

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

**DATE:** Thursday, September 6, 2018

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

**PRESENT:** Tom Swift, Cindy Cristello, Shannon Muller, Linda King, Steve Corodemus, Chris Erven, Jeff Erven, Bill Gilbert, Craig Mahon, Stu French, Dennis Thovson, Nancy Samsel, Rudy Samsel, Petra Swift, Dom Miliano, John Vogt, Tony Cristello, Jeff Krol, James Coleman, Knute Hancock, Ken Casterline, Dyke Henson,

**ABSENT:** Janice Ernsting, Grant Lenahan, Hubert King, Matt Fine, Bob Knapik, Marlys Thovson, Jose DeLaCruz, Curt Barsi, Bill Merritt, Ed Pepe,

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

**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. P4US copies** – Those BOG members who routinely deliver magazine copies to sponsors/shops, are asked to send Tom a list of recipients, # copies needed, and proposed delivery method. The goal is to ensure we are producing the appropriate # of magazines.
- B. Monthly Meeting venue** – Still seeking a ‘regular’ place to meet beginning in January 2019.
- C. Charity update** – (Linda) Plans continue for the charity event. Gold Tickets can be produced/sold after NJ license approval is finalized (expected on/about 9/14/18). This will be too late to sell at WG2, but in time for Lightning and VIR. Linda and Hubert will connect with EH to discuss sending an email blast to sell tickets. BOG members are encouraged to think creatively about how to solicit desirable donations and ways to increase attendance at the event. Steve will look into (i) the need for a social affair permit and (ii) whether PCA insurance will provide adequate coverage given the structure of the event. (see additional details in report below)
- D. iRacing** – (Steve) Steve continues to study the concept of developing an iRacing program; likely a 2019 initiative after evaluating feedback from the Peachstate Region in terms of participation, ease of implementation, ROI, etc. Tom anticipates forming a committee to assist in the evaluation/development of a program and has asked Steve to recruit members.

## 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]

In August we joined the New England Region for their sold-out event at Watkins Glen held August 10-12. This was an NER event and not a combined NER/NNJR event like Tremblant. Due to the Phish concert that was scheduled to be held the following weekend and was **subsequently** cancelled due to flood conditions ( I guess Phish can't swim), we did not have access to the garages and had to set up in the paddock adjacent to the media center. This combined with the large number of cars led to some logistical challenges. However, it was nice to be guests and it gave our volunteers a weekend to enjoy the track without work assignments.

We have 3 events left for the 2018 season. Our Watkins Glen Advanced/Solo event to be held next week is full with 121 drivers. Registration for NJMP Lightning and VIR are now open. Sign-ups for VIR have been very strong. Lightning, not as strong. Both these events are to be held in October.

**Secretary:** [Cindy Cristello] Minutes from the August meeting have been posted to the website.

**Treasurer:** [Shannon Muller]

Attached please find the July 2018 Treasurer's Report. Some items worth mentioning:

Autocross received income from the August 25/26 Pocono event.

DE received income for the July 23/24 Watkins Glen DE. A portion of that income was from Paul Miller, who generously sponsored the BBQ dinner held at the Glen.

Membership received the 1st Quarter 2018 subsidy from PCA.

Rally's expenses were from Cruise Night [Note: will be re-booked to Program]. Rally income was from the July 8th Rally event.

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

**Autocross:** [Grant Lenahan]

Since our July meeting, Autocross has had two events.

In July (14th) we had our joint event with SCCA at MetLife lot E. We had a terrific, fast, open course and excellent turn-out. This formula is working for both clubs. The event was cash flow positive, with us splitting the surplus. Event was clean, no incidents.

Last weekend (August 25-6th) we held our now annual, two-day, destination Autocross with RTR at the east course in Pocono. This afforded us a 0.8 mile (!) course, run counter-clockwise Saturday and Clockwise Sunday, Sunday having a more open (therefore faster) layout.

Weather was great, turnout was solid, if not exceptional with 83 entries on Saturday and 62 on Sunday. Feedback was universally raves from RTR, NNJR and SCCA members (lots of SCCA participation). I think we have successfully proven that we can draw people for a two-day event and for a social on the first night. The event will be roughly an economic wash, plagued

by some unexpected last-minute costs from Pocono. I'll take direct control of the contract next year and head off surprises - but in the end we came out with no loss - so I declare that a tactical success given the last surprise.

