

**Appalachian Region Board Meeting**  
**March 3, 2016**  
**Harmony Motors, Asheville, NC**

**In Attendance:** Board members Peter Graham, Don Therien and David Butler. Also attending were Dick Maybach, Carl Von Shummer, Joe Esposito, Beth Aldecoa and Charlie Hickey. The threat of snow accumulation in surrounding areas impacted attendance.

**Call to Order:** Peter Graham called the meeting to order at 4:00 p.m., welcomed attendees to the Appalachian Region Board meeting and presided over the meeting.

**Minutes Approval:** Meeting minutes of the Appalachian Region Board meeting of February 4, 2016 were submitted for approval and approved. Peter reviewed the agenda and proceeded with the meeting.

**Board Reports:**

- 1) President:** Peter Graham deferred comment until specific items were addressed during the meeting.
- 2) Vice President:** Don Therien deferred comment until specific items were addressed during the meeting.
- 3) Secretary:** David Butler reported minutes of the February 4 Board meeting documented and posted on AR website.
- 4) Treasurer:** Matt Pohsweg was unable to attend due to weather issues but provided Treasury status as follows:
  - a) Balance of \$3,277.92 in the AR account.
  - b) Received Quarterly PCA Dues totaling \$589.00 on February 22, 2016.
  - c) Received a reimbursement check totaling \$449.40 from Harmony Motors in the mail today (3/3/16) which will be deposited tomorrow (Appalachian Region Brochures). After deposit AR account balance will be \$3727.32.
- 5) Past President:** Jim Peterson had a meeting conflict but provided the following report:

Notes: 2/23/16 meeting with Charlie Schieren, Porsche Asheville

  - a) AA - Provided Charlie with hard copies of the AA event summary/promo, event schedule and FAQs. We reviewed the info briefly and he said it looks good. He asked for it electronically as well as an AR AA logo so he can develop a page and put it on their website to help promote the event (**Completed**). Charlie agreed to be our awards dinner speaker on 8/13. He plans to join us and bring his family to the event. He will have to see what's in inventory - thinking 2 or more Porsche vehicles for the event. We talked about the charity raffle and Charlie agreed to donate a certificate for 2 people at Porsche Asheville's VIP Track Day at Roebing Road. The RR event date will be 10/21. This should be a nice addition to the charity raffle offering. Charlie said David stopped by with the AA poster on 2/22 and it looked good to him.
  - b) I reminded Charlie of the possible July event at Bristol that he had mentioned. He thanked me and said he needs to go to work on this and will advise.
  - c) Charlie is beginning work on the new 911-intro event. It may be 4/7/16 and could end up being a 2 day event in that he will have some new Audi stuff to

- introduce at that time as well (Q7, A4, etc.) I offered assistance in whatever way we can provide it and he said to stay tuned and he will let us know what we can do to help and when.
- d) I submitted the AR brochure invoice that Matt had prepared for Porsche Asheville reimbursement. Charlie said he would process for payment and send the check to Matt. (Complete, payment received and deposited)

### **Committee Reports:**

- 1) Events :** Carl Von Shummer reported the Events Team planning activities as follows:
- a) April 2 Drive and Dine in Waynesville area at Pasquale's (lunch) route is still being planned.
  - b) May 7 drive to Shelby, NC area to lunch at well regarded BBQ route was tested and site visited. Real good BBQ. Logistics need to plan for approximate arrival of 2:00 p.m. due to crowd and ability to be seated.
  - c) June 4 possible overnight to Blowing Rock with stay at Green Park Inn. Planning around Saturday overnight with ability of participants to stay over Sunday night if desired. Group rate is available if 10 or more rooms taken.
  - d) July possible Bristol Motor Speedway event in coordination with Harmony Motors - Porsche of Asheville (**specific date to be determined**)  
(Keeping for reference, not addressed in meeting)
- 2) Special Events:** Don Therien reviewed Appalachian Adventure status; early in registration phase having opened on March 1. Currently 12 cars registered with majority being couples. Don has reserved a couple of rooms for "sponsors". The next Adventure meeting is scheduled at Harmony on March 26 at 9:30 a.m.
- 3) Membership:** Beth Aldecoa reported membership as follows:
- a) 183 primary and 120 affiliate members for total of 303. There were 2 non-renewals during February.
  - b) Member Survey was completed during February with details to follow in Unfinished Business.
- 4) Web Site:** Dick Maybach provided a webhosting site recommendation to the team. *Site Ground* provides hosting for \$100 annual fee which contains a Scheduling module for an additional \$40. The schedule module can be used for members sign-up for non paying events. Peter asked for motion to approve. Carl von Schummer made motion to purchase the hosting and scheduling modules, Dick second the motion and motion passed with unanimous approval.
- 5) Safety:** Charlie Hickey reported on fire extinguishers purchase investigation. Charlie found three vendors selling 2 Pound Halotron extinguishers at a cost ranging from \$100 to \$135. Group agreed ideal to have a couple extinguishers available either club or member owned. For example at a concours event one needed in the staging area and one on the concours field. Peter asked to delay purchase decision until the next Board meeting.
- 6) Social Media:** Jason Howard was unable to attend and did not provide a report.
- 7) Action Item Review:** David reviewed open Action Items from February minutes closing out items or carrying forward as appropriate.

