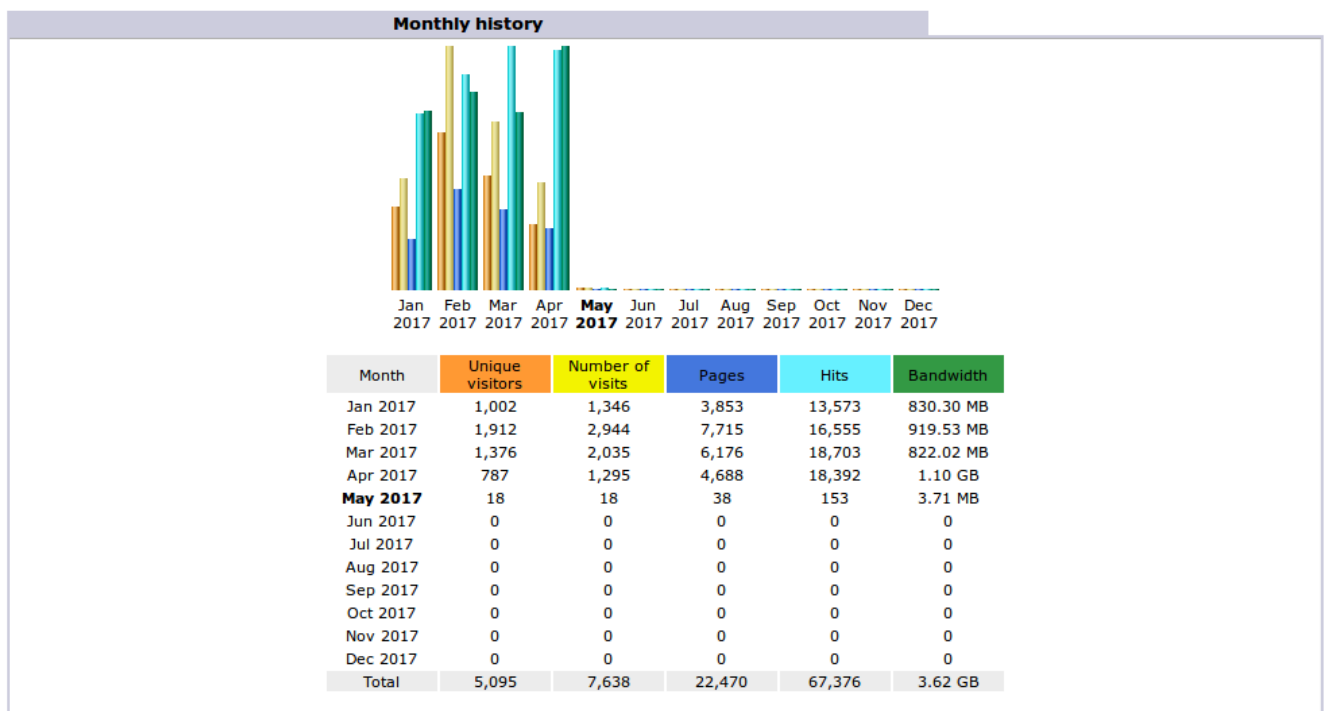
April 2017 Website Use

Our site usage was down in April; we had 1,295 visits from 787 different viewers, compared to 2,035 visits from 1,376 unique visitors in March.

Summary					
Reported period	Month Apr 2017				
First visit	01 Apr 2017 - 00:42				
Last visit	30 Apr 2017 - 22:52				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	787	1,295 (1.64 visits/visitor)	4,688 (3.62 Pages/Visit)	18,392 (14.2 Hits/Visit)	1.10 GB (893.05 KB/Visit)
Not viewed traffic *			11,483	14,911	477.32 MB

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

The chart below shows the monthly history for 2017. Note that although the number of visits is declining, the number of hits and the volume of data transferred remains high.



As the data below show, we continue to get visitors from all over the world, although the overwhelming majority are from the US. In April we were popular in Brazil.

