

**Appalachian Region Board Meeting**  
**July 7, 2017**  
**Porsche Asheville Conference Room – Asheville. NC**

**In Attendance:** Board members Peter Graham, Don Therien, Matt Pohsweg, David Butler and Jim Peterson. Also attending were Charlie Hickey, Bob Poe, Larry Koupal, Dick Maybach, Bob Herrmann and Mario de Francisco. Todd Tamasy joined the meeting in progress.

**Call to Order:** Meeting called to order by Peter Graham at 4:05 p.m.

**Minutes Approval:** Minutes of the Appalachian Region Board meeting of June 1, 2017 were approved without changes.

**Board Reports:**

1. **President:** No report.
2. **Vice President:** No report
3. **Secretary:** No report.
4. **Treasurer:** Matt reported AR Treasury activity/status below, items a - e.
  - a. Treasury Balance of \$9,294.61 (7/06/17)
  - b. Deposited \$250 PCA New Member Subsidy (6/6/17)
  - c. Treffen subsidy balance \$4,118.12 (Not included in region balance but expenses are)
  - d. Goodie Store, \$100.72 total sales; region “typically” earns 12% - 18% depending on items purchased.
  - e. New Member Social – Expenses (\$200.63 food, \$393.14 table/chair rental, \$50 facility rental = \$644.07), Income - \$420 collected, \$250 PCA subsidy = \$670). Net to region \$25.93.
5. **Past President:** Reserve comments for later agenda items.

**Committee Reports:**

1. **Events:** Test runs of the Treffen routes for Wheels Through Time is scheduled for July 22 and Cradle of Forestry scheduled for August 5.
2. **Membership:** Peter presented data provided by Todd Tamasy; currently region has 336 total members (208 primary members). Added 4 new members and 1 transfer since last report. There was 1 renewal. The region has grown significantly since our charter was signed (February 2, 2015) having started with 95 charter members.
3. **Website:** Dick Maybach provided the Web Usage Report. Report attached and there has been no substantial change in website activity.
4. **Social Media:** No chair obtained as yet. Peter reported he has monitored the Facebook site daily and has seen little activity.
5. **Safety:** No new activity.
6. **Driving Events/Tour:** No new activity.

**AI Peter** – (Carryover AI) Provide final PCA Tour Standards to Larry. Discuss standards and comments at next meeting. (Suggest standards be accepted and comments added as addendum at next meeting.)

7. **Treffen Asheville:** Peter noted we will need to allocate limited funds to support staging areas, e.g. signage and orange cones (approximately 48 @ \$2 per for rental). Also, mentioned past discussion of providing one volunteer per staging site to carry directional cones, signs, assist staging and drive start. After all drivers underway volunteer would proceed via direct route to destination to assist parking upon drive arrival. Team to consider additional volunteers to support that need.
8. **Market/Communications:** Peter reported he had submitted descriptions and associated pictures of three events (written as noted) to Panorama for publishing, i.e. Mini AA (Don Therien), Tail of the Dragon (Peter Graham) and New Member Social (David Butler). Team commented need to involve Communications Chair (Dan Sasser) in these type efforts.

#### **Unfinished Business:**

1. **New Volunteers/Events:** Peter to intensify efforts to obtain volunteers to support Treffen Asheville.
2. **Roebing Road:** Jim Peterson reported on efforts in conjunction with Harmony for Driver Education (DE) type of event on November 10, 2017. Jim has documented the event communications and AR Board has reviewed. Details to be presented to members soon. The event will be limited to 22 participants and will follow PCA DE guidelines, including obtaining PCA DE insurance, and with instructors provided by Costal Empire Region.

Appalachian Region PCA members that have not yet had a Porsche on the track at Roebing Road at Harmony Motors events and have not participated in a PCA DE event are eligible. You did not have to purchase your Porsche at Harmony Motors to participate. If all 22 slots are not filled those having previous track experience will be offered chance to participate. Cost for track to be shared with Harmony, and participants with participant paying \$115.00 each.