### **Unfinished Business:**

- 1) Member Survey** - Peter reviewed survey results. Results summary attached to these minutes.
- 2) AR Brochures** - Peter shared/distributed final printed Brochures with group. A number of them have been provided to Harmony for display and customer use.  
**AI Peter** - Check to see if he has some Plexiglas holders that could be used. Jim will also follow with Charlie Schieren at next meeting with him.  
**(Closed-** Jim has obtained/provided holders to Harmony.)
- 3) Committee Positions** - Some members expressed willingness to participate in volunteer positions on the Member Survey. Peter plans to contact those personally individuals.
- 4) Appalachian Adventure Charity Items Donations** - Jim draft communication for Peter which was include in recent news letter to the membership.
- 5) Website Launch** - Group concurred with recommendation by Dick and Carl to cut to new website that has been under development. Access is still via the current address. As of these minutes that cut has occurred and we are transitioned to the new site.
- 6) September AR Picnic** - Potential issue with the Ramble location requiring liability insurance for events allowing alcohol consumption. Post meeting Peter checked with PCA national and the standard PCA insurance covers us for an event at Ramble, including alcoholic beverage consumption.  
**AI Event Team** - Finalize and present plans for 2016 picnic at the Ramble to the Board.

### **New Business:**

- 1) AA Info Release** - Need Adventure information talking points for Peter to share in Zone Presidents meeting scheduled for April.  
**AI Don** - Create AA talking points for Peter. **(Complete)**
- 2) 2016 Tour Standards** - Peter reviewed Minimum Tour Standards that he had received from Vic Rola, Zone 3 President. Peter noted that we are in compliance on all critical areas but pointed out a few areas that the region must address, e.g. training of tour leaders.

### **Announcements:**

- 1) **AI Jim** - Status/date of Bristol event.

**Next Board Meeting:** Next Board meeting is scheduled for March 31 at 4:00 p.m. at Harmony Motors. Peter will not be able to attend and Don Therien will lead the meeting.

**Next Monthly Meeting:** Membership meeting Saturday April 2, for drive to and dine in Waynesville, NC. Logistics are not yet final.

**Motion to Adjourn:** Peter declared the meeting adjourned at approximately 5:15 p.m.

Submitted,

David Butler  
Secretary, Appalachian Region PCA

Attachment: Member Survey  
AR Web Use Report

## Summary of Member Survey Completed February 2016:

### Survey 1 Summary - 70 responders

1. What county do you reside in and what is your zip code? Buncombe 44%, Henderson 22%, Polk 7%, Haywood 6%. Rutherford, Jackson, Macon, Mitchell, Yancy 3% or less. Outside the Region: 3 members.
2. If you reside outside the Appalachian Region, why did you join our region? 'Size', 'Nothing happening in my area', 'Porsche garage at second home, Macon County'.
3. Do you attend AR events? 69 answered/1 skipped. Yes: 51, No: 18
4. Who makes the decision to attend club events? Me: 69%, Both: 27%, Spouse/partner: 4%
5. In 2015, how many events did you attend that were hosted by our region? No events attended: 23%, 3 events: 19%, 1 event: 12%, 4 events: 10%, all other #'s: < 10%.
6. In 2015, how many events did you attend that were hosted by another region? No events attended: 46, 1 event: 8, 2 or 3 events: 4, 5 events: 1, 12 events 1.
7. Which days of the week and time range are you able to attend a club event? Saturday 9-5: 90%, Saturday 5-?: 60%, Sunday 9-5: 58%, Friday 5pm-?: 53%. Everything else 47% to 32% (Monday 9-5)
8. In which months do you attend club events? Every Month: 66%, May-September: ~23%, Jan/Feb: 3%
9. If you do not attend events, why not?
  - I don't know anyone in the club 10
  - I don't feel welcome by members 1
  - Schedule conflict 20
  - Too far to travel 8
  - Too expensive 1
  - I don't want to damage my car 2

