

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

**DATE:** Thursday, June 7, 2018

**PLACE:** The Brick Academy, Basking Ridge, NJ

**PRESENT:** Tom Swift, Janice Ernsting, Cindy Cristello, Shannon Muller, Grant Lenahan, Linda King, Hubert King, Matt Fine, Steve Corodemus, Chris Erven, Jeff Erven, Craig Mahon, Bill Merritt, Ed Pepe, Stu French, Dennis Thovson, Marlys Thovson, Nancy Samsel, Rudy Samsel, Tom Iervolino, Jose DeLaCruz, Petra Swift, Dom Miliano, John Vogt, Tony Cristello, Jeff Krol, James Coleman, Knute Hancock, Dyke Henson

**ABSENT:** Bill Gilbert, Bob Knapik, Curt Barsi, Ken Casterline

**CALL TO ORDER:** The meeting was called to order by President, Tom Swift, at 7:31pm

**APPROVAL of MINUTES:** See Motions Passed during 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. Appointment of Nominating Committee for 2019 officers** – See Motion #2 (below)
- B. Review of final preparations for Cruise Night – John** – Discussion of what is still needed for Wednesday in light of the expected turnout and lessons learned from last year. Given the scope of the event, we decided to offer volunteer opportunities to the membership and a link to the sign-up form will be sent via e-blast. Volunteers should target arrival by 5pm to ensure we are ready for the event start at 6.
- C. Status of DE program – Janice** – Review of event experience to date and projections for the rest of 2018. Discussion around balancing venue selection vs. attendance (specifically of NNJR members), and expected impact from the loss of our ‘regular’ Watkins Glen weekend in August. A targeted promotion effort around our DE events would be very helpful, and we can use our newly-expanded member interface tools (website/facebook/etc.) as a start.
- D. Update on Charity event plan – Linda and Hubert** – The Ukrainian American Cultural Center in Whippany has been selected as the venue for the December 12 Charity Event supporting Employment Horizons. The format will be expanded to include a silent auction for the ‘larger’ items, and food which will be supplied by the Culinary group at EH. Cash bar available as well. A modest admission price will be collected to offset these expenses and deter unaffiliated walk-in

traffic. Gold tickets will be printed asap and distributed to event chairs for sale at events. Linda and Hubert will continue to increase awareness around the charity through their monthly P4US columns featuring EH.

- E. **Monthly meeting site – Dom** – We need to identify a site for regular monthly meetings that can support a speaker-format (including remote/virtual presentations). Steve Corodemus and Craig Mahon will assist Dom in identifying and vetting potential sites.

## 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]

There was one DE event in May and that was held at Mid Ohio May 19-20. Despite the dire weather forecast, we had clear skies all 3 days with the exception of Saturday afternoon when lightning in the area closed the track for 45 minutes. At the time, the Chiefs and I decided to call it a day since drivers had already had lots of track time with the advanced format. Attendance was down significantly from last year. I will be providing the board with a year to date summary for DE tomorrow night at the meeting and will go into further detail at the time.

**Secretary:** [Cindy Cristello] no report.

**Treasurer:** [Shannon Muller]

Attached please find the May Treasurer's Report. A few items worth noting:

Autocross received sponsorship from Flemington Porsche for their program which helped offset the May Car Control Clinic expenses. Thank you Grant & Ken for making it happen!

Since Janice will be discussing the state of the DE program tonight, I won't go into the May details.

Vehicle/Trailer expenses include storage charges for both the Van and Trailer. Also, a few trips were made to and from DE events.

Website incurred expenses due to our increased Facebook and Social Media presence.

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

**Autocross:** [Grant Lenahan]

Since my last report we held our Car Control Clinic (May 6th) and a regular Autocross (cross listing and operating with SCCA, but organizationally and legally ours) on June 3rd. The collaborative approach to autocross seems to work well, since it greatly reduces risk and increases the potential for a surplus - necessary for long term operation, equipment purchases etc.

The CCC was a big success - good weather, **\*\*just\*\*** enough instructors, and happy students, who will hopefully migrate on to AX and DE. Flemington Porsche was in attendance, brought a customer, and was pleased with the event. We had 57 registered students and ran a surplus, albeit a small one.

