

**Appalachian Region Board Meeting**  
**May 5, 2016**  
**Cliffs at Walnut Cove CC Board Room, Arden, NC**

**In Attendance:** Board members Peter Graham, Don Therien, Matt Pohsweg, Jim Peterson and David Butler. Also attending were Dick Maybach, Carl Von Shummer, Charlie Hickey, Larry Koupal, Don Grainger and Todd Tamasy.

**Call to Order:** Peter Graham called the meeting to order at 4:03 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 31, 2016 were submitted for approval and approved.

**Board Reports:**

- 1) President:** Peter Graham reviewed a summary of items covered in the April 9 Zone 3 Presidents meeting. (see attached)
- 2) Vice President:** Don Therien delayed comments until overview of Appalachian Adventure status.
- 3) Secretary:** David Butler reported minutes of the March 31 Board meeting documented and posted on AR website.
- 4) Treasurer:** Matt Pohsweg provided Treasury status as follows:
  - a)** Balance of \$3,571.17 in the AR account.
  - b)** Matt shared tax form submission status. Being a non-profit form 990 is required. IRS has current issue with form submission. Matt has setup an account, obtained EIN number and waiting notification that the submission issue is resolved. He believes this should be resolved within 4 weeks.
- 5) Past President:** Jim Peterson delayed comment until coverage of specific agenda items.

**Committee Reports:**

- 1) Events :** Carl Von Shummer reported the Events Team planning activities as follows:
  - a) May 7 drive to Shelby, NC area to lunch at well regarded BBQ restaurant planned and members signed up.
  - b) June - Planning drive to Highland, NC for the Highlands Motoring Festival scheduled for June 9 - 12. Plan to lunch prior to the show in Sapphire, NC. Cars on the ground until 3:00 p.m. allows sufficient time for viewing after an early lunch.
  - c) Possible Bristol Motor Speedway event in coordination with Harmony Motors - Porsche of Asheville. Jim Peterson shared that Charlie is continuing to pursue but date is entirely up in the air. Suggest other activity be planned for July.
  - d) Group discussed other potential activities in general.
- 2) Special Events:** Don Therien provided Appalachian Adventure update: Last AA team meeting held on April 30 and good progress being made. He is

negotiating with FVR on Lake Tour shuttle cost (\$5.00) which we were just made aware of and finalizing cost and plan for the Friday BBQ dinner Chicken option, i.e. arranging for either or selection not “both” for every individual. Also, boom truck rental for pictures is flat rate of \$150.00.

**AI Matt** - Initiate PCA funds subsidy for Multi Region (three events) activity.

**AI Group** - Change communications, Club Registration, etc. documents to reflect July 10 midnight registration closure. (Club Registration completed-DB)

- 3) Membership:** Beth Aldecoa was unable to attend.
- 4) Web Site:** Dick Maybach provided website activity report (attached), and request members submission of content for our site, e.g. auto related activities in the area, etc.
- 4) Social Media:** Jason Howard was unable to attend and no report provided.
- 5) Safety:** Charlie Hickey delayed comment until coverage of Safety item under Unfinished Business.
- 6) Driving Events/Tours:** Larry Koupal is in contact with PCA National regarding development of “Tour Chair” responsibilities and Tour process and guidelines. Initial drafts have been shared with regions but they are in early development. Question was raised during discussion as to retention of insurance waivers, certificates, etc. created/obtained in support of drives. Events will retain and provide copies to the Historian (David Butler).
- 7) Treffen:** No status provided by AR Treffen interface Bob Herrmann.

### **Unfinished Business:**

- 1) Committee Positions** - Peter plans to contact individuals that have expressed interest in region leadership positions. Openings continue to exist for chair of Communications and Goodie Store.
- 2) Fire Extinguisher Purchase** - Previously, Charlie identified three vendors selling 2 Pound Halotron extinguishers at a cost ranging from \$100 to \$135. Group agreed it’s ideal to have a couple extinguishers available either club or member owned. After discussion, Jim made motion to purchase two fire extinguishers. Don second motion and it was approved.  
**AI Charlie** - Purchase extinguishers and develop procedures for their tracking and use.
- 3) AA Raffle Donation** - Matt reported on contribution of one framed poster.
- 4) AA Banners** - Peter had sent email to team indicating intent to purchase two banners (approximately 2 ft. x 8 ft.). One being the Appalachian Region rectangular logo and other the circle AR logo with Appalachian Adventure. Approved with minor changes; “Porsche Asheville – Platinum Sponsor” in small print and frame the AR banner in Blue like the AR banner.
- 5) September AR Picnic - (Carried forward for AI tracking)** 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) AR Picnic Coordination** - Steve Goodman was not present but has reserved The Ramble pavilion space and indicated tables and chairs to support 60 people are provided. September 3 confirmed. Given we rented 54 chairs for the 2015 Picnic, David sent Steve questions regarding availability of additional tables and chairs and space for them. David to follow-up with Steve.
- 2) Region Subsidies** - Peter reviewed the various region subsidies provided by PCA National. These subsidies are detailed in the Region Procedures Manual (RPM) located on the AR Website. See 2016 RPM Part 3.6 on page 23, *Financial Support Available to Regions from PCA National*.  
**Al Charlie** - Check with Hendersonville Antique Car Club and determine if AR can participate and/or handout AR brochures at their Friday night car show(s) in Hendersonville.
- 3) Treffen Tour Committee** - Peter and Jim led discussion and there was group consensus that we need to form planning committee ASAP. Jim suggested committee should include all AR officers in addition to volunteers. Peter to contact Bob Herrmann and discuss committee formation and initial meeting, and make initial call for volunteers.