That is officially the last event for the Autocross program this year, barring a special event if a lot becomes available and works with other club activities (no meaningful conflicts).

We have not yet received the shipment, but we have also replaced the oldest of our timing equipment, so that it will be compatible with modern operating systems and support wireless timing. Welcome to the 21st century. Our next task will be live timing (on cell phones, via a website) - a necessity today.

All in all an excellent, cash-flow positive, incident-free year is drawing to a close. Thanks to those who really stepped up to help - including Bill Merritt, Bill Gilbert, Dionne Fuhrmann and Justin Wolf.

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

Update on Charity Event

- Venue location set
- Buffett arranged
- Entry fee \$10 set
- Floor plan arranged
- Charity License in process, expecting number from EH September 14
- Golden Ticket sales will start upon receipt of Charity License number
- Arrangements for purchase and service of wine and beer undecided. Steve to make further inquiries as to NNJR use of Social Affairs Permit for event.

Requesting BOG Endorse Revised Charity Plans

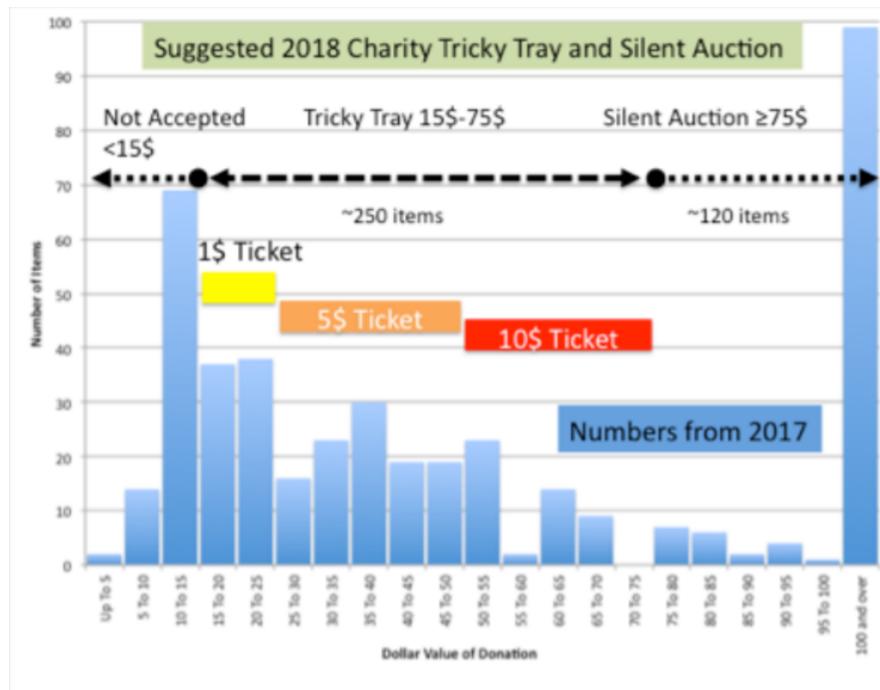
Feedback from members:

- 1) Some items of little relevance to Porsche club
- 2) Too many tricky tray items (435 items for 2107)
- 3) Higher priced items auctioned for low value

Our suggestions:

	2017	2018
Tickets	\$1, \$5, \$10, \$20	\$1, \$5, \$10
Value/Category	\$1-35	\$15-25
	\$35-100	\$25-50
	\$100-500	\$50-75
	>\$500	>\$75 Silent Auction

Donations	Total Value ~34k\$ \$1 ≤ items ≤ \$2000 Average item \$77	\$15 ≤ items ≤ \$\$\$\$ Appeal letter states no item below \$15
Items	435	250 Tricky Tray, 120 Silent Auction
		Strongly encourage Porsche & auto oriented donations in appeal letter



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

**Communications Business Manager:** [Steve Corodemus]

We have 30 PorscheForus advertisers and two Dashboard advertisers. Six of the 30 PorscheForus advertisers are delinquent in payment. The two advertisers are 2 quarters delinquent and the remaining four are one quarter delinquent. A second round of invoices was sent to the stragglers a few weeks ago and checks continue to dribble in. The Dashboard advertisers paid in full up front for one year.

