

**BOARD OF GOVERNORS MEETING for February, 2018
NORTHERN NEW JERSEY REGION – PORSCHE CLUB OF AMERICA, INC.**

DATE: Thursday, February 1, 2018

PLACE: Basking Ridge Recreation Center, Basking Ridge, NJ

PRESENT: Tom Swift, Janice Ernsting, Cindy Cristello, Shannon Muller, Linda King, Matt Fine, Steve Corodemus, Chris Erven, Bill Gilbert, Craig Mahon, Bill Merritt, Dennis Thovson, Marlys Thovson, Nancy Samsel, Rudy Samsel, Tom Iervolino, Jose DeLaCruz, Petra Swift, Dom Miliano, Tony Cristello, Jeff Krol, Knute Hancock, Ken Casterline, Dyke Henson,

ABSENT: Grant Lenahan, Hubert King, Jeff Erven, Stu French, Bob Knapik, John Vogt, Curt Barsi, James Coleman, Ed Pepe,

CALL TO ORDER: The meeting was called to order by President, Tom Swift, at 7:32pm

APPROVAL of MINUTES: See Motions Passed Prior to Meeting (below).

AGENDA: [Agenda items in bold; *meeting outcome in italics*]

I. Updates to Old Business: none

II. Updates/Supplements/Redirections to written Committee Chair reports
[updates appear following each respective report]

III. New Business:

- a. **Review and vote on 2018 Budget** – Tom Iervolino distributed club financial reports and reminded the BOG of the confidential nature of the information. While members are welcome to view the financials, it must be done in person at a BOG meeting. Written copies will not be disseminated. Following a discussion of the budget requests submitted by the activity chairs, and the recommendations of the Executive Committee, the budget (which reflected a preliminary working amount for the New Member Chairs, with the remainder subject to further review by the EC) was approved. See Motions, below.
- b. The BOG is reminded our inaugural New Member Gathering is scheduled for Sunday, February 10th. New members who joined from 2016 thru present have been invited. Attendance is appreciated.
- c. **Possibilities for a different kind of charity event** (Linda King) As incoming Charity chairs, Linda and Hubert recommended that we examine our annual event to determine if this is still the best format or if we should consider changing it. Discussion led to several potential suggestions which Linda and Hubert will research and present their findings to the BOG.

REPORTS:

I. Officers' reports: [as submitted in advance; *updates during/after the meeting in italics*]

President: [Tom Swift] see Agenda above

Vice President: [Janice Ernsting]

As you can imagine there is a lot going on with DE in preparation for the 2018 season.

The High Performance Drivers Seminar is scheduled for Sunday, February 25th at the the Olde Mill Inn in Basking Ridge. Our featured speaker/driver will be Gunner Jeannette who competes for the IMSA WeatherTech Racing Team. I will be meeting with the event planner at the venue next week to make final arrangement. Shannon Muller has offered to help with the DE catering this year and will be joining me for this meeting.

All contracts for the 2018 have been signed and returned with deposits with the exception of Pocono which happens later in the year.

The van is in storage and will be serviced and detailed shortly to get ready for the season.

Secretary: [Cindy Cristello] Minutes from the December 217 and January 2018 meetings have been posted to the website.

Treasurer: [Shannon Muller]

Attached please find the January 2018 financials.

Overall, January was a slow month with most of the activity coming from DE and P4US.

It is worth noting, the cash balances in the two operating accounts was up from January 2017 to January 2018. Much of this was due to the decrease in the deposit for Watkins Glen that was paid in January. Because the Glen DE event this year is 2 days vs. 3 days & it is mid-week as opposed the weekend. This gave the Club a significant savings. The remaining surplus is due to an unexpected surplus from VIR and a check for our portion of the Mt. Tremblant revenue that came late in the year.

Steve Cordemus has been busy collecting ad revenue for P4US. Thanks Steve! However, some of the money collected in January will go towards closing out 2017 advertiser's balances. We incurred the usual monthly expenses to produce P4US.

For January 2018, DE had 2 outgoing expenses for the April Lime Rock DE and a Watkins Glen DE deposit.

The charity reimbursement was received from PCA National.

Vehicle/Trailer cost of \$884.80 was for 4 months of storage at Power Portal.

II. Board and committee reports: [as submitted in advance; *updates during/after the meeting in italics*]

Autocross: [Grant Lenahan] no report

Charity: [Linda and Hubert King]

January activity consisted of a report from former co-chairs regarding the event in December.

