

Appalachian Region Board Meeting
March 31, 2016
Harmony Motors, Asheville, NC

In Attendance: Board members Don Therien, Matt Pohsweg, Jim Peterson and David Butler. Also attending were Dick Maybach, Carl Von Shummer, Beth Aldecoa, Charlie Hickey, Larry Koupal, Steve Goodman and Jason Howard.

Call to Order: Don Therien 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 March 3, 2016 were submitted for approval and approved. Don reviewed the agenda and proceeded with the meeting.

Board Reports:

- 1) President:** Peter Graham was unable to attend due to travel activities and had arranged for Don to preside over the meeting.
- 2) Vice President:** Don Therien nominated Larry Koupal to fill the position of Driving Events/Tours Chair and was unanimously approved. Discussed PCA recommendation for short wave radios (3 per group) to support driving tours. Group approved purchase of 3 pairs of Motorola radios with boost function at cost \$70.00 per pair up to max of \$225.00 (radios plus tax).
- 3) Secretary:** David Butler reported minutes of the March 3 Board meeting documented and posted on AR website.
- 4) Treasurer:** Matt Pohsweg provided Treasury status as follows:
 - a)** Balance of \$3,595.07 in the AR account.
 - b)** Matt shared an exchange he had with PCA Finance Director, Denise Hovington: How is the region's rebate calculated each quarter, since it can vary considerably? The rebate is based on the number of new and renewed members in a given quarter multiplied by \$15.50. Using the APR 2015 4th quarter as an example, we had 5 new and 33 renewing members, $38 \times \$15.50 = \589.00 , which we received in February. Follow-up question: How is the multiple year payment calculated? The 1st year is included in the calculation but the 2nd and 3rd year is paid on the respective 2nd and 3rd year date.
- 5) Past President:** Jim Peterson shared/discussed the following:
 - a) Bristol event - Charlie Schieren owns and is following up on feasibility or holding the event and date (July possibility). Jim suggested that since Charlie has not finalized plans the Events Team should investigate an alternative activity for the month of July.
 - b) Sponsorship - As part of the sponsorship agreement with Porsche of Asheville APR will present a Platinum Sponsorship plaque to P of A. After discussion Steve Goodman made motion to present the plaque at Appalachian Adventure. Jim seconded the motion and motion was unanimously approved.
AI Jim - Develop verbiage for award and submit to Bob Herrmann for him to include with AA award order.

- c) Charity Items - Peter has and is continuing to communicate request for items donation to support AA raffle to benefit our charity partner MANNA FoodBank.
- d) APR Logo - Discussed the issue with logo application on polo shirts, etc. which at times results in the curling of the material when logo is applied. General group consensus is the issue may be related to manner the logo is applied, e.g. the "backing" material used. Group also agreed the APR approved logo could be modified by eliminating some of the background stitching if that eliminated the issue. Don and Jim are continuing to work with Kathy Boehm on a solution. Jim is also working with Scott Walker on guidelines for Logo use/modification.
 - AI Scott** - Invited to develop and present guidelines for AR logo use, application and integrity/protection.

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 plans finalized.
 - b) May 7 drive to Shelby, NC area to lunch at well regarded BBQ restaurant: Concerns with portion of drive which is not interesting and late lunch at 2:00 p.m. Team is investigating alternatives.
 - c) June - Still considering Blowing Rock drive and overnight. Also looking at the Highlands Motoring Festival in Highlands, NC scheduled for June 9 - 12.
 - d) BBQ Picnic - Steve Goodman led discussion of picnic plans. Due to increase in attendance the event will be moved from Reynolds Mountain to The Ramble. September 3 confirmed.
 - e) 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 spoke briefly about Appalachian Adventure. Kathy Boehm (Goodie Store) has requested reimbursement for mileage (\$.50 per mile) and one overnight at FVR. After discussion group agreed it was appropriate for some level of reimbursement in order to provide the Goodie Store at AA as we have communicated in all advertisements.
 - AI Don** - Negotiate level of reimbursement with Kathy. (**Complete**, K. B. dropped mileage to \$.38)
- 3) Membership:** Beth Aldecoa reported membership as follows:
 - a) 188 primary and 120 affiliate members for total of 308 an increase of 5 members. There were 8 of 8 renewals for the month, and only 1 member has not renewed year to date 2016.
- 4) Web Site:** Dick Maybach provided report below, and request suggestions for more content. Groups suggested 1) Members and their cars (e.g. picture of members' cars) as on some other regions sites, 2) New or Existing Members introduction, e.g. possible picture and verbiage on the member, etc. Dick also requested a updated AA communication.
 - AI Don** - Provided updated AA communication for website placement/update. (**Complete**)

