

**Appalachian Region Board Meeting
September 1, 2016
Porsche Asheville Conference Room - Asheville, NC**

In Attendance: Board members Peter Graham, Don Therien, Matt Pohsweg, Jim Peterson and David Butler. Also attending were Dick Maybach, Charlie Hickey, Larry Koupal, Joe Esposito, Bob Herrmann, Mario de Francisco, Beth Aldecoa and Jason Howard.

Call to Order: The Board meeting was held after the Appalachian Adventure debrief meeting. Peter Graham called the meeting to order at approximately 3:50 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 August 6, 2016 were submitted for approval and approved.

Board Reports:

- 1) President:** Peter Graham commented he was very pleased with execution and participation in Appalachian Adventure 2016, having received many very positive comments on the event.
- 2) Vice President:** Don Therien delayed comment until coverage of specific agenda items.
- 3) Secretary:** David Butler reported minutes of the August Board meeting documented and posted on AR website.
- 4) Treasurer:** Matt Pohsweg provided Treasury status as follows:
 - a)** Balance of \$8,305.76 (minus outstanding checks) in the AR account.
 - b)** YTD National rebates received is \$3,090.35 which includes a Special distribution of \$905.00.
 - c)** Appalachian Adventure 2016 net income was \$2,817.91
 - d)** AR net proceeds from Goodie Store YTD are \$437.53.
 - e)** New Member Social (Sept Picnic) subsidy approved but not yet received from PCA (\$250.00)
 - f)** Looking forward; planned expense of \$1,200 co-sponsoring the Annual Christmas/Holiday gathering. Harmony co-sponsor.
 - g)** Forecast considerations for 2017 versus 2016:
 - (1) Appalachian Adventure 2017??
 - (2) PCA National special distribution
 - (3) Harmony Motors/Porsche Asheville sponsorship content
 - (4) Treffen Asheville
- 5) Past President:** Jim Peterson indicated nothing to report.

Due to need to leave the meeting early David asked Peter to cover certain items out of sequence with the agenda.

Committee Reports:

- 1) Treffen: Peter** interfaced with National and has establish meeting with David O'Neil on Saturday October 1 at 9:00 a.m. Peter asked team to

develop list of questions, submitted to Peter no later than September 15. Earlier in past month Jim Peterson created an initial list and was requested to send list to the team (Compete) for use as initial draft by team. Peter will consolidate team additions. Also, Jim forwarded notes from an August 2016 meeting regarding Treffen with David O'Neal and Vic Rola to AR Board and Bob Herrmann.

- 2) New Member Social:** David shared activities completed by Steve Goodman and himself in preparation for the event on Saturday September 3. Food ordered, arrangements made with The Ramble, tables and seating ordered, etc.
- 3) AR Charitable Giving:** Matt Pohsweg suggested the region should consider development of Policy and Procedures for Charitable Giving. Some regions have a policy that we could build upon. The regions first "Charitable Event" was the 2015 Holiday Party. The region supported Harmony's suggestion to contribute to MANNA FoodBank as MANNA serves the same 16 counties as our region. In addition, some AR members have served and current serve MANNA in various volunteer capacities. Going forward if the membership decided to contribute "region funds" to a charity the team agreed it appropriate to have a process that any member could submit a charity organization for consideration. Group agreed to review other regions processes and begin initial process development. Matt Pohsweg lead, David Butler to assist. In addition, Peter suggested we begin tracking AR members volunteer hours spent on charitable causes.
- 4) Events:** Jim shared that during AA 2016 Capi Wampler, Lynn Chalmers and Judy Butler discussed possible event at the Tryon International Equestrian Center (TIEC) in Tryon, NC. Capi is the events coordinator at the facility and offered to assist in staging a monthly type event and use that in determining possible use as major events destination in the future. View TIEC website at <http://tryon.coth.com/>.

Matt also offered that Brights Creek, in that same area, offers an off-road driving experience that might be something to consider for Treffen. (DB checked and found BMW driving experience that is about 2 hours long, see video at following, <http://www.brightscreek.com/amenities/bmw-excursion/>.)