The June 3rd Autocross was held in Lot J, and was a BIG success. As the weather cleared, registrations soared. The SCCA pitched in with all their expertise to help us run a great event. They really are pros - in both equipment and the depth of skilled workers. The course was fast and relatively open (but tricky), and very safe. We had > 140 paid drivers, so each club, after expenses turned a profit.

There were no incidents at either event, no even “close calls”. Good job to all.

We are very close to specifying our list and costing for new wireless AX equipment that will keep us in business beyond the world of serial ports and Windows XP. Expect that by next meeting.

We have confirmed the Pocono two day event. It will be our event legally, jointly operated with Riesentoter, and honoring SCCA membership. We will use NNJR’s equipment and trailer. Both RTR and SCCA will contribute some workers. We plan a social event on Saturday night, mimicking our DE policy and hopping to make it more about a “weekend away”. We shall see.

I am working on a couple of possible new venues for smaller events. They will be opportunistic; I’ll update the board as they pan out.

Our next event is Lot E, July 14th (Saturday) jointly marketed with SCCA. This event too, is ours terms of legal status, procedures, rules, etc.

**Charity:** [Linda and Hubert King]

Summary:

1. Published P4US Charity Newsletter highlighting upcoming event and Employment Horizons mission
2. Submitted P4US Charity Newsletter highlighting success story for Alek
3. Established with Employment Horizons responsibilities for tricky tray auction, 50/50 and golden ticket raffle gaming licensing arrangements. Visited facility to better understand mission and make direct contact with partners for event.
4. Identified venue for event. UKRAINIAN AMERICAN CULTURAL CENTER OF NEW JERSEY 60C North Jefferson Road, Whippany, NJ 07981 Requesting go-ahead for booking. \$200 reservation fee Charity Event refresh: •
  - Larger venue with buffet meal provided by Employment Horizon Food Services.
  - Cash bar with drinks (wine/beer/soda) provided by NNJR, venue supplies bartender
  - Entry fee of \$10 helps covers cost of event and discourages walk-in bargain hunters.
  - Tricky Tray for lower cost items, silent auction for higher priced.
  - Golden Raffle Tickets, \$50 each. Sales before and at event. Drawing at event.

- 50-50 tickets at event

**Communications:** [Matt Fine] no report

**Communications Business Manager:** [Steve Corodemus] no report

**Concours:** [Chris Erven and Jeff Erven] no report

**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]

Decade of 90s & 2000 submitted for publication in P4US

**Mailing and Distribution:** [Dennis Thovson]

Mailing data for 2,446 copies of the June issue of PorscheForum was sent to our Mailer on May 29, 2018. The issue was delivered to the Hackensack PO on May 30th and put in the mail the same day. Some members have received their copy early this week.

**Membership:** [Marlys Thovson]

NNJR ended the Month of May with 2,286 Primary Members (+11 from April) and 1,519 Family/Affiliate Members (+3) and 1 Life Member for a total of 3,806 Members. Twenty-two (22) new members joined during the month of May and 3 prior members rejoined. We had 10 Late Renewals (3 for March and 7 for April). On-time renewals totaled 179 (thirty-eight for May, 78 for June and 67 Multi-year renewals). Twenty-five Members did not renew on time for the May 31 cutoff. Two Members transferred-in and 3 transferred-out (transferred to Hawaii, Hudson Valley and San Diego).

**New Member:** [Nancy and Rudy Samsel]

- May achieved the second consecutive month of 22 new members joining NNJR/PCA. Through May 1st, an estimated total of 111 new members (Dennis to confirm) joined year-to-date versus our plan of 75. While growth YTD is flat over the same five month period last year, it represents a 29% increase over 2016. Based on current trends, we're currently forecasting 250 new members for 2018. The green line in the graph below illustrates the current trend versus the past two years:
- Twenty-Four (24) New Member Certificates were provided during May for a total distribution of 59 year-to-date. However, only two members redeemed certificates in May for a total of five year-to-date. Marlys started providing 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 July 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.
- No one from either Flemington or Paul Miller Porsche reached out to take advantage of the complimentary dealership PCA memberships, so we updated our forecast for this idea to zero.
- Despite the rainy morning, there seemed to be a decent turnout of new members at the Welcome To The Club Concours and Rally.
- Work will begin on planning the location and date for the September New Member event. We plan to finalize details by the end of June.
- Below are two summaries of our spend year-to-date through June 6th. 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 reduced (yet still very conservative) 75% certificate redemption rate as well as assuming every new member will receive a certificate, we plan to offset the certificate redemption variance with reduced door prize Dealer PCA Memberships spend.

