

**Appalachian Region Board Meeting
October 1, 2015
Harmony Motors, Asheville, NC**

In Attendance: Board members Peter Graham, Jim Peterson, Matt Pohsweg and David Butler. Also attending were Don Therien, Dick Maybach, Joe Esposito, Charlie Hickey, Bob Poe, Broadus Brannon and Howard LaPlante.

Call to Order: Jim Peterson called the meeting to order at 4:17 p.m., welcomed all to the Appalachian Region Board meeting and presided over the meeting.

Minutes Approval: Meeting minutes of September 3, 2015 were submitted for approval. Jim pointed out one minor correction (1000 AR business cards approved for order versus 100). Matt made motion to approve minutes with correction Peter seconded and Board approved. Jim reviewed the agenda and proceeded with the meeting. Corrected minutes have been posted on the AR website.

Board Reports:

- 1) President:** Jim Peterson reported he had items to review in Old Business (see below).
- 2) Vice President:** No report submitted by Peter Graham.
- 3) Secretary:** David Butler reported minutes of prior Board meeting on September 3 documented and posted on AR website.
- 4) Treasurer:** Matt Pohsweg reported Treasury status as follows:
 - a) Balance of \$3,641.73 in the AR account which doesn't include the 3rd quarter PCA membership distribution. AR account as follows: \$57.77 outstanding for AR Business/Advertising cards, Reynolds Mountain Picnic expenses of \$582.08 (\$490 collected from attendees, actual AR expense for event was \$92.08), and cleared \$45.50 from 50/50 drawing at the RM Picnic. Also, Goodie Store gross sales in September was \$285.00 which we expect to received 16%-20% as the region share.
 - b) Matt pointed out that with expected expenses and income in the remainder of 2015 he anticipates AR being able to close the year with Treasury Balance exceeding \$3000.00, which is the targeted year end minimum balance of AR bank account.

Committee Reports:

- 1) Historian/Archivist** – No report submitted by Broadus Brannon.
- 2) Events :** Peter Graham reported on monthly activities as follows:
 - a) Peter expressed safety concerns with the Fall Leaf Tour scheduled for October 3 due to projected storm system with heavy rains and wind. After discussion, Jim made motion to cancel the drive, Matt seconded and Board unanimously approved. Peter will send out cancelation notice and Dick to post the Leaf Tour details for members use.
- 3) Membership:** Jim reported for Beth Aldecoa. Appalachian Region has 174 Primary (increase of 8) and 112 Supplementary members (decrease of 1).

AI Peter (9/3/15) – Populate Peter Graham’s PCA custom list(s) with list of Zone Representative and Region Presidents in Zone 3. Peter reported partial completion of this item.

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: Jim reported for Jason Howard. AR Facebook account is up and running and approved FB Guidelines are posted on the account.

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

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 is in place but it is not quite ready for production. Team is continuing to wait for some improvements/enhancements by PCA National web before we can proceed.

6) Special Events: Don Therien shared plans for committee meeting scheduled for Saturday October 10. Team discussed aligning the event with a Charity as we did in the past for IDB. Board supports a Charity alignment, and suggested the committee select a charity that supports the AR region as a whole if possible. One example offered was MANNA Foodbank which provides services to the 16 counties in WNC. PCA offers an annual \$450 supplement per Region for Charity events.

New Business:

1) Board Nominating Committee – Jim reported nominating committee had finalized and posted proposed slate of officers by September 15 as required by AR By-Laws.

- a) Dick has communicated a draft of the communication/process the membership will follow to vote, which team has approved. Dick to send that communication to the Board and committee members to perform a test vote in order to assure process works as intended.
- b) Dick Maybach, Bob Poe and Carl Von Schummer will serve as “Tellers” as defined in the By-Laws.
- c) Dick to obtain a membership list from Beth Aldecoa to track voting of Primary and Supplementary members.
- d) Following is summary of officer election process:
 - i) Nominating Committee appointed – by August 15 **COMPLETE**
 - ii) Slate identified by Nominating Committee – by September 15 **COMPLETE**
 - 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

2) Annual Meeting/Christmas Holiday Party – Jim reviewed proposal for Harmony to host and co-sponsor with AR a Christmas Holiday Party in

December (2, 3, 8 or 10). It will be similar to the Charter Party with a focus being a casual seasonal mixer with hors d'oeuvres, beverage (soda, wine and beer), etc. AR will request a minimal donation of \$10 per person to benefit MANA Foodbank. AR will contribute \$800 from Treasury and \$450 from PCA Charity Subsidy. Short program of remarks by AR President, Charlie Schieren - Harmony Sales Manager and possibly new officer introductions. David made motion to approve the proposal, Peter seconded and Board unanimously approved the event and associated expense. Board engaged in a brief discussion about the possibility of making the co-sponsored (AR and Harmony Motors) Christmas Holiday party for the benefit of a charity an annual event. Will budget for 2016.

