

**Appalachian Region Board Meeting
September 3, 2015
Harmony Motors, Asheville, NC**

In Attendance: Board members Peter Graham, Jim Peterson, Matt Pohsweg and David Butler. Also attending were Don Therien, Beth Aldecoa, Dick Maybach, Mario de Francisco, Charlie Hickey, Bob Poe and Michael Dietzel.

Call to Order: Jim Peterson called the meeting to order at 4:00 p.m., welcomed all to the Appalachian Region Board meeting and presided over the meeting.

Minutes Approval: Meeting minutes of July 30, 2015 were submitted for approval. Matt made motion to approve Peter seconded and Board approved. Jim reviewed the agenda and proceeded with the meeting.

Board Reports:

1) President: Jim Peterson reported as follows:

Escape - Jim provided background on Zone 3 holding Escape in 2017. By 2017 national plans to host two Escapes per year with focus on touring and socializing and no complete activities. Immediately after being granted a charter AR was approach by Vic Rola informing Jim that Zone 3 had been asked to host in 2017, Asheville was mentioned as an appealing location. Board and others voiced support and Jim committed AR to supporting the event. Jim met National (David O'Neal) and Zone (Vic Rola) on Saturday August 29 to discuss and has shared notes from that meeting with AR officers. Event to be on September 20-24, 2017 and contract signed with the Grove Park Inn. Intended to be a 4 star event and will be renamed Treffen. AR will develop, document and lead tours. National will handle other activities, e.g. registration, welcome, event coordination, etc. See attachment for additional details.

Goodie Store - GS is up on the AR website, while Jim and Dick work with Kathy Boehm on its final debugging. Members can place orders now.

2) Vice President: No report submitted by Peter Graham.

3) Secretary: David Butler reported minutes of prior Board meeting on 7/30 documented and posted on AR website.

4) Treasurer: Matt Pohsweg reported Treasury status as follows:

a) Balance of \$3,403.31 in the AR account. This includes receipt of \$1,000.00 from the Carolinas Region as seed funds, \$860.00 from auction and raffle of Porsche World Roadshow certificates provided by Harmony and 2nd quarter PCA member distribution. The region is current on all expenses associated with forming the Appalachian Region. We anticipate an expense of \$400 in submitting Form 1024 with IRS. Also expect our 3rd quarter disbursement of approximately \$790.00 in mid November.

b) Matt discussed a need for the Board to determine the amount of funds it wants to keep as a "Balance". He recommended a balance equal to one year's dues rebate from PCA year end 2015. A longer term goal equal to a two year's dues rebate was discussed which can be addressed in 2016. Matt made a motion to establish \$3000.00 as the minimum balance of AR bank account year end 2015. Peter seconded motion, no further comment offered, and Board unanimously approved.

Committee Reports:

1) Historian/Archivist - No report submitted by Broadus Brannon.

2) Events : Peter Graham reported on monthly activities as follows:

- a) August 1 La Zoom event cancelled due to poor response. Peter's funds to reserve the bus were returned. Croquet event in Black Mountain had 7 members attending.
- b) Picnic at Reynolds Mountain going as planned. David added that 52 registered, entrée provided by the club ordered and rentals for table, chairs and porta potty made. Event to begin at 5 with food served at about 6 p.m. Various members have and did offer to come early and assist with setup.
- c) Fall Leaf Tour scheduled for October 3 and Peter is planning to host a tour of his shop possibly on October 17.

3) Membership: Beth Aldecoa reported she is sending welcome letters to new members and notifying members of upcoming renewal dates. She also reported membership status as follows:

- a) Appalachian Region has 170 Primary and 113 Supplementary members. Had 4 new members and 12 renewals last month.
- b) She reviewed the Charter Party attendee list and sent communication to 22 non members; obtained one new membership from that effort.
- c) Beth shared a finalize member recruitment business card that provides basic AR and PCA information for use in advertising the club to non members. Matt made motion to purchase 1000 cards per Beth's example (subject to resolution of whether we can use the Porsche crest on the card). Peter seconded the motion, no other comments offered, and Board unanimously approved.
- d) She report she can use PCA custom emailer function to communicate with non region members or part time WNC members who request our region communications.

AI Peter - Populate Peter Graham's PCA custom list(s) with list of Zone Representative and Region Presidents in Zone 3.

