

-- FINAL --

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

DATE: Thursday, May 3, 2018

PLACE: The Brick Academy, Basking Ridge, NJ

PRESENT: Tom Swift, Janice Ernsting, Shannon Muller (via phone), Grant Lenahan, Linda King, Hubert King, Matt Fine, Steve Corodemus, Chris Erven, Jeff Erven, Bill Gilbert, Bill Merritt, Stu French, Dennis Thovson, Marlys Thovson, Nancy Samsel, Rudy Samsel, Petra Swift, John Vogt, Curt Barsi, Jeff Krol, James Coleman, Knute Hancock, Dyke Hensen

ABSENT: Cindy Cristello, Tony Cristello, Tom Iervolino, Jose DeLaCruz, Craig Mahon, Ed Pepe, Bob Knapik, Dom Miliano, Ken Casterline,

CALL TO ORDER: The meeting was called to order by President, Tom Swift, at 7:30pm

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]

A. Follow up on charity event: Steve, Linda, and Hubert

There was discussion relative to "gaming laws compliance." It was noted that' Employment Horizons (NNJR's Charity recipient) has a gaming License and this License has been used in previous years in its charitable endeavors. Due to NNJR's once-a-year need for a gaming License, it was determined that it would not be worthwhile for the club to apply for a "gaming License."

Linda King reported the club has a new contact person who is in charge at Employment Horizons. The big hurdle will be to find a location that is large enough and affordable. Another difficulty is finding an adequate location in December. Linda has looked at Drew University as a possibility with reasonable space: however, the search is still on. The Hubert's will find out the cost for January and February. Drew University has some plusses; i.e., they have their own caterer and could provide a bar and bartender -- keeping the expenses within the \$2500 cost limit. Employment Horizons will need to be listed in the "Contract."

B. Last minute calendar "change control" – Tom

What to do and who to contact? The Event Chair should contact Dyke Hensen as soon as possible. They will decide on how to notify the Club Membership of the change.

C. Possibilities of holding meetings with "virtual" presenters and/or web meetings – Tom

The April, 2018 "Monthly Gathering" was held at Power Tech. Thirty-six hours before the gathering it was found out the presenter, Jim Pappas, would not be physically present. Last minute arrangements to

do his presentation virtually was underway. This is classified as "a last minute change" to an event. The Event Chair must be the person for communications between Dom Miliano (Program Chair) and Dyke Hensen. They pulled a rabbit out of the hat! The end result was a "Terrific Presentation." Jim Pappas was relaxed in his own environment and not having to worry about cross-country travel. Jim Pappas also has many friends within NNJR. The end result was a "terrific event." The last minute (long distance) change opens the possibility to do this again to get speakers we would not have been able to schedule due to time and travel.

Tom S. encouraged everyone to think about "virtuality" for the future programs. Tom also noted that we could have webinars for members; i.e., driving related webinars in an interactive way. It also opens up the possibility of new ways to connect and broadcast to members. U-Tube is nice; but it does not have privacy we want. The Monthly Gathering at Power Tech would never have happened without Dom Miliano. We may want to be prepared for "next time" and purchase a very large screen.

D. Security and privacy – Dyke

NNJR Email:

NNJR's email system works similar to company email with its own address (domain). Published addresses such as webmaster@NNJR.com are then forwarded to personal email accounts. No personal email addresses are exposed through the NNJR email system. The NNJR email system has a spam filter, but it is only your first line of defense against spam. If, as a NNJR email user, you are getting spammed, you should mark the incoming mail as spam (don't just delete it) and your email provider's spam utilities will "learn" and add an additional layer into your spam filtering effectiveness.

Also, please check to assure that you personal email settings do not automatically cc: your personal email address when responding to NNJR email. You can check this by simply sending an email to your NNJR email account and then responding to your own email. If you see your personal email listed in the cc: section, you need to reset your (personal)email options. If you a question, please email administration@NNJR-PCA.com

NNJR Website:

BoG and Activity Chair members have their NNJR email addresses and phone numbers published on the NNJR website. If you wish to remove your NNJR email address and phone number, just let us know by sending a request to the WebMaster@NNJR-PCA.com. No personal email addresses are on the website.

NNJR Facebook:

NNJR has both a Facebook Page and a Facebook Group. The Facebook Page is public. Anybody with a Facebook account can view the NNJR Facebook page but only NNJR Facebook administrators can post the NNJR Page.