3. **Mountain Air:** The Cars and Coffee type event is tentatively scheduled for August 26, 9:00 a.m. – 12:00 noon. AR members and Harmony customers and prospects are invited participants. Refreshments will be served and acceleration runs may be offered on the Mountain Air landing strip. Mountain Air is just west of Burnsville, NC off US 19E.
4. **Carry Over from 3/2/17: Red Book** (Presidents Meeting) – No updated at July meeting. Peter has one item of information to collect before complete.
5. **2017 Events “New Member Social”** – Matt reported Subsidy received and deposited as noted in Treasurer report.

#### **New Business:**

1. **AR Board Nominating Committee:** The current AR Board will have completed their initial two year terms at the end of 2017. As defined in AR Bylaws, Peter asked for volunteers to serve on the Board of Directors Nominating Committee. Jim Peterson and Charlie Hickey volunteered to serve. Jim, as current Past President, will serve as committee chair. One additional AR member is required to complete the committee (subsequent to the board meeting Tim Gallagher volunteered.) Following are Bylaws surrounding this activity.

**Terms:** The term in office for each member of the Board of Directors shall be for two years and shall end on December 31<sup>st</sup>, or until his or her successor for the following term is elected and takes office. The President and Vice President shall be limited to two consecutive terms (4 years) in the same office. The Secretary and Treasurer shall have no term limitation.

**Nominating Committee:** One member of the Board of Directors, and two active members appointed by the Board of Directors shall constitute the Nominating Committee responsible for nominating a

slate of officers to serve the following year. 1) The Nominating Committee shall be appointed no later than August 15th of each election year. 2) The Nominating Committee report and a call for additional nominees from membership shall be posted on the Club's website by September 15th.

**Need AI to pursue additional committee member? Who is owner?**

2. **Merchandising: August Clothing Special** – Charlie Hickey suggested and has discussed with Kathy Boehm (Goodie Store), discount on clothing with Appalachian Region logo during the month of August. This is to incentivize members to show their colors so to speak during Treffen Asheville. Matt added that the region typically earns 12% to 18% on purchased items depending on the item. Don made motion to discount on clothing with Appalachian Region logo 10% during the month of August. Matt Pohsweg seconded motion and motion carried unanimously. Charlie to contact Kathy and inform her of plan.

**AI Charlie Hickey** – Contact Kathy Boehm and inform her of the August discount.

**AI Dick Maybach** – Post item on the AR website informing membership of discount as defined above.

3. **Appalachian Adventure 2018:** Jim pointed out that while we have our hands full with Treffen we need not lose sight of need to lock down a location for AA 2018. While specific action is somewhat premature we need to try to identify potential sites for consideration. Don Therien has coordination lead. Team discussion suggested we try and keep the event in the region area but was open to other areas in our vicinity.

**AI ALL Members** – Please forward any potential site locations for AA 2018 to Don.

**Next Board Meeting:** Next Board meeting is scheduled for Thursday August 3, 2017 at 4:00 p.m. Porsche Asheville Conference Room. **(Tentative)**