Next week I'm going to send out fourth-quarter invoices that will be due October 15. In the event that the two delinquent advertisers (both with 2 quarters outstanding) remain unpaid after October 15th I'm going to recommend we do not publish their advertisement for the balance of the fourth quarter November and December 2018. As per our policy, those two entities would no longer be eligible to host club functions. I would appreciate any members with personal connections to these delinquent advertisers to contact them to remind them other outstanding debt.

**Concours:** [Chris Erven and Jeff Erven]

Concours had no activities in July and August

**Dealer Liaison & Sponsorship:** [Bill Gilbert] no report

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

**DE Registrar / Club Racing:** [Craig Mahon]

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

**Historian:** [Stu French and Bob Knapik] no report

**Mailing and Distribution:** [Dennis Thovson] no report

**Membership (including New Member):** [Nancy and Rudy Samsel]

Here is our Membership Report for August and represents the first month of combined membership activities transferred from the Thovsons.

- **Overall Membership:** Primary memberships as of August 31st stand at 2,291 which is essentially flat with the prior two months but over one percent greater than last year. Combine that with 1,516 affiliate and one life member and NNJR's total membership currently stands at 3,808. As the graph below illustrates, overall primary membership continues to grow steadily since last October 2017:
- **New Members:** August saw 21 new members joining NNJR/PCA. Through August 31st, a total of 186 new members joined year-to-date versus our plan of 120. New member enrollment YTD is 18% higher than the same eight month period last year and it represents a 14% increase over 2016. Based on current trends, we're currently forecasting 250 new members for 2018. We mailed new member packets to all 21 newbies; we've settled in on a two-week cadence for distributing mailings. The green line in the graph below illustrates the current trend versus the past two years:
- **Transfers:** NNJR had three primary members transfer in and two transfer out. All five appear to be geography related.
- **Non-renewals:** August membership expiration was only 16, which was much lower than the 40 seen in July. As part of the transition, we converted to sending three e-mail reminders through the month to expiring members with e-mails (snail mail reminders will continue to go to those with no e-mail address), so we're hopeful the decrease seen this first month correlates to the e-mail reminders. Recall that at the end of last year, Rudy determined that 49% of the 2017's 187 non-renewals were members in the club less than four years. *Year-to-date, non-renewals among members less than two years tenure is down eight percent.:*

### 2018 NNJR Non-Renewals By Years In PCA

Source: PCA Monthly Admin Reports

Month	1 Year	2 Years	3 Years	4 Years	< 5 Years
February	17.2%	10.3%	10.3%	0.0%	37.9%
March	15.4%	17.9%	5.1%	2.6%	41.0%
April	20.0%	7.5%	7.5%	5.0%	40.0%
May	8.0%	8.0%	8.0%	8.0%	32.0%
June	19.2%	3.8%	3.8%	3.8%	30.8%
July	27.5%	15.0%	10.0%	7.5%	60.0%
August	0.0%	29.4%	5.9%	0.0%	35.3%
<b>2018 YTD</b>	<b>17.1%</b>	<b>12.5%</b>	<b>7.4%</b>	<b>4.2%</b>	<b>41.2%</b>
<b>2017</b>	<b>21.0%</b>	<b>17.0%</b>	<b>7.0%</b>	<b>4.0%</b>	<b>49.0%</b>
<b>YOY Chg</b>	<b>-3.9%</b>	<b>-4.5%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>-7.8%</b>