David O'Neil (Treffen) plans to be in Asheville late September or early October and AR will try and meet with him. Understand basic Treffen Tour concept is 1) Continental Breakfast, 2) Tour, 3) Back by 4:00 p.m. Peter shared recent experience of 912 Rendezvous and suggested we look at entire WNC area for destinations and plan tours around those destinations. David commented on past drive and tour of PARI in 2012 might be a good example and agreed to send information to the Events chair (Complete).

- 4) Logo Policy** - Scott Walker wasn't present but drafted and submitted draft Logo Policy for Board consideration. After brief discussion, Jim made motion to accept the policy as submitted. Matt seconded motion and Logo Policy was approved unanimously.

**Next Board Meeting:** Next Board meeting is scheduled for June 2 at 4:00 p.m. at Harmony Motors.

**Motion to Adjourn:** Peter declared the meeting adjourned at approximately 5:58 p.m.

Submitted,

David Butler  
Secretary, Appalachian Region PCA

Attachment:       Zone 3 Presidents Meeting  
                      AR Web Use Report

## **Zone 3 Presidents Meeting Summary- 9 April, Greenville**

Panorama costs less for larger size, allows for more things to be possible

Membership growth

- More staff needed: 2 yrs staff has doubled
- More staff/room needed

Communication is becoming more of an issue: email is trending towards twitter, Instagram, apps

PCA dealing with changing expectations: join reasons: social #1 (Treffen), Panorama, Club racing/DE,

\*\*Newsletter

PCA website: exposing more content to non-members

Changing dynamics: membership is over 45 years old; 4-doors (Panamera, Macan, Cayenne) appealing to younger age group; need more input from Female members (94% male)

Need to keep members more than 2 years

Proxy voting

- PCA incorporated in DC - proxy voting not allowed
- Looking at alternatives: video conferencing, moving incorporation

Tour Guidelines in 4<sup>th</sup> iteration of predicted 12; driver skill training: establish minimum standards, reduce risk, safety record is the best/needs to stay that way

Caren Cooper reviewed most recent member survey results

Media Preferences

1. You-Tube
2. Cell phone Aps
3. Video streaming of PCA events
4. Facebook
5. Blogs
6. LinkedIn, Twitter, Instagram

Membership Programs

1. Panorama
2. Technical information
3. Region newsletter
4. E-Brake news
5. Discounts with local dealerships
6. National website

## 7. Regional website

Treffen: Thursday/Saturday tours, Friday 'day off'. Need to determine if off-road drive is appropriate

Rennfest coming to Peachtree City, GA

Tech Tactics coming to OPD (limited to 125 people, looking at video conferencing)  
<end>

## April 2016 Website Use

This was our second month with our new host.

The charts below summarize the total usage. During April the site had 767 visits from 352 unique visitors, somewhat more than the over 500 visits from about 250 visitors in March.

Reported period	Month Apr 2016				
First visit	01 Apr 2016 - 01:11				
Last visit	30 Apr 2016 - 22:48				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	352	767 (2.17 visits/visitor)	14,363 (18.72 Pages/Visit)	43,571 (56.8 Hits/Visit)	1.02 GB (1398.52 KB/Visit)
Not viewed traffic *			4,091	6,063	205.38 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 the overwhelming majority are from the U.S.