Regarding time allotted at the meeting tomorrow I hope to elicit some discussion about whether members are happy with the Tricky Tray format or would be interested in considering other alternatives.

The charity fundraising events I have been involved in always include a silent auction. However, unlike the Tricky Tray event there is an admission charge to cover food and a program or entertainment.

As in the past the silent auction would solely benefit the charity recipient.

There are pros and cons to a change. While I can give examples of the events I've been involved with in the past I'd first like to get a sense of how receptive members of the BOG are to a change in format.

Communications: [Matt Fine] no report

Communications Business Manager: [Steve Corodemus]

PorscheForus started the year off with 28 advertisers. Two advertisers from last year did not renew. Two new advertisers were added - Rennsmith (a new repair shop located on RT 10 in East Hanover and RSR Autobody in Wyckoff). Currently there are 30 advertisers. The vast majority of advertisers have 3 month contracts. A few opted for annual contracts entitling them to a discount over the quarterly sum.

Approximately 20 per cent of the annual advertising fees have been paid as of the end of January. There may be some variance with allocations for 2017 payments.

The Dashboard has one advertiser with another joining shortly.

I continue to work with Shannon and Petra to bring our financial records up to date.

Thank you Jeff Erven and others for soliciting new advertisers.

Concours: [Chris Erven and Jeff Erven]

Nothing to report on any January Concours activities. Setting up venues and dates for 2018

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Janice Ernsting] see report under Vice President (above)

DE Registrar / Club Racing: [Craig Mahon]

All of the DE events have been entered into MotorsportsReg with the exception of Mt. Tremblant (awaiting the open date from NER). Less tweaking to do this year as compared to last but I spent a fair time bringing the information up to date for each venue. A list of Open and Close dates were provided to Petra and Matt for the magazine and website, respectively. Lime Rock opens Feb 7!

DE Track Tech: [Bill Merritt / Ed Pepe] no report

Historian: [Stu French and Bob Knapik]

Decade of 90s & 2000 history submitted for publication

2/14/18 NNJR meeting presentation at High Marques of IMSA 2017 competition at both WGI & LRPk, by Ken Miller (Ken did photography for Bob's LeMans/Stuttgart presentation)

On-site visit to Werks & Amelia 3/18 will include P4US article w/ images; Petra so advised

Mailing and Distribution: [Dennis Thovson]

Mailing data for 1403 copies of the February issue of Porscheforum were sent to our Mailer on January 25th. The issue was delivered to the Hackensack Post office on January 26th. Most members received their copy in early February.

Membership: [Marlys Thovson]

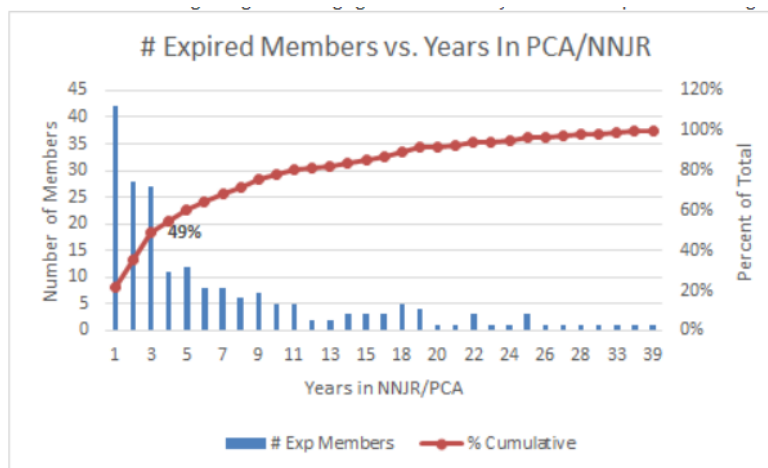
NNJR ended the month of January with 2271 Primary Members (+13 from December) and 1508 Family/Affiliate Members for a total of 3780. We had eleven (11) Members rejoin us (one as far back as 2004), 9 late renewals (from December and January), and 138 on-time renewals (includes 53 multi-year renewals). Twenty-four (24) members did not renew on-time for the February 1st cutoff. One member transferred out to Northeast Region; None transferred-in.