**Motion to Adjourn:** Peter declared the meeting adjourned at approximately 4:58 p.m.

Submitted,  
David Butler  
Secretary, Appalachian Region

Attachments: AR Web Use Report

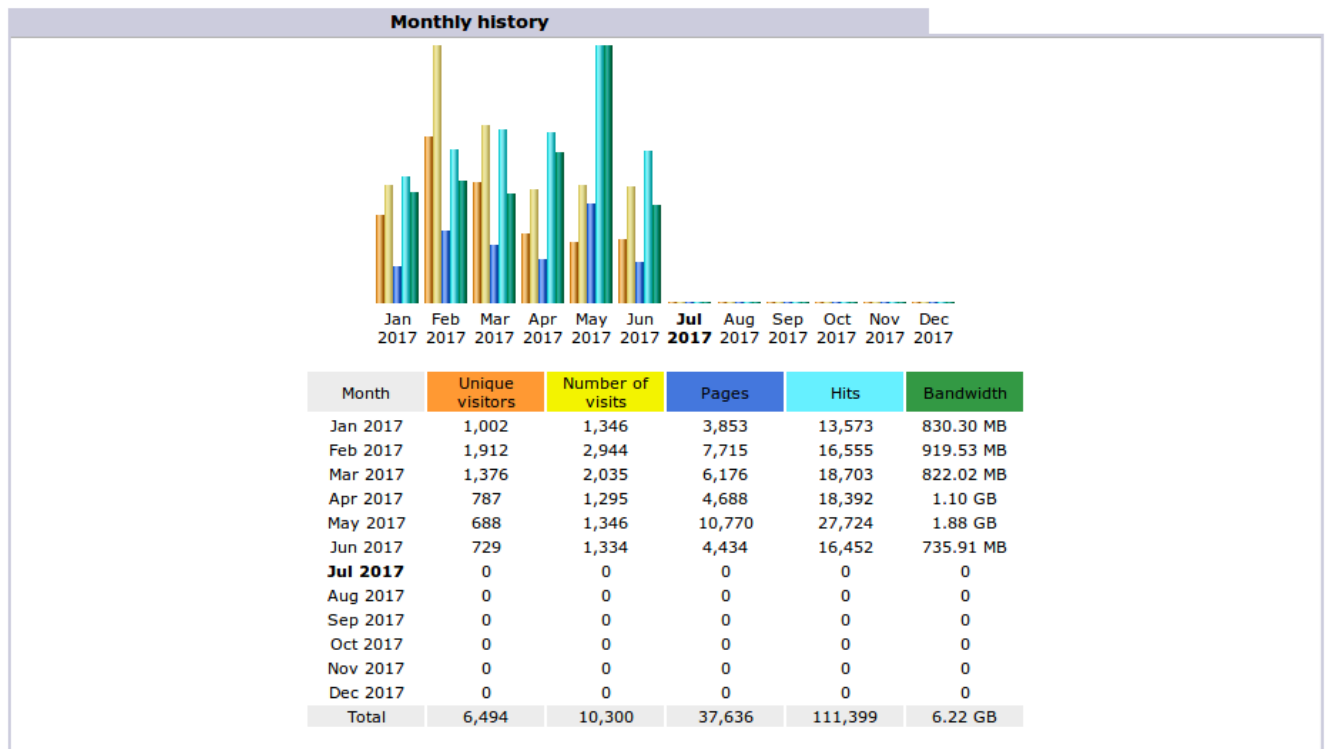
## June 2017 Website Use

Our site usage was about the same as last month; in June we had 1334 visits from 729 different viewers, compared to 1,346 visits from 688 unique visitors in May.

Summary					
<b>Reported period</b>	Month Jun 2017				
<b>First visit</b>	01 Jun 2017 - 00:50				
<b>Last visit</b>	30 Jun 2017 - 06:22				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<b>729</b>	<b>1,334</b> (1.82 visits/visitor)	<b>4,434</b> (3.32 Pages/Visit)	<b>16,452</b> (12.33 Hits/Visit)	<b>735.91 MB</b> (564.89 KB/Visit)
Not viewed traffic *			<b>10,160</b>	<b>13,916</b>	<b>686.29 MB</b>

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

The chart below shows the monthly history so far for 2017. Note that although the number of visits each month changes much less than the total number of pages viewed.



As the data below show, we continue to get visitors from all over the world, although the overwhelming majority are from the US.

Locales (Top 25) - Full list				
Locales		Pages	Hits	Bandwidth
Israel	il	5,005	5,824	319.17 MB
United States	us	4,114	19,207	1.14 GB
Ukraine	ua	699	699	14.45 MB
Russian Federation	ru	299	336	8.83 MB
China	cn	232	462	122.07 MB
Poland	pl	127	187	59.00 MB
Germany	de	80	456	10.05 MB
Belgium	be	30	173	2.02 MB
Great Britain	gb	27	27	719.32 KB
Canada	ca	24	105	5.32 MB
India	in	22	22	155.93 KB
Italy	it	16	17	207.76 KB
Turkey	tr	14	14	76.29 KB
Switzerland	ch	9	9	100.82 KB
Panama	pa	6	6	105.77 KB
Netherlands	nl	6	7	194.00 KB
Ireland	ie	6	6	183.66 KB
South Korea	kr	6	6	19.18 KB
Spain	es	4	4	21.64 KB
Saudi Arabia	sa	4	4	21.64 KB
France	fr	4	4	25.16 KB
Brazil	br	4	65	92.29 MB
Antigua and Barbuda	ag	4	4	21.64 KB
New Zealand	nz	3	27	467.49 KB
Malaysia	my	3	3	12.88 KB
Others		22	50	122.13 MB

As usual, most visitors spend less than 30 seconds on the site, although a few stay longer.