Web Status: In March we moved the site to a new host (SiteGround), where it runs under the Joomla! content management system. The new URL is <http://aprpca.org>, but the site will continue to be accessible from its old URL, <http://apr.pca.org>. Since the move, we've added an events application to manage registrations for our activities. This includes a new calendar for all activities of interest to our members including Appalachian events and committee meetings, as well as other PCA and non-PCA automotive events. We've improved the home page layout to make it more readable, as well as added some administrative documents: the 2016 RPM, several tour guidelines, and a how-to for region e-mail.

Our new host collects site usage statistics, such as the number of visitors, how long they stay, what pages they view, and in what country they reside. As a result, we've been able to discontinue using Google Analytics, and we no longer send this data to Google, which has improved the privacy of our users.

Our site needs more content. Currently, the only news items are notes from the president and social and tech meeting reports, usually pictures with a little text.

Although not part of the Website, our new host allows us to offer e-mail accounts for all officers. These have the form office@aprpca.org, and we've created accounts for all the elected and appointed officers. The accounts can either be used separately or their content forwarded to their user's personal e-mail service.

- 4) Social Media:** Jason Howard reported few new requests for Appalachian Region Facebook access. Minimal activity on the site.
- 5) Safety:** Group provided no decision on fire extinguisher purchase. Bring Your Own Fire Extinguisher (BYOFX) at this point.
Carried Over: Charlie identified 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 extinguisher is needed in the staging area and one on the concours field. Peter asked to delay purchase decision until the next Board meeting.

Unfinished Business:

- 1) Committee Positions** - Some members expressed willingness to participate in volunteer positions on the Member Survey. No update on status of Peters plans to contact those personally individuals.
- 2) Website Launch** - See Website Status report provided by Dick.
- 3) Fire Extinguisher Purchase** - No decision.
- 4) September AR Picnic** - September 3 finalized as date for picnic at the Ramble.
AI Event Team - Finalize and present plans for 2016 picnic at the Ramble to the Board.

New Business:

- 1) PCA member Information Policy** - Group reminded that member data is personal and private and not to be shared.
- 2) Driving Events/Tour Chair** - Larry Koupal nomination to chair approved.
- 3) New Volunteers** - Tabled until May 5 Board meeting.
- 4) Treffen Tour Committee** - Tabled until May 5 Board meeting.

Next Board Meeting: Next Board meeting is scheduled for May 5 at 4:00 p.m. at Harmony Motors.

Next Monthly Meeting: Membership meeting Saturday May 7.

Motion to Adjourn: Don declared the meeting adjourned at approximately 5:20 p.m.

Submitted,

David Butler
Secretary, Appalachian Region PCA

Attachment: AR Web Use Report

March 2016 Website Use

This month we moved the site to a new host, who records statistics on its use. As a result, we no longer use Google Analytics to measure usage, meaning that Google no longer is privy to our users habits, and the change has increased their privacy. However, the details are now different, making comparisons to previous periods difficult. Moreover, March saw quite intense administration, which means the activity was artificially heavy.

The charts below summarize the total usage. During March we received over 500 visits from about 250 visitors.

Summary					
Reported period	Month Mar 2016				
First visit	04 Mar 2016 - 12:06				
Last visit	29 Mar 2016 - 19:20				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	256	533 (2.08 visits/visitor)	12,654 (23.74 Pages/Visit)	30,978 (58.12 Hits/Visit)	500.49 MB (961.53 KB/Visit)
Not viewed traffic *			2,860	4,604	162.71 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 most are from the U.S.

Locales (Top 25) - Full list				
Locales		Pages	Hits	Bandwidth
United States	us	10,384	27,234	404.43 MB
Ukraine	ua	1,298	1,298	6.80 MB
Israel	il	815	1,080	61.33 MB
Brazil	br	38	723	12.56 MB
China	cn	33	35	1.11 MB
Germany	de	23	44	706.70 KB
South Korea	kr	8	8	131.23 KB
France	fr	8	29	460.98 KB
Japan	jp	5	5	90.86 KB
Bulgaria	bg	5	63	973.17 KB
Thailand	th	4	26	439.27 KB
Canada	ca	4	4	52.61 KB
Russian Federation	ru	3	34	494.58 KB
Portugal	pt	2	44	805.05 KB
Great Britain	gb	2	9	164.28 KB
Azerbaijan	az	2	2	35.77 KB
Indonesia	id	2	41	701.36 KB
Luxembourg	lu	2	2	21.21 KB
Spain	es	1	23	408.72 KB
Malaysia	my	1	12	87.16 KB
Mexico	mx	1	22	402.41 KB
Czech Republic	cz	1	22	418.98 KB
Iran	ir	1	22	418.98 KB
Paraguay	py	1	22	402.57 KB
Puerto Rico	pr	1	18	268.94 KB
Others		9	156	6.94 MB