AI Matt - Submit Charity Subsidy request to PCA.

3) Annual Membership Meeting - While AR Board meetings are advertised and open to all members our By-Laws requires an annual membership meeting to be held in December or as soon as prior or thereafter as convenient. After discussion by team, Peter made motion to hold the 2015 Annual Membership meeting on Saturday December 5 (undetermined location at this time) David seconded the motion and Board unanimously approved.

4) 2016 Events - New board should schedule a meeting with Charlie Schieren in January to solicit Harmony support for events that might require funds planning by Harmony, e.g. Fontana event, Holiday Party, etc.

AI Peter - Begin initial planning of 2016 monthly activities/events.

5) Goodie Store - Jim displayed a few items that he had ordered (hats, shirts, etc.), some with the AR logo as examples of items available. He had discussed with Harmony who may elect to stock a few items with the AR logo. Store is open for business, members can place orders now. Items with AR Logo and manufactory (Porsche) logo are available.

6) Committee Volunteers - Jim discussed his continued efforts to obtain volunteers for all identified committees. Charlie Hickey volunteered to chair the Safety/Insurance Committee. Jim has shared safety related information from the PCA RPM with Charlie.

AI Peter - Work with Charlie to transition process for obtaining insurance for AR events.

7) 2017 Escape - Committee has not been established as yet.

a) **Maps, Tours & Drives** - Broadus has the lead to set a meeting with Wayne Busch to obtain his commitment to assist with Tours and Drives planning for 2017 Escape.

AI Escape Committee - AR submit a proposal for Wayne's assistance in tour planning, mapping and documentation to Escape/Treffen for approval.

b) **Art Tour** - Charlie offered he has contact heavily involved in providing Art Tours in Asheville. Suggested this might be an activity to be offered. Team concurred and wants to assure this is considered by the Escape Committee.

Next Meeting: Board meeting 4:00 p.m. Thursday November 5 at Harmony Motors (Jim to validate room availability).

Motion to Adjourn: Jim declared the meeting adjourned at 5:27 p.m.

Submitted,

David Butler
Secretary, Appalachian Region PCA

Attachment: 2015 Holiday Party Proposal
 September 2015 Website Use Report

Proposal/concept: Appalachian Region-PCA Christmas Holiday Party
(Reviewed with Charlie Schieren on 9/30; Don Therien also in attendance. To be approved by AR Board at 10/1/15 meeting.)

- 2015 Appalachian Region-PCA Christmas Holiday party for the benefit of MANNA FoodBank.
- Co-sponsored by Porsche of Asheville/Harmony Motors and Appalachian Region-PCA.
- All proceeds to benefit MANNA FoodBank, Asheville, NC (MANNA FoodBank, one of 5 food banks in North Carolina that are affiliates of Feeding America, seeks to eliminate hunger and food insecurity among the needy throughout 16 counties of Western North Carolina. Feeding America is the nation's largest domestic hunger-relief organization-a powerful and efficient network of 200 food banks across the country.)
- December 2, 3, 8, or 10. From 5:30- 7:30 p.m. Date dependent upon Harmony Motors schedule/preference-TBD.
- Format similar to 4/21/15 AR charter party- heavy hors d'oeuvres at stations, beer/wine/soft drinks. Some chairs for seating at perimeter, high top tables, etc. Focus is a casual seasonal mixer at Harmony Motors, co-sponsored by the Appalachian Region - PCA
- Appalachian Region-PCA contributes \$1200 to help defray event costs. (\$450 from PCA charity subsidy, \$800 from AR treasury/Q3 membership rebate funds.)
- Expected attendance approx. 100 AR members plus Harmony Motors personnel and Porsche customer guests. Approx.125 total. Email announcement and AR member invitations (and AR website posting) with RSVP to Harmony to determine headcount.
- Suggested minimum donation of \$10 per person collected at the door. Attendees alternately may donate 5 or more items/person from MANNA most needed list (canned meats, dried/canned beans, meals in a box or can, canned fruits and vegetables, fruit/vegetable juices, peanut butter in plastic jars, hearty soups, cereals and grains, instant non-fat dry milk.) All proceeds to MANNA Foodbank where a \$1 donation buys 3 meals for those in need. Funds will also be used by MANNA to purchase produce/fresh fruits and vegetables for distribution to the needy.
- Brief remarks by Charlie Schieren and Appalachian Region representative
- (Possible introduction of newly elected AR officers for 2016-17).
- VIP invitations to PCNA Rep. Bart Brodskik and PCA Zone 3 Rep. Vic Rola.
- A few Porsche cars (2-3?) in the showroom.
- Guest registration for door prizes from Harmony Motors. No gift exchange.
- Holiday decorations (no religious themes or references.)
- Bluegrass holiday music.