- 5) Special Events:** Don Therien held Appalachian Adventure 2016 debrief meeting prior to the Board meeting. Event was a success being well received by participants and the region received many compliments on its execution.
- 6) Membership:** Beth reported region membership has grown to 310 members, 197 primary and 123 affiliate members. Last month there were 12 renewals, 5 no renewals and 1 new member.
- 7) Web Site:** Dick Maybach provided website activity report (attached) and indicated site activity was up approximately 35% in August.

Jim Peterson was gracious in offering to capture meeting minutes following Secretary leaving the meeting early.

- 8) Social Media:** Jason Howard reported there are 50 AR Facebook members at present. Average of 2-4 posts/week. Many photos. Jason encouraged AR members to join.
- 9) Safety:** Charlie Hickey reported that all AA 2016 related safety reports required by national have been submitted.
- 10) Driving Events/Tours:** Larry Koupal reported AA Tours were a success and well received by participants. No other activity to report.
- 11) Volunteers:** Peter continuing to work on this. Events volunteer pending. No new volunteers from AA. Merchandise/Goodie Store and Marketing/Communications positions are still open.
- 12) AA photos** - Don Therien will follow with Carl von Schummer to set up something to allow members to post AA photos on web site.
- 13) Panorama Write-up of AA** - Peter will follow on this and use one of Claudia's photos as well as the recent MANNA charity raffle check presentation photo.

Unfinished Business:

- 1) Committee Positions** - Openings continue to exist for chair of Communications and Goodie Store.

New Business:

No New Business presented.

Next Board Meeting: Next Board meeting is scheduled for September 29, 2016 at 4:00 p.m. at Harmony Motors.

Motion to Adjourn: Peter declared the meeting adjourned at approximately 4:36 p.m.

Submitted,

David Butler
Secretary, Appalachian Region PCA

Attachment: AR Web Use Report

August 2016 Website Use

The charts below summarize the total usage. During August the site had 1237 visits from 472 unique visitors, a substantial increase from June's 919 visits from 439 visitors, probably because of our Appalachian Adventure event.

Summary					
Reported period	Month Aug 2016				
First visit	01 Aug 2016 - 00:01				
Last visit	31 Aug 2016 - 05:47				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	472	1,237 (2.62 visits/visitor)	7,490 (6.05 Pages/Visit)	23,483 (18.98 Hits/Visit)	964.98 MB (798.81 KB/Visit)
Not viewed traffic *			4,606	6,828	300.61 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. Folks in Israel liked us in August.

Locales (Top 25) - Full list					
Locales		Pages	Hits	Bandwidth	
United States	us	3,266	18,223	713.60 MB	
Israel	il	2,762	3,224	168.62 MB	
Ukraine	ua	1,002	1,002	16.05 MB	
Russian Federation	ru	193	249	7.85 MB	
France	fr	55	70	642.27 KB	
China	cn	48	48	356.12 KB	
Vietnam	vn	17	17	43.60 KB	
Brazil	br	17	225	3.49 MB	
Moldova	md	17	17	93.48 KB	
Germany	de	9	50	770.61 KB	
Japan	jp	8	15	4.92 MB	
Romania	ro	7	7	57.67 KB	
Great Britain	gb	7	7	62.88 KB	
Indonesia	id	6	6	19.19 KB	
Italy	it	6	6	48.54 KB	
Canada	ca	6	65	4.98 MB	
India	in	5	5	44.08 KB	
Nigeria	ng	4	19	191.02 KB	
Malaysia	my	4	25	395.67 KB	
Venezuela	ve	4	4	188 Bytes	
Netherlands	nl	3	3	37.90 KB	
Egypt	eg	3	16	153.50 KB	
South Korea	kr	3	3	10.11 KB	
Philippines	ph	3	56	868.04 KB	
Chile	cl	3	3	18.97 KB	
Others		32	118	41.73 MB	

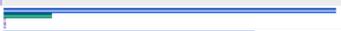
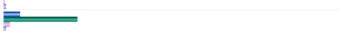
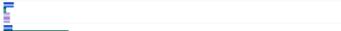
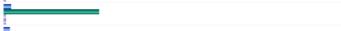
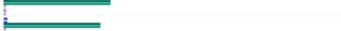
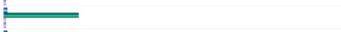
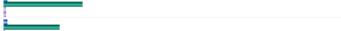
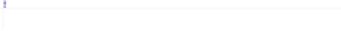
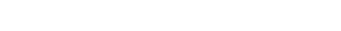
Most visitors spend less than 30 seconds on the site; although almost one-quarter stay with us longer. This is unchanged from June.