The Facebook Group is a members only Group and is open for approved members to post content and connect with other members. Each member to the Group must be approved by the NNJR Facebook administrator before they can access the Group or see its content. Non-members cannot see the content of the Group. If you have a request, please email Socialmedia@NNJR-PCA.com

NNJR YouTube:

NNJR has a branded YouTube Channel that only administrators can post content to. To request a video by posted to the NNJR YouTube Channel; send your request and YouTube video link to Videoadmin@NNJR-PCA.com

E. **New approach to new DE recruits** - Janice and Bill

Janice reported that for 2018 it was decided to give new drivers a "taste of the track." With Bill Gilberts help, the new drivers had classroom and on-track experiences. Eleven (11) people signed up for \$75.00 ea. Janice said she would work with Dyke to promote the program.

III. New Business:

- A. Janice inquired about purchasing a small portable scanner to copy waivers. Following discussion and concern of searchability, no action was taken.
- B. Bill Merritt asked the BOG to, consider selling the club trailer. The roof continues to leak. The lighting area was broken again when someone walked on the roof. No action was taken.

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]

We had a great turnout for our NJMP Lightning event held April 28-29. There were 151 drivers and 11 brand new drivers who signed up for the Intro to DE. I had at least 5 drivers who would have participated in the Intro to DE if it were not for the ban on pop-up roll bars at NJMP.

Paul Miller Porsche sponsored the event and provided lunch for all on Saturday and beer and appetizers after the track went cold that evening. Paul Gavel was very pleased with the event and would like to sponsor in the future. Their sponsorship also covered additional costs for set-up of the car control exercises (jersey barriers were extended across one end of the paddock) as well as the 30 minutes of additional track time added to Saturday.

Many thanks to Bill Gilbert who spent a lot of time working out the logistics of this event along with the schedules in addition to running the regular classrooms. Also, thanks to Grant Lenahan and Doug Holcomb for assisting with the running of the car control exercises and all the other volunteers who made the weekend a success.

Our next event is Mid-Ohio May 10-20 which is currently undersold. Dyke and I have been working on additional promotions that we hope will bring in much needed drivers.

Secretary: [Cindy Cristello] Minutes from the April, 2018 meeting have been posted to the website.

Treasurer: [Shannon Muller]

Attached please find the March Treasurer's report.

A few items worth mentioning are:

The 2018 DE season has safely started. We continue to make payments for upcoming events.

Autocross is gearing up for the Car Control Clinic in May which has many people already signed up.

Steve Corodemus continues to bring in P4US advertising income. Thank you Steve.

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]

The charity event details are coming together, but Committee needs Club input on options for venue

- 1) We have heard from Employment Horizons that they will sponsor a license for us to hold an event that includes tricky tray, silent auction and golden ticket raffle.
- 2) Our planned date for the event is December 12, 6-9pm, as we discussed earlier in the year.
- 3) Venue- problems on this item, looking for suggestions to stay within our \$3000 budget

We have spoken with both the Olde Mill Inn and Basking Ridge Country Club. Both are nice venues, with adequate space (~4000 sq ft) for set up of the tables and for folks to mingle. Both have space available on that date. Our problem is cost. To give us that space, the venues want to charge respectively, \$6100 and \$5200. This would induce a buffet and a cash bar. We cannot lower cost by excluding food. Both venues stated that at that time of year such discount prices are not possible for them.

Options:

- A. Club contributes additional \$3500 to Charity budget. Venue costs fully covered, no charge for entry
- B. Find a lower cost venue, such as a firehouse, Elks Lodge, Member garage, school, church, etc.. Need catered table setup for the auction items (we had 450 items in 2017!). Food or no food optional, lower catering cost
- C. Move the event to another time of year to reduce venue costs- January? Use Olde Mill or Basking Ridge

Require Club input on desired direction

Communications: [Matt Fine] no report

Communications Business Manager: [Steve Corodemus]

To date we are at 94% collection rate. Thus far we have collected most receivables with only a relatively small amount remaining outstanding. This does not include the 2017 arrearages that

were also collected. The outstanding amounts include five advertisers owing second quarter payments for the first half of 2018.

Starting in July 2018 we are expecting some changes in advertisers' commitments to PorscheForus. One advertiser is ending advertisements and another is downsizing. On the favorable side, we have three potential new advertisers to fill the void. One additional advertiser was added to The Dashboard and another is stopping its ad.

Third-quarter bills will be sent June 1 for July, August and September.