AI Scott (7/30/15) - Develop draft AR information flier. Carry over from 7/30 meeting, suggested this be along the lines of information card we made available at the Charter Party.

4) Social Media: No report submitted by Jason Howard. AR Facebook account is up in test mode. Groups discussed who should be allowed access, provided ability to post on the site, etc. Need guidelines to make that determination.

AI Jason (7/30/15) - Summarize and send guidelines to Jim for distribution to the Board for review.

5) Web Site: Dick Maybach submitted detailed site "use report" prior to the meeting (attached to minutes). Carl Von Schummer and Dick continue to co-manage the site. The improved site with enhanced navigation and features but it is not quite ready for production. Team is waiting for some improvements/enhancements by PCA before we can proceed. Team offered appreciation to Dick and Carl for their efforts.

6) Special Events: Don Therien shared plans for convening event planning committee. Email to past committee members to be sent in mid September time frame with meetings to begin October 2015. Signed contract is with Fontana Village (FV) Resort for a multiple day event to occur on August 12-14, 2016. FV must know final room reservation count on May 12, 2016. Team discussed and agreed a new name for the event is needed, i.e. replace IDB, as we're a new region and desire a fresh start.

New Business:

1) Board Nominating Committee - Jim reported nominating committee must post proposed slate of officers by September 15. Progress made but slate not finalized as yet. He encourages interested persons to contact one of the nominating committee members. Following is summary of officer election process:

- i) Nominating Committee appointed - by August 15 **COMPLETE**

- ii) Slate identified by Nominating Committee - by September 15
- iii) Additional Nominations, if any, (submitted in writing by a list of 10 members with the written permission of that member) to Nomination Committee - by October 15
- iv) Voting by membership (electronic) - begin November 1
- v) Deadline to vote - December 1
- vi) Results certified by Teller Chair within one week of voting closure

Group also discussed actions we could possibly take to increase participation in club leadership areas. It is increasingly important to obtain members involvement to support events like Escape 2017 and Fontana Summer event, etc. It was suggested we review lists of past event participants to identify core participants, then have one on one conversations with those individuals. Also, David suggested discussions with the NRCPG members and Charter Members who by nature of their action should be a key source of volunteers and/or leaders.

AI Jim - Board to develop and implement a plan.

2) Annual Meeting/Christmas Holiday Party - David shared information regarding the Country Club of Asheville hosting the annual meeting and holiday function. Prices shared for rental, food and bar were provided for possible lunch or dinner function. Jim shared that Escape 2017 focus is on heavy hors d'oeuvre type food function with emphasis on casual mixing and flexibility in room layout versus plated or buffet dinners. After discussion group agreed an event at Harmony similar to the Charter Party would be a great annual meeting/holiday party. All concurred we should see if Harmony would support by hosting the event with AR paying all expenses, e.g. food, beverage (soda, wine and beer), etc. AR would charge minimal fee for attendee's to cover cost of the event.

AI Jim - Contact Charlie and see if Harmony is agreeable as per above.

Next Meeting: Board meeting 4:00 p.m. Thursday October 1 at Harmony Motors (Jim to validate room availability).

Motion to Adjourn: Jim declared the meeting adjourned at 5:45 p.m.

Submitted,

David Butler
Secretary, Appalachian Region PCA

Attachment: Escape 2017 Planning Notes
2015 Website Use Report

8/31/15 - Jim Peterson Escape 2017 Notes

Notes from 8/29/15 meeting and discussion with Vic Rola, PCA Zone 3 Rep. and David O'Neal, PCA National Escape Chair (also in attendance were Pat Rola (Vic's spouse) and Kristy Heath of Conference Direct.)

Subject: 2017 Escape Asheville - 9/20-24/2017 - concept, programming, responsibilities, etc.