New Member: [Nancy and Rudy Samsel]

Here is the New Member Liaison Update for January 2017:

Expired Membership Survey:

198 former members whose memberships expired between January and September 2017 received an invitation to complete a quick five-question survey via surveymonkey.com. While the survey response rate was too low to date to gain statistically relevant insights, it's worth noting that one-fifth of the non-renewals were only in the club for one year while nearly half (49%) were members for five years or less. This data proves we need to make a concentrated effort during a new member's first year to make them feel welcome as well as getting them engaged in an activity that will keep them coming back.



New Member Gathering Saturday, February 10th 9:30-11:30 am at Paul Miller Porsche:
 Personalized invitations went out to all new members dating back to June. Based on the insight above we will expand the invites to all 2016 and 2017 new members as a way to improve new member engagement before 2018 club activities start to ramp up. Reminder e-mails will be sent to everyone who already received an invitation.

Pending budget approval, we plan to raffle off several door prizes.

We'll have video loops of various activities on laptops so people can see the activities in action.

We're hopeful that several activity chairs can be on hand to give a brief introduction of the respective activity. We will handle Rally on John's behalf and Tom I. will be on hand and can discuss DE if needed. Ideally, we'd also like to have people to discuss AX, Concours, and Social.

New Member Summary: The official January 2018 membership summary is due any moment, however based on e-mails received through the month, the preliminary numbers appear to be:

Twenty (20) New Members joined in January

Three (3) members who transferred out during January appeared related to a personal move rather than to a nearby chapter.

Planning: [Tom Iervolino] see New Business item a.

Program: [Dom Miliano]

Date	Program / Speaker	Location
10-Jan	Michael Furman / Photography	Paul Miller Porsche, Parsippany NJ
14-Feb	Bob Knapik / IMSA @WG & LRP	High Marques
14-Mar	Simon Kirkby - Driving Lime Rock	Aspen 7
13-Jun	Cruise Night / John Vogt	Mendham
14-Nov	Slide Night	RVCC
12-Dec	Charity Night	RVCC

Things I'm working on: Concours Prep / Top Level Detail - speaker is international expert
 Possibly at High Marques with use of detail area for hands on demonstrations

New Member Welcome	Possibly at RVCC open deck
Vendor / advertiser Appreciation Night	RVCC
Porsches and Watches	Princeton Jeweler - Hamilton
My annual "how to" shoot Porsches	RVCC
Reached out to David Donohue for 918 presentation	RVCC

Publications-P4US Editor in Chief: [Petra Swift] no report

Px: [Jose DeLaCruz] no report

Rally/Trek: [John Vogt]

Nothing new about Rally other than pot holes.

Safety: [Curtis Barsi] no report

Social: [Cindy and Tony Cristello] no report

Social Media: [Jeff Krol] no report

Technical: [James Coleman and Knute Hancock]

The Swap meet was held on Jan. 21st at EuroTire. It was well attend and from all appearances a lot of sells took place. We have two workshops on the calendar that are coming up.

1. Feb. 24th at Paul Miller from 10 AM to 1 PM. The discussion topic will center on the “Boxster & Cayman, 718 compared to the 987”. Notice for this workshop is published on page 2 of the February issue of P4Us.
2. March 24th at Aspen Autosport from 10 AM to 1PM. The discussion topic will center on “ How to Make Your Modern Porsche Survive a DE Weekend”. Notice for this workshop will be published in the March issue of P4US.

We are working on April and May but have no firm commitments.

Webmaster: [Ken Casterline and Dyke Henson] no report

MOTIONS PASSED PRIOR TO MEETING:

1. On January 29, 2018 Cindy Cristello made a motion (vie email) to accept the minutes of the December 2017 and January 2018 meeting. Motion was seconded by Tom Iervolino and carried by majority vote.

MOTIONS PASSED DURING MEETING:

1. Cindy Cristello made a motion to approve the budget as recommended by Planning Chair Tom Iervolino. Motion was seconded by Steve Corodemus and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, March 1, 2018

FUTURE MEETINGS: Friday, April 6; Thursday, May 3; Thursday, June 7; Thursday, June 28; Thursday, August 2; Thursday, September 6; Thursday, October 4; Thursday, November 1; December TBD

ADJOURNMENT: Upon a motion made by Tom Iervolino, and seconded by Matt Fine, the meeting was adjourned at 9:21pm.

Respectfully submitted,

Cindy Cristello, Secretary