

Minutes of the Western Michigan Region – Porsche Club of America Monthly Meeting

September 11, 2006 - David called the meeting to order at 7:01PM at Delta Imports. Members present were: David Reid, Ted Blacklidge, Amber Door, Brenda Hildon, Arnie Axelrod, Rick Riley, Craig Ackerman, Colin Carpenter

Minutes: Approved.

Treasurer: Approved. Amber submitted the deposit to secure February 17th for WinterFest @ Bridgewater Place.

Webmaster: Following is the report submitted by our Webmeister:

In keeping with the German tradition, I've renamed the position Webmeister. See if Kurt would concur.

-meister suff.

One who is renowned for, has expertise in, or is a connoisseur of: schlockmeister; spinmeister.

[German, from Meister, master. See Meistersinger.]

Previously, I simply tracked the total number of visitors to our home page, <http://wmi.pca.org>. That was useful to realize that people were actually using the site, but it didn't give me any detail.

On April 7, I inserted some code tags that would allow me to track more information. In the four months ending today, the site has had 1,363 visitors. The system is able to identify only "new" or "unique" visitors – not just people returning to visit the site. For example, in July there were 337 total visitors. 216 of them were 'unique' or new viewers. 121 of them had visited the site before.

Those visitors over the past four months looked at over 4,100 pages.

About 66.5% of the visitors viewed the home page. Most people would, I presume, bookmark the home page. That's why I try to keep the next three or four upcoming club events at the top of that page.

The next most visited page, no surprise, is the calendar. It gets about 12.7% of the total hits. Again, I focus on keeping that page current and quick to read.

The next most "popular" pages in order are:

- driving event explanations (<http://wmi.pca.org/driving/driving.htm>),
- the member list (http://wmi.pca.org/members/member_list.htm),
- and the participation page (<http://wmi.pca.org/participate/participate.htm>) (this is probably just Brenda checking to see if she's still in the lead).

There is more information on the site than any reasonable person would want to know. Were you wondering how many participation points Brenda actually has? That information (215 points) is in the site. Who had FTD at IROC III in 2003 (Hint: It wasn't Doug Tepper.) The answer (Jim Garner) is there. Who is our Zone 4 representative, and how do I contact them? (It's Roy Wilkinson, 330.733.4813, or rwilk5@juno.com).

How is this possible? There are 2,484 files that are part of the website. 2,198 of the files are pictures. That means there are close to 300 pages in the site. The site totals just over 100MB.

There is a lot of information available to our members.

Membership: Amber is working on finding a vendor for the new nametags. She is hoping to have clip and magnetic options available.

Advertising: We will not bill advertisers for the next billing period until we find another Uber Alles Editor.

UBER: No report. We are looking for a new Uber Editor to begin duties following the November Planning Meeting.

Insurance: No report.

Driving Events: No report.

Enthusiast Award Report: No report.

President's Report:

David will contact Grand Valley as a possibility for finding students to freelance the Uber, until we find a new Editor. There is a department there that offers the service. Jerry Arens is willing help with Membership.

PCA is offering a raffle for a 2007 Porsche Cayman S. See the PCA website for further information and rules.

New Business:

November Planning meeting: Amber will book a room at Pietro's. The time will be posted in the Uber and on the web.

WinterFest is booked for February 17, 2007 at Bridgewater Place in Grand Rapids. Details to follow.

Old Business:

Saunter to the Shore: Hosted by the Collicks – a relaxing saunter and wonderful food.

19 people attend the Axelrod's Dinner Drive September 9th– a "spirited drive" and great food was enjoyed by all.

Regarding Dinner Drives/Club Events: It is very important if you RSVP for an event, and later are unable to attend, to contact the host as soon as possible.

The Grattan event is full – there is a waiting list.

Meeting adjourned at 7:36PM

Respectfully submitted by Brenda Hildon