Most visitors spend less than 30 seconds on the site; although one-third stay with us longer.

Visits duration		
	Number of visits	Percent
Number of visits: 533 - Average: 451 s		
0s-30s	357	66.9 %
30s-2mn	37	6.9 %
2mn-5mn	34	6.3 %
5mn-15mn	34	6.3 %
15mn-30mn	10	1.8 %
30mn-1h	28	5.2 %
1h+	32	6 %
Unknown	1	0.1 %

The documents on our site are in the form of pdf files, and a number of these were viewed as shown below. Tours were popular, but people also looked at our board minutes.

Downloads (Top 10) - Full list				
	Hits	206 Hits	Bandwidth	Average size
Downloads: 46				
 /images/Tours/DnD_1604.pdf	23	4	6.06 MB	229.73 KB
 /images/Tours/DnD_1506.pdf	14	0	11.64 MB	851.65 KB
 /images/Tours/DnD_1510.pdf	12	0	385.22 KB	32.10 KB
 /images/minutes/Good_and_Bad_Tours.pdf	11	2	14.27 MB	1.10 MB
 /images/minutes/2015/Minutes_AR_Board_150331.pdf	11	0	449.58 KB	40.87 KB
 /images/minutes/2015/Minutes_AR_Board_150303.pdf	10	0	385.96 KB	38.60 KB
 /images/minutes/Tour_Planning.pdf	10	0	11.65 MB	1.17 MB
 /images/minutes/Group_Tours.pdf	9	2	10.50 MB	977.60 KB
 /images/minutes/2014/Minutes_NRCGP_140826.pdf	9	0	771.28 KB	85.70 KB
 /images/minutes/2015/Minutes_NRCGP_150220.pdf	9	0	710.01 KB	78.89 KB

Our administration load was large, as shown by the use of */administrator/index.php*, the entry point for site maintenance, but the events calendar was 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					
194 different pages-url	Viewed	Average size	Entry	Exit	
/administrator/index.php	8,427	16.93 KB	40	44	
/index.php/events	1,011	3.96 KB	6	14	
/	899	6.71 KB	442	334	
/media/jui/fonts/IcoMoon.woff	297	24.83 KB		40	
/index.php	270	4.54 KB	2	10	
/index.php/officers-committees	191	4.16 KB	6	6	
/index.php/component/mailto/	125	1.37 KB		2	
/index.php/calendar	72	6.67 KB		4	
/index.php/minutes	66	4.04 KB		4	
/index.php/news	66	3.41 KB	1	4	
/index.php/58-march-2016-tech-meeting	63	4.37 KB	1	2	
/media/jui/fonts/IcoMoon.ttf	58	24.46 KB		3	
/index.php/market	55	3.96 KB	7	6	
/index.php/tours	50	3.82 KB	1	5	
/index.php/56-appalachian-adventure-2016	44	9.28 KB	4	20	
/index.php/events/appalachian-event/drive-and-dine-to-pasquale-s...	44	4.18 KB		5	
/index.php/news/56-appalachian-adventure-2016	36	10.46 KB	16	4	
/index.php/events/drive-and-dine/drive-and-dine	33	3.86 KB			
/index.php/help	32	5.08 KB	1	3	
/index.php/news/59-president-s-note-march-7-2016	30	5.86 KB	1	1	
/media/editors/tinymce/skins/lightgray/fonts/tinymce.woff	29	7.48 KB			
/media/editors/tinymce/skins/lightgray/fonts/tinymce-small.woff	27	7.66 KB			
/index.php/events/drive-and-dine	24	2.84 KB			
/index.php/news/57-president-s-note-february-23-2016	22	3.83 KB	1	1	
/index.php/events/non-pca-event	21	4.09 KB			
Others	662	4.03 KB	4	20	

Dick Maybach