Locales (Top 25) - Full list				
Locales		Pages	Hits	Bandwidth
United States	us	2,855	15,729	683.01 MB
Ukraine	ua	568	571	12.15 MB
Canada	ca	324	714	6.72 MB
China	cn	277	454	106.98 MB
Turkey	tr	112	112	612.58 KB
Poland	pl	91	91	510.19 KB
Russian Federation	ru	56	58	1.28 MB
India	in	55	59	1.04 MB
Italy	it	40	41	363.66 KB
France	fr	34	35	228.62 KB
Romania	ro	20	20	139.49 KB
Ireland	ie	19	19	566.15 KB
Spain	es	17	17	107.98 KB
Republic of Serbia	rs	15	38	499.16 KB
Czech Republic	cz	13	36	473.72 KB
Germany	de	13	13	431.11 KB
South Korea	kr	12	12	58.43 KB
Brazil	br	12	190	254.19 MB
Japan	jp	12	12	97.37 KB
Philippines	ph	11	11	102.69 KB
Pakistan	pk	11	11	73.17 KB
Great Britain	gb	11	12	154.31 KB
Israel	il	10	10	34.33 KB
Portugal	pt	8	8	72.77 KB
Antigua and Barbuda	ag	8	8	43.27 KB
Others		84	111	59.57 MB

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

Visits duration				
Number of visits: 1,295 - Average: 128 s			Number of visits	Percent
0s-30s			1,105	85.3 %
30s-2mn			60	4.6 %
2mn-5mn			38	2.9 %
5mn-15mn			46	3.5 %
15mn-30mn			17	1.3 %
30mn-1h			19	1.4 %
1h+			10	0.7 %

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

Downloads (Top 10) - Full list				
Downloads: 94				
	Hits	206 Hits	Bandwidth	Average size
 /images/minutes/2015/Minutes_AR_Board_151001.pdf	37	0	9.47 MB	262.02 KB
 /images/Tours/AA-16_5.pdf	33	0	195.57 MB	5.93 MB
 /images/minutes/2016/Treffen_161027.pdf	33	0	1.09 MB	33.93 KB
 /images/minutes/2016/Minutes_AR_Board_160204.pdf	33	0	8.11 MB	251.67 KB
 /images/minutes/2015/Minutes_AR_Board_150430.pdf	31	0	2.95 MB	97.47 KB
 /images/news/2017/Treffen-Asheville-Poster-a.pdf	26	6	42.27 MB	1.32 MB
 /images/minutes/2014/Minutes_NRCGP_140826.pdf	26	0	2.18 MB	85.70 KB
 /images/minutes/2015/Minutes_NRCGP_150113.pdf	25	0	2.15 MB	88.00 KB
 /images/minutes/bylaws.pdf	23	0	2.03 MB	90.29 KB
 /images/Tours/AA-16_3.pdf	22	0	165.20 MB	7.51 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					
312 different pages-url	Viewed	Average size	Entry	Exit	
/administrator/index.php	1,507	12.51 KB	204	202	
/	1,327	13.66 KB	727	597	
/index.php/events	283	4.56 KB	6	16	
/media/jui/fonts/IcoMoon.woff	189	24.83 KB		39	
/index.php/tours	122	5.69 KB	17	25	
/administrator/	72	4.30 KB	28	19	
/index.php	61	6.23 KB	3	12	
/index.php/news/159-april-drive-dine-to-pari-1704	55	5.52 KB	2	6	
/index.php/news	37	6.19 KB	11	13	
/index.php/officers-committees	37	4.79 KB	4	9	
/index.php/news/158-march-28-heard-round-the-zone-1703	31	5.75 KB	8	11	
/index.php/news/2017-news-archive	28	5.91 KB	5	7	
/index.php/market	28	4.34 KB	1	2	
/media/jui/fonts/IcoMoon.eot	25	12.67 KB		14	
/index.php/events/appalachian-event/appalachian-region-monthly-m...	22	3.17 KB		6	
/index.php/minutes	16	4.93 KB	1	5	
/index.php/news/2016-news-archive	16	52.64 KB	7	9	
/index.php/events/appalachian-event/tail-of-the-dragon-tour-1705	15	3.21 KB		4	
/index.php/events/non-pca-event/2017-broad-river-european-classi...	15	3.21 KB	5	8	
/index.php/events/appalachian-event/appalachian-region-monthly-m...	15	3.15 KB	3	4	
/index.php/news/160-april-12-president-s-note	13	7.88 KB	1	1	
/index.php/news/162-so-many-cars-so-little-time-16	12	6.61 KB	3	3	
/index.php/news/2016-news-archive/105-appalachian-adventure-writ...	12	36.24 KB	2	3	
/index.php/news/2014-news-archive	12	7.80 KB	3	5	
/index.php/events/non-appalachian-pca-event/spring-thing-17	11	3.11 KB	2	2	
Others	727	5.23 KB	252	273	

Dick Maybach