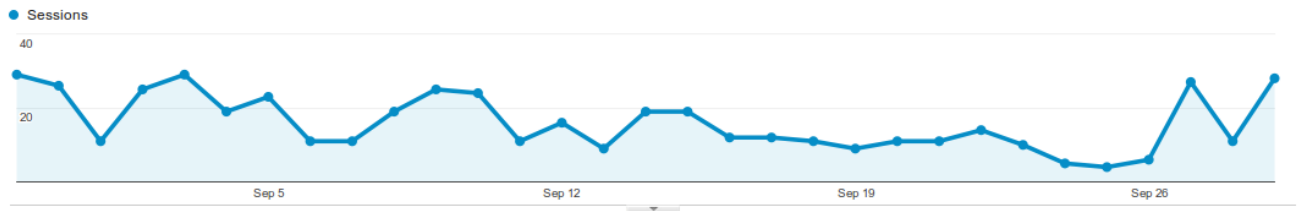
September 2015 Website Use

The chart below summarizes the use and shows that during July, we had about 500 visits, just over half of whom were by first-time visitors to the site. On the average, each visit was to about 2.5 pages, although almost 56 per cent involved only one (as shown by the bounce rate). Over 80 per cent of our users are from the U.S., although some of the 4 per cent whose countries are not known are probably also from here. Substantially fewer people looked at the site this month, although the drop was much smaller for U.S. viewers (413 in September, 465 in August).



Demographics		Country		Sessions	% Sessions
Language		1.	United States	413	83.10%
Country		2.	China	22	4.43%
City		3.	(not set)	19	3.82%
System		4.	Brazil	12	2.41%
Browser		5.	Netherlands	6	1.21%
Operating System		6.	Russia	5	1.01%
Service Provider		7.	Germany	2	0.40%
Mobile		8.	Italy	2	0.40%
Operating System		9.	Canada	1	0.20%
Service Provider		10.	Switzerland	1	0.20%

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. Although the total of visitors dropped from 844 in August to 497 in September, the number of returning ones rose (230 in August, 252 in September).

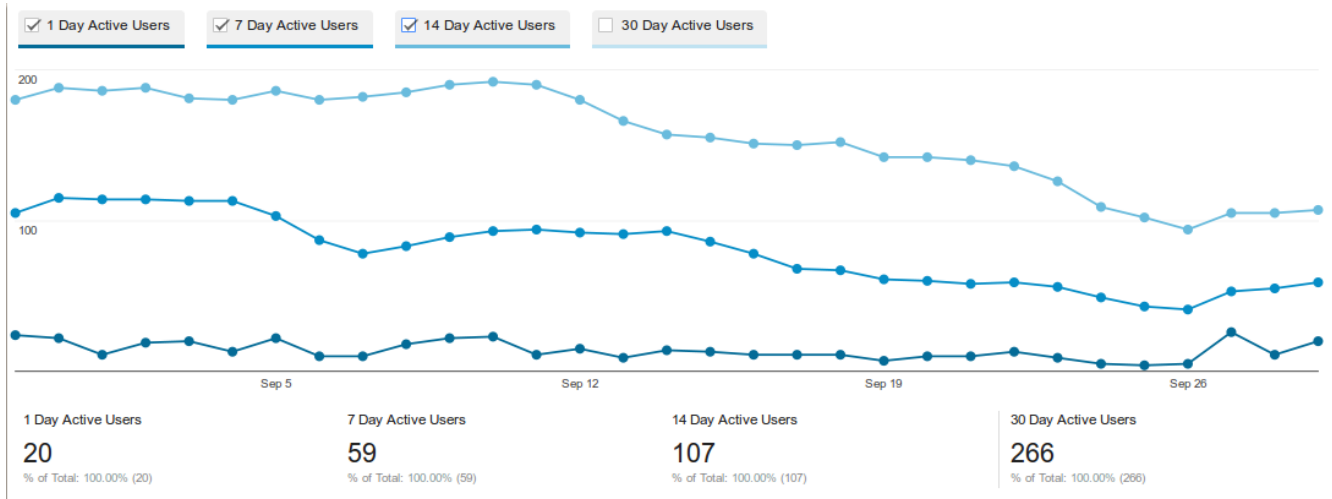


Primary Dimension: **User Type**

Plot Rows: Secondary dimension Sort Type: Default

User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	497 <small>% of Total: 100.00% (497)</small>	49.30% <small>Avg for View: 48.29% (2.08%)</small>	245 <small>% of Total: 102.08% (240)</small>	56.14% <small>Avg for View: 56.14% (0.00%)</small>	2.54 <small>Avg for View: 2.54 (0.00%)</small>	00:02:49 <small>Avg for View: 00:02:49 (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. Returning Visitor	252 (50.70%)	0.00%	0 (0.00%)	41.27%	3.33	00:04:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. New Visitor	245 (49.30%)	100.00%	245 (100.00%)	71.43%	1.72	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

The chart below 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