- NNJR Covo Cups will be delivered this week! We ordered 300 and we will be handing them out to all new members who attend the next New Member Gathering on September 22nd. We hope to bring a sample cup to Thursday's meeting, but for now attached is a copy of the approved artwork.
- Unfortunately, the article that Nancy submitted for the September "From The Regions" Panorama article did not make the cut as the focus was on many chapters' 70th Porsche Anniversary Celebrations. Nancy did not have any event write-ups from any August events to submit in time for the October issue deadline. ***As a reminder subsequent submissions are due to the editor by the first of each month for the following print month (e.g., October 1st submission will be printed in November edition). So, please work with Nancy if you want to provide content for future submissions - we need info on Autocross and/or DE events to balance the submissions out!***
- As part of the transition to handle membership, Nancy started an account on Stamps.com that facilitates printing postage for all new member and renewal mailings. Our understanding is that we will receive the existing Pitney-Bowes meter and will continue to use that until the postage on that is used.
- Given the extremely low redemption of the 97 New Member Certificates year-to-date, we've elected to stop distributing them to any additional new members as no additional members redeemed certificates for the third straight month for a total of only five year-to-date, or a redemption rate of only 5.1%. Based on the poor usage of the certificates to date and the fact they expire December 1st, we are lowering the forecasted redemption rate to 20%. ***Please remember to let us know if you received any additional certificates for an event you chair that we are not currently aware of!***
- The next New Member Gathering will be held on Saturday, September 22nd from 9:30-11:30am at Paul Miller Porsche. Format will be similar to the successful event held there in February.
- Below are two summaries of our spend year-to-date through July 31st. The blue table summarizes budget versus actual for the first eight months of this year while the green table provides a full year picture. The higher-than-planned new member rates year-to-date are more than offset with a lower-than-expected certificate redemption rate. Consequently, we are forecasting to come in under budget for 2018.

**Planning:** [vacant] no report

**Program:** [Dom Miliano]

- October's program will be at Paul Miller - confirmed this week. Speaker is Judy Stropus
- November is business meeting and Slide Night - location TBD
- December is charity auction at location selected by Charity team.
- 2019 - I have reached out to several people: Prescott Kelly (said yes, need to set date), Gary Gold - world famous automotive photographer (said yes, need to set date), Joe Russo - Al Holbert team member (said to reach out in 2019 to select date), Three other Gatherings are legacy - June picnic at the lake, Slide Night and Charity Auction. That leaves 6 more to settle. Will try to track down more interesting folks. Topics thinking about: Tech/Mechanical, Tire talk and Journalism / Journalists.

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

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

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

The reservation is set for The Black Forest Inn on Oct 21.. I am in the process of making a fun route to the party.If you haven't done this event before, don't miss it again. This is a GREAT place to celebrate our German car club!

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

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

Following is the social report for September :

Annual Wine tasting event September 30th: registration opened with the ad in August P4US which will repeat in September. This year's theme is wines of Piedmont. Wines have been selected; souvenir glasses designed (thanks, José!) and ordered, menu selection pending. Sign-ups are a bit slow, but expected to pick up in the next week or so when folks receive their magazines.

Oktoberfest trek (joint event with Rally) ad placed in September. Will repeat in October. Venue reservation pending and trek route TBD.

Reservation secured for the Catherine de Medici restaurant at the Culinary Institute of America for Saturday November 17th. Menu selection pending and trek route TBD.

Preliminary holiday party planning underway; save the date ad placed in October P4US. Registration will open November 1.

**Social Media:** [Jeff Krol]

Facebook Group: 275 members including 44 new members in August. 745 new posts/comments/reactions.

Facebook Page: 695 people are following the page, along with 16 from other countries.

One new Youtube video was submitted.

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

Technical Committee Report

There is no Tech event for September.

October 20 has a Rodent Tech at The Popular Mechanic, 27A Commerce Street, Chatham, from 10 am to 1 pm

Ad for the event should be in September & October issue.

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

Average active users of the site is running at about 100 users per day and about 2,800 a month. Approximately 40% of all web traffic is from the NJ-NY-CT area. Returning visitors (our core) is about 200 visitors per month. The calendar is up to date - No issues to report.

**MOTIONS PASSED PRIOR TO MEETING:** none

1. On August 9, 2018 Cindy Cristello made a motion (vie email) to accept the minutes of the August, 2018 meeting. Motion was seconded by Grant Lenahan and carried by majority vote.

**MOTIONS PASSED DURING MEETING:** none

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** The new Club Address is as follows:

Northern New Jersey Region Porsche Club of America (NNJR-PCA)  
281 Bloomfield Avenue #505  
Verona, NJ 07044

Please update your records accordingly!

**NEXT MEETING:** Thursday, October 4, 2018

**FUTURE MEETINGS:** Thursday, November 1; December TBD

**ADJOURNMENT:** Upon a motion made by Craig Mahon, and seconded by James Coleman, the meeting was adjourned at 8:33pm.

Respectfully submitted,

Cindy Cristello, Secretary