General

- Escape to soon be renamed Treffen (German translation = meet, encounter.) PCA owns registration mark for term "Treffen" and has permitted its use by others including Fast Lane Travel for their European and Asian Treffens.
- Treffen to become a 4-star event, the highest quality product of PCA. Escape has been a 2.5-3 star event; Parade is 3-3.5 stars.
- Treffen registration will be approximately \$400 plus hotel rooms (includes 3 day program and 9 food functions.)
- Have negotiated an attractive rate at the Grove Park Inn for \$229/night. (PCA Treffen staff is reserving a limited number of rooms (10) at a further reduced rate for local Region members that are hosting the event.)
- PCA National/Treffen staff handles site selection, contracts and negotiations with hotel for lodging and food and beverages, food and beverage selections and planning, negotiations with venues as needed, registrations and check-in, coordination with PCA National, PCNA and national sponsors, VIP coordination, event schedule and programming.
- PCA realizes Treffen will not appeal to everyone-it is to be positioned as a top shelf, high quality, driving and social event. Focus is on (local) experience and enjoyment, no competition.
- PCA seeking to site Treffen in smaller, not congested, attractive locales. Asheville fits the bill very well.
- Limit of 250 cars and 500 people.
- Will offer national appeal. Hertz will offer Porsche cars for rent at Treffen. Fly and drive.
- Invite local GM and Sales Director of local Porsche dealer to attend. Arrange for dealer to provide a chase/service vehicle for tours. Dealer could also be involved with a quick safety/tech inspection and place a "passed" sticker/cling on each vehicle with local dealer ID.
- Local PCA hosting Region to receive \$5000 stipend/rebate from PCA National (to be used at the Region's discretion (reimburse Region members for mileage in planning, proofing and staging the tours during event.))
- David O'Neal is a member of the Space Coast Region PCA and has been active in many leadership positions there over the years. His business experience lies in event and conference planning.

Program

- 3-day event Thursday through Saturday 9/20-24/17.
- Grove Park Inn is headquarters hotel.

- 9 food functions included in registration fee.
- Considering various tracks, sub-themes for spare/off hours activities – Foodie tour/venue, arts and ale, young/active folks (zip line, bikes, rafting, etc.), beer (ale tours.)
- Wednesday night – registration in afternoon, cocktails for early arrivals.
- Thursday and Saturday – active tour days: continental breakfast, drivers meeting, drives/tours to destination with lunch, back to hotel by 4 pm, afternoon gathering, reception/ Dinner at Grove Park inn on Thursday and at GPI Country Clubhouse on Saturday.
- Friday program concept is “navigators day off” with a variety of activities available including Biltmore tour and lunch, spa at GPI, golf, tennis, touring and shopping downtown, La Zoom Comedy Tour bus ride, brew cruise, etc. (see themes.) Possibly schedule a “white knuckle drive” for those interested. Friday night will be offsite at Biltmore Deerpark.
- Food events in evening are generally NOT buffets or seated plated dinners, more emphasis on heavy hors d’oeuvres, mixing, casual interaction, etc.

Local Region duties and responsibilities:

- Primary responsibility to identify, chart/document and proof a variety of local routes/tours (which include local flavor/color) and destinations and lead local drives/tours. Will need lunch stops/spots as well.
- Identify local unique and interesting destinations such as Tail of the Dragon, Crossroads of Time Museum, Waterfall tour, drive on Parkway to lunch at Pisgah Inn, drives on great local roads (e.g., Hwy. 151, 215, 276, Saluda grade, road up to Little Switzerland, etc.) etc.
- Will need to offer enough drives and tours for 250 cars (on Thursday and Saturday). To help ensure safety, tours need enough guides/leads for a ratio of approx.1 lead/guide for every 10 cars. Most tours to be guided; some destinations (e.g., Tail of the Dragon) can be self-guided.
- Tours will follow local traffic laws and speed limits. Emphasis is on fun and (local) experience, not high speed, competitive driving. A “spirited” drive may be scheduled for Friday.
- Would be nice to offer an off road tour for Cayenne and Macan drivers – venue with a great view and box lunch, etc.
- Identify points of interest for people to visit on their drive home on Sunday (north, south, east and/or west.)
- Local region to appoint a Treffen liaison and “tourmeisters.”
- Treffen National may have some funds to allow us to utilize services of Wayne Busch (America Rides Maps) to help plan, map and document tours, venues, destinations, lunch spots, etc. (Note: this is highly recommended by Appalachian Region leadership based on past contact and relations with Wayne.)
- In addition to leading tours, local event volunteer opportunities include staging cars before drives and coordination of complimentary safety/tech inspection with local dealer.