Visits duration			
	Number of visits: 919 - Average: 199 s	Number of visits	Percent
0s-30s		710	77.2 %
30s-2mn		73	7.9 %
2mn-5mn		33	3.5 %
5mn-15mn		48	5.2 %
15mn-30mn		22	2.3 %
30mn-1h		19	2 %
1h+		14	1.5 %

The documents on our site are in the form of pdf files, and a number of these were viewed as shown below.

Downloads (Top 10) - Full list						
Downloads: 58			Hits	206 Hits	Bandwidth	Average size
	/images/Tours/DnD_1504.pdf		18	0	25.38 MB	1.41 MB
	/images/Tours/AA-16_1.pdf		17	2	31.71 MB	1.67 MB
	/images/minutes/bylaws.pdf		14	1	1.26 MB	86.03 KB
	/images/Tours/AA-16_4.pdf		12	8	40.14 MB	2.01 MB
	/images/Tours/AA-16_3.pdf		12	13	101.00 MB	4.04 MB
	/images/Tours/AA-16_2.pdf		11	6	37.60 MB	2.21 MB
	/images/minutes/Good_and_Bad_Tours.pdf		9	12	15.59 MB	760.09 KB
	/images/minutes/2016/Minutes_AR_Board_160331.pdf		9	0	2.76 MB	313.95 KB
	/images/Tours/AA-16_5.pdf		9	10	60.75 MB	3.20 MB
	/images/Tours/DnD_10-14.pdf		9	0	5.77 MB	656.00 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.

Pages-URL (Top 25) - Full list - Entry - Exit						
238 different pages-url		Viewed	Average size	Entry	Exit	
/index.php/events		2,064	3.59 KB	1	9	
/		1,558	13.42 KB	764	630	
/administrator/index.php		1,493	9.01 KB	58	261	
/administrator/		272	2.12 KB	211	7	
/media/jui/fonts/IcoMoon.woff		228	24.83 KB	2	108	
/index.php/component/mailto/		177	1.38 KB		1	
/index.php/news/98-appalachian-region-new-member-social		100	5.47 KB	34	12	
/index.php		92	6.99 KB	11	20	
/index.php/news/105-appalachian-adventure-2016		84	6.06 KB	13	11	
/index.php/news/2016-news-archive/56-appalachian-adventure-2016		78	10.72 KB	10	17	
/images/minutes/2016/		58	47 Bytes	32	32	
/index.php/news/101-president-s-note-8-6-16		48	4.83 KB	4	4	
/index.php/news/2016-news-archive		48	17.55 KB	2	4	
/index.php/officers-committees		42	7.11 KB	5	7	
/index.php/tours		34	6.40 KB	4	9	
/media/jui/fonts/IcoMoon.eot		34	13.38 KB	1	13	
/index.php/market		32	5.61 KB	2	5	
/index.php/news		28	7.96 KB	1	3	
/index.php/minutes		23	7.22 KB	1	6	
/index.php/news/94-so-many-cars-so-little-time-1		23	5.57 KB	10	5	
/index.php/news/97-july-2016-social-mixer		22	5.86 KB	1	3	
/index.php/uncategorized/105-appalachian-adventure-2016		19	4.11 KB			
/index.php/news/96-so-many-cars-so-little-time-3		19	6.02 KB		1	
/index.php/events/non-pca-event		18	4.02 KB			
/index.php/news/56-appalachian-adventure-2016		18	9.89 KB	9	7	
Others		878	5.11 KB	61	62	

Dick Maybach