Concours: [Chris Erven and Jeff Erven]

Concours workshops have been held and now it's Judged events. The 1st event will be welcome to the club held at Employment Horizons, Hosted by Ford Shaw. A Concours in the AM and a famous Jon Vogt Rally in the PM. We anticipate a lot of new members, Pray for Good Weather.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

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

DE Registrar / Club Racing: [Craig Mahon] no report

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

Historian: [Stu French and Bob Knapik]

April 2018 Historian report from Stu French (Archivist) & Bob Knapik (Chronicler):

Decade of 90s & 2000 submitted for publication in P4US

NNJR at Werks & Amelia article published in P4US; most timely

Updated website history thru 2017 w/ Dyke assistance; tracking 2018 events of significance

Mailing and Distribution: [Dennis Thovson]

Mailing data for 2,437 copies of the May issue of PorscheForus were sent to our Mailer on April 3rd. Silhouettes delivered the May issue to the Mailer on April 24 and the Mailer delivered it to the Hackensack Post Office later that same day.

Membership: [Marlys Thovson]

Seventeen New Members joined in April and 7 prior Members rejoined. We had 17 late renewals (1 for February and 16 for March), 158 on-time renewals (55 for April, 47 for May and 56 multi-year renewals). Forty Members did not renew on time for the April 30th cut-off (*10 out of 27 first year new members did not Renew). We had 1 transfer-in and 3 transfer-outs (Jersey shore, Las Vegas and Metro NY).

New Member: [Nancy and Rudy Samsel]

Here is our New Member Liaison Report for March:

- April saw only 17 new members join NNJR/PCA which while lower than the past two months, is still ahead of plan. Through May 1st, an estimated total of 89 new members (Dennis to confirm) joined year-to-date versus our plan of 60. This is

one percent greater over the same period last year and one-third more than 2016. The green line in the graph below illustrates the current trend versus the past two years:

- Three New Member Certificates were provided during April for a total distribution of 35 year-to-date. As of this writing, three certificates have been submitted for a current redemption rate of only nine percent. With the increased number activities May and June brings, we should have a better forecast of actual redemption rate versus our current conservative forecast of 100%.
- Beginning with the May set of new members, Marlys will provide copies of our e-mail letter and a printed copy of the New Member Certificate to see if that helps increase usage and redemption.
- Nancy's submitted NNJR's "From The Regions" *Panorama* submission that will appear in the June issue. Subsequent submissions are due to the editor by the first of each month for the following print month (e.g., June 1st submission will be printed in July edition). So, please work with Nancy if you want to provide content for future submissions.
- Nancy also began posting key NNJR activities on the "Events" tab of the PCA website. We're hopeful keeping this section filled will reinforce with prospective new members just how active NNJR is across a variety of events.
- Complimentary dealership PCA memberships have been extended at Flemington and Paul Miller, but to date no one is signed up. If we don't receive any requests by the end of May, we'll pull this idea out and will reduce our budget forecast accordingly.
- The next new member gathering will be part of the May 20th "Welcome To The Club" Concours and Rally event so we are working with Chris, Jeff, and John and have committed to funding breakfast for the event.
- Rudy worked with Dyke and Ralph to provide videos of the recent Paterek and Barh's Landing events as well one from last November's off road event. Additionally, he worked with Dyke and Ralph on testing a way to live stream future monthly gatherings on NNJR's YouTube Channel. The first test proved bandwidth and security is critical; Rudy will continue to look at what equipment might be needed to make these streams high quality.
- Below are two summaries of our spending year-to-date through May 2nd. The blue table summarizes budget versus actual for the first four months of this year while the green table provides a full year picture. Given the higher-than-planned new member rates year-to-date combined with a conservative 100% certificate redemption rate as well as assuming every new member will receive a certificate, we're currently holding off buying branded goodies until we have more accurate data on what the true rates will be.

Cash Flow YTD April						
Item	YTD April	Committed	Spent	Forecast	Variance	Notes
New Member Count	60	35	3	89	9)	27 New Members more than planned YTD!