### Survey 2 Summary - 58 responders

1. On a scale of 1-5 with 1 = lowest and 5 = highest, rate your interest in each of these Driving/technical activities: Autocross: 2.31, Concours: 2.95, Drivers Ed: 3.21.
2. On a scale of 1-5, rate your interest in each of these Social activities (in descending order, top 8): Annual BBQ: 4.36, Scenic Tour: 4.33, Scenic Tour to an Attraction: 4.29, Saturday Drive & Dine: 4.28, Saturday Morning Tech: 4.07, Meet at Attraction 3.65, Lunch 3.60 Saturday Morning Business: 3.17
3. How much time would you want to commit to a single-day event (including stops/meals)? 5-6 hours: 49%, 7-8 hours: 21%, 3-4 hours: 19%

4. How many miles would you want to commit to a single-day drive/tour? 100+ Miles: 42%, 76-100 miles 36%, 50-75 21%
5. Have you visited the Facebook page of our region? Yes: 37%, No: 26%, I don't use Facebook: 37%
6. Have you visited our region's website? Yes: 86%, No: 14%
7. What do you find useful about our website (ranking 1-5)? Calendar: 4.4, News: 4.3, Tours 4.1, Zone 3 Calendar: 3.7, Store 3.5. All others: 3.0 to 3.4
8. Can you suggest an activity or a location to visit in your county? Yes: 26%, Yes and I am willing to plan an event: 3 responders.
9. Our region cannot be a success without volunteers on the Board and the committees: 8 responders.

### February 2016 Website Use

The chart below summarizes the use and shows that during February, we had 357 visits, 232 of which were by returning visitors. On the average, each visit was to 3.3 pages, although about one-third of the visits involved only one (as shown by the bounce rate). About 98 per cent of our users are from the U.S., which is a substantial increase from any previous month. We had fewer users than last month (168 compared to 345 in January). Much of the decrease was because of the drop in foreign users.



The figure below compares returning and first-time visitors. On the average first-time users looked at three pages and on average stayed about three and a half minutes, while returning ones stayed for almost five minutes and looked at three or four pages. There is a much smaller difference between how our returning and first-time visitors behaved, probably because of the much smaller proportion of foreign users.

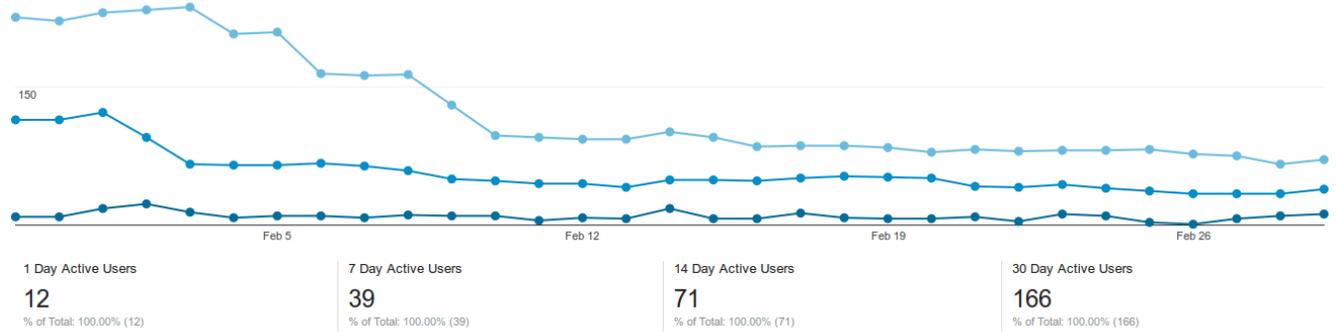


Primary Dimension: **User Type**

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
	357 % of Total: 100.00% (357)	35.01% Avg for View: 34.73% (0.81%)	125 % of Total: 100.81% (124)	33.61% Avg for View: 33.61% (0.00%)	3.31 Avg for View: 3.31 (0.00%)	00:04:26 Avg for View: 00:04:26 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	232 (64.99%)	0.00%	0 (0.00%)	28.02%	3.41	00:04:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. New Visitor	125 (35.01%)	100.00%	125 (100.00%)	44.00%	3.12	00:03:39	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. The number of regular viewers decreased substantially this month; we had 71 visits from people who view the site more often than once every two weeks vs. 230 from such folks last month.



Dick Maybach