Locales		Pages	Hits	Bandwidth
United States	us	13,582	41,438	988.64 MB
Ukraine	ua	456	456	8.06 MB
China	cn	100	106	4.46 MB
Turkey	tr	73	73	433.95 KB
Brazil	br	54	1,069	18.21 MB
Germany	de	54	54	224.18 KB
France	fr	9	46	3.10 MB
Russian Federation	ru	4	4	68.81 KB
Netherlands	nl	4	5	914.26 KB
Italy	it	3	24	402.38 KB
Canada	ca	3	14	113.24 KB
Japan	jp	2	2	42.25 KB
Poland	pl	2	23	405.69 KB
Argentina	ar	2	2	25.18 KB
Israel	il	1	1	6.10 KB
Portugal	pt	1	22	393.97 KB
Spain	es	1	18	165.67 KB
Honduras	hn	1	20	316.21 KB
Mexico	mx	1	22	393.97 KB
India	in	1	23	414.47 KB
Singapore	sg	1	25	459.33 KB
Indonesia	id	1	1	6.00 KB
Hong Kong	hk	1	23	435.70 KB
Paraguay	py	1	12	87.53 KB
Liberia	lr	1	1	5.75 KB
Others		4	87	19.87 MB

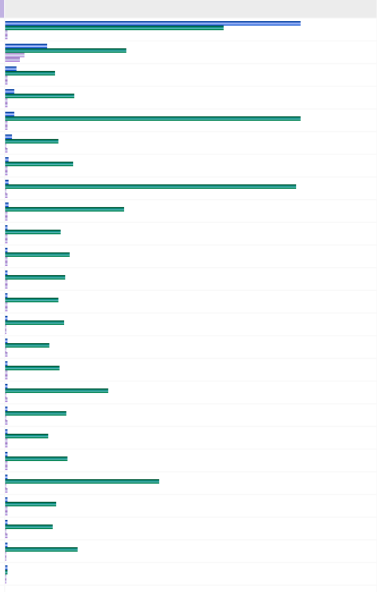
Most visitors spend less than 30 seconds on the site; although one-third stay with us longer.

	Number of visits: 767 - Average: 348 s	
	Number of visits	Percent
0s-30s	515	67.1 %
30s-2mn	66	8.6 %
2mn-5mn	48	6.2 %
5mn-15mn	54	7 %
15mn-30mn	29	3.7 %
30mn-1h	28	3.6 %
1h+	27	3.5 %

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 and other documents.

Downloads: 46		Hits	206 Hits	Bandwidth	Average size
	/images/Tours/DnD_1604.pdf	28	3	6.79 MB	224.16 KB
	/images/Tours/DnD_10-14.pdf	22	0	14.09 MB	656.00 KB
	/images/Tours/DnD_1605.pdf	19	18	19.18 MB	530.89 KB
	/images/minutes/2016_RPM_V1.pdf	18	6	50.24 MB	2.09 MB
	/images/Troop_61_Car.pdf	16	0	4.05 MB	258.90 KB
	/images/Tours/DnD_1605b.pdf	15	4	17.04 MB	918.53 KB
	/images/minutes/Tour_Planning.pdf	13	0	15.15 MB	1.17 MB
	/images/Tours/DnD_1505.pdf	13	0	13.49 MB	1.04 MB
	/images/Tours/DnD_1506.pdf	12	0	9.98 MB	851.65 KB
	/images/minutes/2016/Minutes_AR_Board_160107.pdf	12	0	536.23 KB	44.69 KB

Our administration load remains large, as shown by the use of `/administrator/index.php`, the entry point for site maintenance, but the events calendar and news page 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.

169 different pages-url	Viewed	Average size	Entry	Exit	
/administrator/index.php	10,022	18.43 KB	62	52	
/	1,397	10.20 KB	623	471	
/index.php/events	366	4.18 KB	2	10	
/index.php	295	5.82 KB	3	21	
/media/jui/fonts/IcoMoon.woff	272	24.83 KB	1	54	
/index.php/news	229	4.44 KB	4	4	
/index.php/news/73-porsche-by-design-exhibit	88	5.68 KB	1	2	
/media/jui/fonts/IcoMoon.ttf	87	24.46 KB		6	
/index.php/news/56-appalachian-adventure-2016	82	9.95 KB	28	13	
/index.php/news/69-april-2016-drive-and-dine	66	4.59 KB	1	10	
/index.php/officers-committees	65	5.44 KB	4	10	
/index.php/market	63	4.99 KB	3	8	
/index.php/minutes	62	4.43 KB	2	6	
/index.php/news/2016-news-archive	60	4.91 KB			
/index.php/news/75-tapoca-lodge	59	3.65 KB		2	
/index.php/tours	58	4.55 KB	2	5	
/index.php/news/9-2015-news-archive	51	8.64 KB		1	
/index.php/news/78-unveilling-the-2017-carrera	48	5.08 KB		3	
/index.php/events/appalachian-event/appalachian-region-drive-and...	48	3.57 KB	3	11	
/index.php/news/74-new-website-features	44	5.23 KB	1	4	
/media/jui/fonts/IcoMoon.eot	42	12.96 KB		14	
/index.php/news/72-appalachian-adventure-update	37	4.25 KB	2	1	
/index.php/news/66-a-top-down-drive-to-jaime-s-in-brevard	37	3.96 KB		1	
/index.php/component/finder/search	35	6.03 KB			
/index.php/component/finder/	35	108 Bytes			
Others	715	4.68 KB	29	58	

Dick Maybach