<b>Cash Flow YTD May</b>		<b>Plan</b>					<b>Notes</b>
<b>Item</b>	<b>YTD May</b>	<b>Committed</b>	<b>Spent</b>	<b>Forecast</b>	<b>Variance</b>		
New Member Count	75	59	5	123	(48)	31 New Members more than planned YTD!	
New Member Certificate	\$ 1,125	\$ 1,475	\$ 125	\$ 3,075	\$ (1,950)	YTD Redemption at only 14.3% PMP sponsored Feb, none used in May	
Door Prizes	\$ 400	\$ -	\$ -	\$ -	\$ 400		
Food & Beverage	\$ 1,250	\$ 413	\$ 413	\$ 413	\$ 837	\$195.51 May WTC Concour/Rally Breakfast	
Porsche Dealer Memberships	\$ 500	\$ -	\$ -	\$ -	\$ 500	No interest expressed	
NNJR Branded Goodie	\$ 2,025	\$ -	\$ -	\$ -	\$ 2,025	On hold - offsetting certificates	
	<b>\$ 5,300</b>	<b>\$ 1,888</b>	<b>\$ 538</b>	<b>\$ 3,488</b>	<b>\$ 1,812</b>		

<b>Full Year Cash Forecast</b>		<b>Plan</b>					<b>Notes</b>
<b>Item</b>	<b>Plan</b>	<b>Committed</b>	<b>Spent</b>	<b>Forecast</b>	<b>Variance</b>		
New Member Count	185	59	5	250	(65)	31 more than plan YTD + 34 based on trend	
New Member Certificate	\$ 3,875	\$ 1,475	\$ 125	\$ 4,688	\$ (813)	Lowering Estimated Redemption to 75%	
Door Prizes	\$ 600	\$ -	\$ -	\$ 400	\$ 200		

Food & Beverage	\$ 1,500	\$ 217	\$ 217	\$ 1,500	\$ -	
Porsche Dealer Memberships	\$ 500	\$ -	\$ -	\$ -	\$ 500	No interest expressed
NNJR Branded Goodie	\$ 2,025	\$ -	\$ -	\$ 1,912	\$ 113	Restarted evaluating options
	<b>\$ 8,500</b>	<b>\$ 1,692</b>	<b>\$ 342</b>	<b>\$ 8,500</b>	<b>\$ -</b>	

**Planning:** [Tom Iervolino] no report

**Program:** [Dom Miliano]

I reached out to several speakers and all said OK. I need to schedule them. So far, Prescott Kelly said he would love to talk about collectible modern Porsches. Judy Stropus - Rodger Penke's team timer said OK if we buy her dinner and a drink! And Pete Stout said he could Skype in (Dyke, that's all on you) and talk about Porsches, magazines and working with old writers and photographers.

The meeting location for the Charity meeting need to be set. (And regular meeting sites too.) Slide night is still on the schedule too - trying to get Unique Photo in Fairfield to give us their training room (great place, have done BMW presentations there) and I can do my regular photo show too if we have a location. That would round out 2018...

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

**Px:** [Jose DeLaCruz] no report

**Rally/Trek:** [John Vogt]

The welcome to the club rally went off without a hitch. Many new to rally and club will be back for more -back road torture. I have been charting the next rally, and have a great tour & party planned.

**Safety:** [Curtis Barsi] no report

**Social:** [Cindy and Tony Cristello]

Breaking news: We have secured a reservation at the Caterina de Medici restaurant at the CIA! Details to follow next month...

**Social Media:** [Jeff Krol]

Social media update, to add to what Dyke already sent for the Website/YouTube.

Group: 178 current members including 17 new in the last month.

