

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

**DATE:** Sunday, December 9, 2018

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

**PRESENT:** Tom Swift, Cindy Cristello, Grant Lenahan, Linda King, Hubert King, Matt Fine, Steve Corodemus, Chris Erven, Jeff Erven, Bill Gilbert, Craig Mahon, Bill Merritt, Bob Knapik, Stu French, Nancy Samsel, Rudy Samsel, Dom Miliano, Petra Swift, John Vogt, Tony Cristello, James Coleman, Knute Hancock, Ken Casterline, Dyke Henson, Thom Calabro

**ABSENT:** Janice Ernsting Shannon Muller, Jose DeLaCruz, Curt Barsi, Jeff Krol, Ed Pepe

**CALL TO ORDER:** The meeting was called to order by President, Tom Swift, at 4:25pm

**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. Thanks for 2018!** Tom thanked the BOG for all their contributions in 2018 and announced the changes for 2019. Thom Calabro was elected as a new governor. Matt Fine will step down from the Board, but will continue to manage the monthly e-blasts. Curt Barsi will also step down from the Board, but will continue to fulfil the Safety responsibilities. Dom Miliano will step down from Program chair, and Ken Casterline will step into that position. Bill Merritt will step down from the BOG but continue to oversee the Track Tech responsibilities. Bill Gilbert (in addition to his existing Dealer Liaison/Sponsorship responsibilities) will also take on the Planning Chair role.
- B. Date for 1<sup>st</sup> BOG meeting:** The first BOG meeting for 2019 will be Thursday, January 10<sup>th</sup> at the Brick Academy. Meeting will start at 7:30pm and focus on setting the club's calendar for 2019.
- C. New Monthly Gathering Date / Venue:** Our new meeting venue will be the VFW hall in Morris Plains. It is centrally located (Tabor Road exit), favorably priced and requires no long-term commitment. Meetings will be on the 3<sup>rd</sup> Tuesday of the month.

## 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]

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

**Treasurer:** [Shannon Muller]

Attached please find the October Treasurer report. Some items worth noting:

Autocross made it's final payment to the New MetLife Stadium closing out the 2018 Autocross season. Thank you Grant for your fiscal diligence. You managed to purchase new timing equipment and secured necessary sponsorship to net out small profit.

Charity received a \$450 PCA subsidy for the upcoming Charity Auction being held on Wednesday, December 12th. Don't forget to donate and buy some Raffle tickets. Good luck to Linda and Hubert!

Concours expenses were from the Fall event at the Wingspread Farm down in Asbury. Congratulations Jeff, it looked like a fun event.

DE's YTD numbers are misleading due to outstanding DE checks, as well as deposits Janice is making for the 2019 DE Season. Janice's budget commitment of a surplus, may actually be greater than anticipated! Big kudos to Janice given this was her 1st year as Track Chair! We are all grateful for a larger than expected surplus. Janice will speak in more detail about where DE is for the year in her update.

Steve C. continues to bring in steady advertising income to offset P4US costs. Thank you Steve. I know you put in significant time & effort to personally visit with our Sponsors.

Social received income and incurred expenses from the September Wine Tasting event at Paul Miller. Great event, highly attended. Thanks Cindy/Tony, Bill G. and all those who assisted in making the long running event a success each year.

Off-Road received income from entrants leading up to the November 11th event in the Pine Barrens. Congratulations Peter on a fun, well organized event.

Rally incurred expenses from the Oktoberfest event on October 21st. Thank you John for ensuring the Rally's are always a hit.

### 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] no report

**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
- Bonneville with BobK submitted to Petra
- Bonneville 9/18 images presented at DonM Nov 14 Slide Night

**Membership:** [Nancy and Rudy Samsel] no report

**Planning:** [Vacant] no report

**Program:** [Dom Miliano] no report

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

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

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

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

**Social:** [Cindy and Tony Cristello] no report

**Social Media:** [Jeff Krol] no report

**Technical:** [James Coleman and Knute Hancock] no report

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

This past month we spend the time getting the site ready for the new year. If you visit the site, you should see that its performance is remarkably improved. That magic was done by Brian Mader. I asked Brian to help me make the site "GT3 Fast" and he gave us a GT2 RS with a performance upgrade. See for yourselves! This is important not just for the user experience, but to elevate our site on search results. Google likes properties that perform, are "secure" and error free!

If you search on "NNJR" you will see we smoke any other NNJR property like SCCA.

Even if you search for Porsche Northern New Jersey...you will see we are on the first page of search results! That may not make some of the Porsche Dealers that happy, but it's good for us! Brian also worked on "hardening" the entire property and I will be adding some "geofencing" that should cut down on our visitors from Russia and Asia. Many thanks to Brian for his work.

For 2019 :

Website

Updated pictures

Normalizing menus for each activity page.

A digital contact page

Evaluate options to take payments by partnering with Paypal or another service. Look at expanding "paid search" for Autocross, DE and other events to promote early sign up

A secure, non-searchable area if we want to reinstate digital copies of Porsche4Us without requiring a login.

Look into expanding logo offerings for the NNJR store, I can't seem to find NNJR pyjamas or slippers anywhere for stocking stuffers. Come to think of it, I can't find an NNJR stocking either.

Social

Adding an NNJR Instagram property to reach a wider (aka younger) audience to promote the club.

**MOTIONS PASSED PRIOR TO MEETING:** none

1. On November 18, 2018 Cindy Cristello made a motion (vie email) to accept the minutes of the November 2018 meeting. Motion was seconded by Hubert King and carried by majority vote.

**MOTIONS PASSED DURING MEETING:** none

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** The following awards were presented at the annual Holiday Party:

Rookie of the Year: Alan Zambarino

Enthusiast of the Year: Dana Beaton

Bob Moir Most Improved Driver of the Year: Christopher Carione

Marlys and Dennis Thovson Award for Exceptional Service to NNJR (f/k/a President's Award):

Concours Championship (Novice): TIE: Alan Zambarino, Paul Armstrong

Concours Champion (Veteran): TIE: Robert Henuset, Dominic Cerruto

Rally Championship: (Novice): Michael Kraus / Alair Muzzatti

Rally Champion (Expert): Duncan Findlay / Britt Findlay

**NEXT MEETING:** Thursday, January 10, 2019 at the Brick Academy

**FUTURE MEETINGS:** TBD

**ADJOURNMENT:** Upon a motion made by Steve Corodemus, and seconded by James Coleman, the meeting was adjourned at 4:55pm.

Respectfully submitted,

Cindy Cristello, Secretary