New Member Certificate	\$ 50	7	\$ 75	8	\$ 75	\$ 25	2,2	\$ 5)	(1,47	Higher new members YTD @ 100% redemption
Door Prizes	\$ 00	2	\$ -		\$ -	\$ -		\$ 0	20	Paul Miller provided for Feb Event
Food & Beverage	\$ 50	2	\$ 17	2	\$ 7	21	\$ 7	21	\$ 33	
Porsche Dealer Memberships	\$ 00	5	\$ -		\$ -	\$ 0	50	\$ -		Invitations sent - awaiting responses
NNJR Branded Goodie	\$ 5	2,02	\$ -		\$ -	\$ -		\$ 5	2,02	On hold - offsetting certificates
	\$ 0	3,35	\$ 92	1,0	\$ 2	29	\$ 42	2,9	\$ 3	78

Full Year Cash Forecast										
Item	Plan	Committed	Spent	Forecast	Variance	Notes				
New Member Count	85	1	35	3	14	2	9)	(2		Plan based on last six months of 2017
New Member Certificate	\$ 5	3,87	\$ 75	8	\$ 75	\$ 50	5,3	\$ 5)	(1,47	Higher new members YTD @ 100% redemption
Door Prizes	\$ 00	6	\$ -		\$ -	\$ 0	60	\$ -		
Food & Beverage	\$ 0	1,50	\$ 17	2	\$ 7	21	\$ 00	1,5	\$ -	
Porsche Dealer Memberships	\$ 00	5	\$ -		\$ -	\$ 0	50	\$ -		Invitations sent - awaiting responses
NNJR Branded Goodie	\$ 5	2,02	\$ -		\$ -	\$ 0	55	\$ 5	1,47	On hold - offsetting certificates

\$	8,50	\$	1,0	\$	29	\$	8,5	\$
0		92		2		00		-

Planning: [Tom Iervolino] no report

Program: [Dom Miliano]

May's meeting is all set. It will be at High Marques with Tim McNair telling concours stories from Pebble Beach and other top concours events world wide. John will provide hot dogs and snacks. June is the highlight of the meeting season with the huge music-filled, smile-filled, lakeside party.

I have reached out to a special potential guest who could meet via Skype (or other tech) - stay tuned.

Still to be scheduled is the cars and watches event at Hamilton in Princeton.

We need a venue for the charity event. That's a team effort and in a week or so I'll have vision enough to help with that effort.

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

Px: [Jose DeLaCruz] no report

Rally/Trek: [John Vogt]

The Welcome To The Club Rally is almost complete. A fifth run through shooting pictures of the answers to the clues is all that's left. Old members and of course the new members will enjoy the adventure. Let's hope for good weather. The Concours rally and social should be a great day.

Trek/Social: The Sandy Hook Beach Trek came off without a hitch. Around 65 trekkies started out with continental breakfast at High Marques. The car show outside as usual was great. The conga line of Porsche's turned a lot of heads, and we all behaved. Another large group met at Bahrs Landing to form yet another car show. A great sunny day where we were both inside and outside on the deck with our great almost 100 strong Porsche family. The trip to the beach and two light houses made everyone smile. Thanks to all that came and all that helped.

Safety: [Curtis Barsi] no report

Social: [Cindy and Tony Cristello] no report

Social Media: [Jeff Krol]

The FB page is fully functional and in use. The FB Group is also fully functional with 100+ members. Email blast just went out (Thanks Matt!) to further promote and announcements continue to be made at Events and Meetings.

YouTube Channel is also fully operational. The Email blast includes a contest to encourage members to submit their videos complete with instructions. Thanks Dyke!

I'll have an updated presentation if appropriate but it may be easier to just speak to the progress.

Technical: [James Coleman and Knute Hancock]

The April 21st. Flemington Porsche 3rd Annual Up On The Lift workshop has been held and was well attended, as previously reported. No Activities planned for May.

June 16th, we will hold the Dyno Tune workshop at Apex Autowerks in Clifton. Please check the calendar for more details

Webmaster: [Ken Casterline and Dyke Hensen]

No issues - the Website seems to be performing as designed. We continue to improve some of the page design and add updated content.

As the season gets underway, we are seeing increased traffic. We have initiated a "video contest" to encourage members to add interesting videos to our YouTube Channel.

MOTIONS PASSED PRIOR TO MEETING:

1. On April 27, 2018 Cindy Cristello made a motion (vie email) to accept the minutes of the February 2018 and April 2018 meetings. Motion was seconded by Linda King and carried by majority vote.

MOTIONS PASSED DURING MEETING: none

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, June 7, 2018

FUTURE MEETINGS: Thursday, June 28; Thursday, August 2; Thursday, September 6; Thursday, October 4; Thursday, November 1; December TBD

ADJOURNMENT: Upon a motion made by Bill Gilbert, and seconded by Jeff Krol, the meeting was adjourned at 8:45pm.

Respectfully submitted with many thanks to Marlys for taking the minutes,

Cindy Cristello, Secretary