<end>

August 2015 Website Use

The chart below summarizes the use and shows that during July, we had over 800 visits, 72 per cent of whom were by first-time visitors to the site. On the average, each visit was to about two pages, although almost 70 per cent involved only one (as shown by the bounce rate). As usual, about 45 per cent of our users are from the U.S., although some of the 15 per cent whose countries are not known are probably also from here.



The figure below compares returning and first-time visitors. First-time users looked one or two pages and on average stayed for less than a minute, while returning ones stayed for over three minutes and looked at three or four pages.

New vs Returning

Jul 31, 2015 - Aug 30, 2015

Customize Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

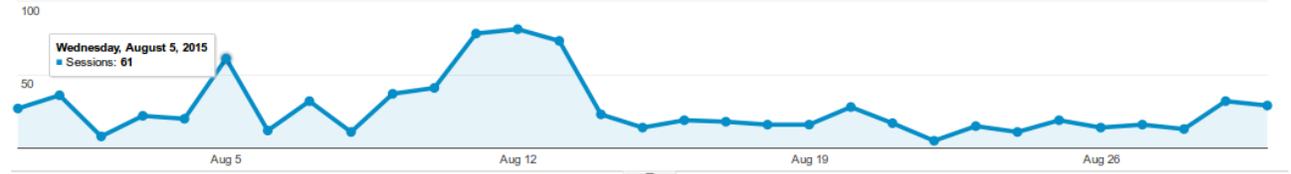
Explorer

Summary Site Usage Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions



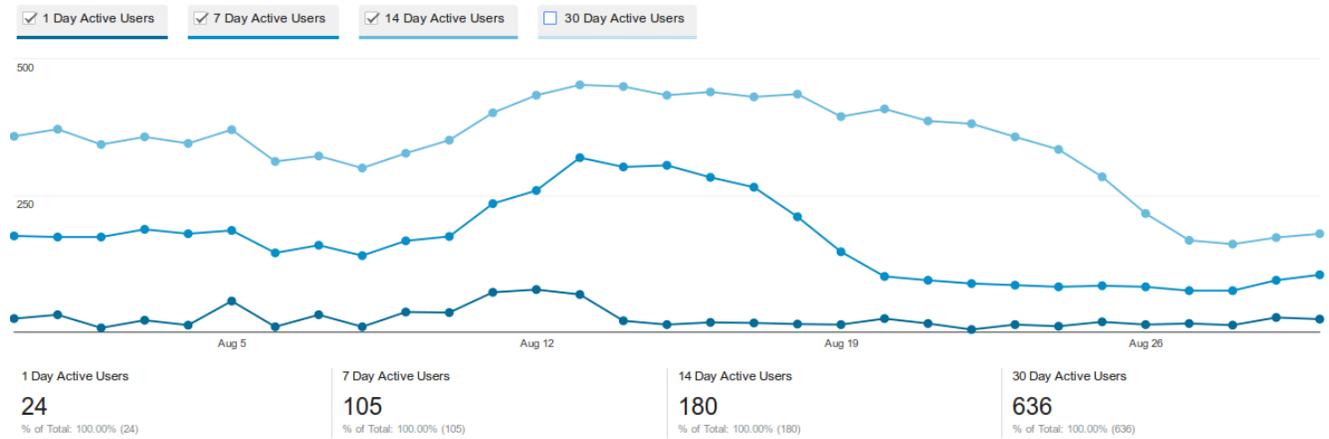
Primary Dimension: User Type

Plot Rows Secondary dimension Sort Type: Default

advanced

User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	844 <small>% of Total: 100.00% (844)</small>	72.75% <small>Avg for View: 72.04% (0.99%)</small>	614 <small>% of Total: 100.99% (608)</small>	68.84% <small>Avg for View: 68.84% (0.00%)</small>	2.03 <small>Avg for View: 2.03 (0.00%)</small>	00:01:32 <small>Avg for View: 00:01:32 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. New Visitor	614 (72.75%)	100.00%	614 (100.00%)	79.32%	1.41	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	230 (27.25%)	0.00%	0 (0.00%)	40.87%	3.70	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)

The chart below hasn't appeared in previous reports. It shows the number of users who've accessed the site within the last day, the last week, and the last two weeks. (I didn't plot the number who we hadn't seen for a month.) A substantial number of people check our site on a regular basis.



Dick Maybach