462 Posts/Comments/Reactions which is up 52% in the last month

Page: Currently 712 people "Like" the NNJR FB Page

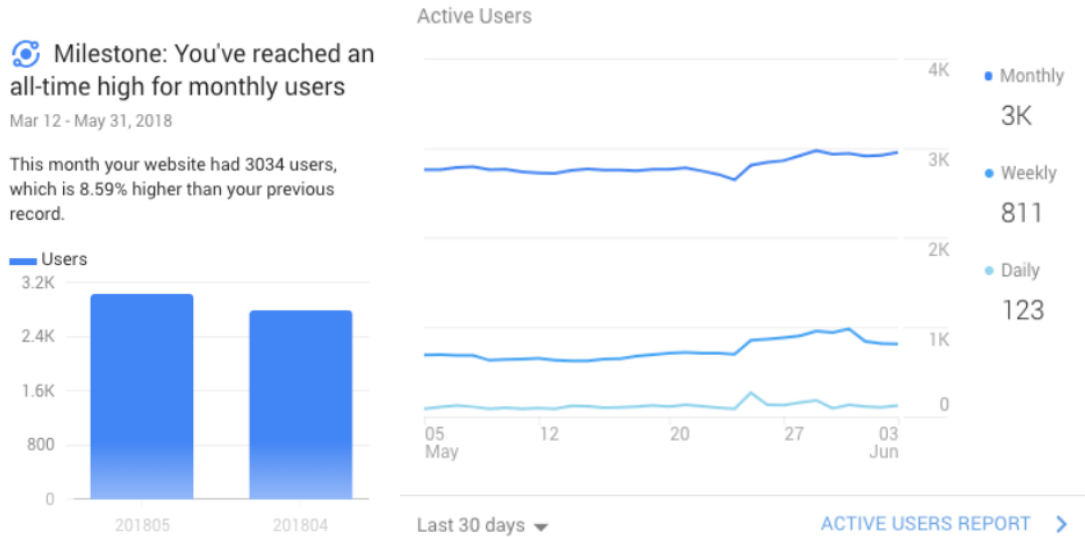
**Technical:** [James Coleman and Knute Hancock]

June 16 is the Dyno Tech a Apex Autowerks, 1007 Paulison Ave, Clifton, NJ from 10 AM to 1 PM

**Webmaster:** [Ken Casterline and Dyke Henson]

The Good News:

- Website performing as designed and website expenditures are within budget.
- We recorded an all-time high for web traffic and user in May of 2018. This has been aided by referrals and links from our Facebook properties.



- Ralph Calistri will be following up on the "throwback" picture collection and we hope to start posting those pictures starting next month.
- 40% of our site visitors are from the TriState area + Pa.
- We continue to improve some of the page design and add updated content.

The Not such good news:

- Our video contest doesn't seem to be much of a hit as we have had zero new contributors to our video content.
- I have received some comments from new users that the existing calendar has issues with presenting the full location information.
- I have validated that is an issue in the design of our current calendar module. The solution moving forward will be to include more detailed location information in the text of the events to include city information and not rely on the location options in the calendar "card" that is displayed on the website.

The Google calendar does not suffer from the same limitations.

**MOTIONS PASSED PRIOR TO MEETING:** none

**MOTIONS PASSED DURING MEETING:**

1. Steve Corodemus moved to accept the minutes of the May 2018 meeting (to include the minor revisions described by Cindy Cristello). Motion was seconded by Janice Ernsting and carried by majority vote.
2. In accordance with the requirements set forth in the Bylaws, Tom Swift moved that the BOG approve the following individuals to serve on the Nominating Committee to select the NNJR officers for 2019:

Steve Corodemus, Chair  
Craig Mahon  
Steve Chomsky  
David Martin  
Dayna Barsi

Motion was seconded by Cindy Cristello and carried by majority vote.

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:**

1. Tom Iervolino announced his resignation from the Board effective July 1<sup>st</sup> as he will be moving out of state. He will complete the mid-Year review in advance of that date.

**NEXT MEETING:** Thursday, June 28, 2018

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

**ADJOURNMENT:** Upon a motion made by Bill Merritt, and seconded by Craig Mahon, the meeting was adjourned at 9:19pm.

Respectfully submitted,

Cindy Cristello, Secretary