Visits duration		
	Number of visits	Percent
Number of visits: 1,334 - Average: 141 s		
0s-30s	1,151	86.2 %
30s-2mn	50	3.7 %
2mn-5mn	36	2.6 %
5mn-15mn	41	3 %
15mn-30mn	20	1.4 %
30mn-1h	16	1.1 %
1h+	18	1.3 %
Unknown	2	0.1 %

Documents on our site are in the form of pdf files, and several of these were viewed many times, as shown below. Treffen tours were very popular.

Downloads (Top 10) - Full list				
	Hits	206 Hits	Bandwidth	Average size
 /images/Tours/TA-Dragon-b.pdf	35	2	29.21 MB	808.29 KB
 /images/Treffen_Schedule.pdf	30	0	1.06 MB	36.16 KB
 /images/Tours/AA-16_1.pdf	29	2	57.98 MB	1.87 MB
 /images/news/2017/Treffen-Asheville-Poster-a.pdf	28	0	41.22 MB	1.47 MB
 /images/minutes/bylaws.pdf	25	0	2.20 MB	90.29 KB
 /images/Tours/TA-Lure-a.pdf	23	2	82.37 MB	3.29 MB
 /images/Tours/AA-16_6.pdf	22	1	94.97 MB	4.13 MB
 /images/minutes/2016/Treffen_161027.pdf	22	0	746.52 KB	33.93 KB
 /images/Tours/TA-Cradle-b.pdf	20	2	46.14 MB	2.10 MB
 /images/Tours/TA-Wheels-a.pdf	20	10	66.32 MB	2.21 MB

Our administration load remains large, as shown by the use of `/administrator/index.php`, the entry point for site maintenance, but the events calendar, news, officers, and tours pages 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					
289 different pages-url	Viewed	Average size	Entry	Exit	
/	1,496	13.27 KB	793	660	
/administrator/index.php	1,180	13.53 KB	156	146	
/index.php/events	192	4.06 KB	3	14	
/media/jui/fonts/IcoMoon.woff	145	24.83 KB		47	
/index.php	120	6.15 KB	51	56	
/index.php/tours	67	5.51 KB	13	10	
/index.php/officers-committees	63	5.07 KB	6	24	
/index.php/news	56	6.97 KB	16	18	
/index.php/news/180-region-new-member-picnic-1706	56	5.03 KB	1	7	
/index.php/news/2016-news-archive	43	34.11 KB	5	7	
/index.php/market	41	4.07 KB	3	5	
/index.php/minutes	38	5.89 KB	2	5	
/index.php/news/2017-news-archive	37	5.33 KB	8	10	
/index.php/news/2015-news-archive	36	19.65 KB	3	5	
/index.php/news/2014-news-archive	33	4.17 KB	8	2	
/index.php/news/182-june-12-president-s-note-170612	31	5.92 KB	1	2	
/index.php/news/176-june-drive-dine-1706	30	5.96 KB	3	5	
/index.php/news/179-june-2-president-s-note-2-170605	28	5.66 KB	1	9	
/index.php/news/181-mini-appalachian-adventure-2017	28	6.53 KB	1	2	
/index.php/events/appalachian-event/appalachian-region-monthly-m...	25	3.17 KB	2	10	
/index.php/news/183-june-13-note-from-vic-rola-170613	23	5.61 KB	1	2	
/index.php/help	22	5.34 KB	2	3	
/media/jui/fonts/IcoMoon.eot	21	13.81 KB		13	
/index.php/news/105-appalachian-adventure-writeup-2016	21	12.15 KB	2	3	
/index.php/news/178-june-5-president-s-note-170605	19	5.49 KB	1	6	
Others	583	5.04 KB	252	261	

Dick Maybach