

**BOARD OF GOVERNORS MEETING for March, 2019  
NORTHERN NEW JERSEY REGION – PORSCHE CLUB OF AMERICA, INC.**

**DATE:** Thursday, March 7, 2019

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

**PRESENT:** Tom Swift, Janice Ernsting, Cindy Cristello, Shannon Muller, Hubert King, Steve Corodemus, Chris Erven, Jeff Erven, Bill Gilbert, Stu French, Nancy Samsel, Rudy Samsel, Craig Mahon, Jose DeLaCruz, Ken Casterline, John Vogt, Tony Cristello, Jeff Krol, James Coleman, Knute Hancock, Dyke Henson, Thom Calabro

**ABSENT:** Grant Lenahan, Linda King, Bob Knapik, Petra Swift, Dennis Thovson

**CALL TO ORDER:** The meeting was called to order by President, Tom Swift, at 7:34pm

**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. **Summary of February 2019 PCA National Board Meeting** – Tom Swift summarized the items discussed during the quarterly teleconference. The National Board is comprised of the National officers and the 144 regional Presidents. Tom Gorsuch (new National President) provided updates around the following topics:
1. Overview of the state of the club; as discerned from a situational analysis performed with the assistance of an outside consultant. Of concern:
    - a. Aging membership population
    - b. Participation in HPDE's and Club Racing is flat (not growing)
    - c. With cars becoming more autonomous, will young people be as 'excited' about driving as past generations?
    - d. What effect will the changes in Porsche sales (2/3 of sales are 4-door cars) have on the PCA brand awareness?
  2. National Website development is continuing. Recent changes were made to address functional needs around membership management, payments, etc. The next phase will be directed more toward improving the user experience.

3. Financial Review – PCA is doing well financially. There are approximately 85 thousand primary members; 130 thousand including affiliate members.
- B. Member Survey Results** – Bill Gilbert led a detailed discussion on the results of the member survey. The response rate was excellent; both in terms of the number of responses (648) received, and the quality of feedback from the open-ended questions posed. Over 2/3rds of the respondents reported having participated in at least one club event over the past 2 years. Membership tenure of respondents ranged from less than a year to over 30 years. While the results are not a statistically-balanced sample, they are highly representative of the NNJR population and the portion thereof that actively participate in club activities. Feedback was received around types of events desired, communication preferences, use of website/social media/online technology, our P4US magazine, and overall quality of existing events (pros and cons). The BOG discussed the various issues presented and suggestions offered thru the survey, and arrived at several actionable takeaways that Chairs will focus on in planning/executing events going forward. In the short term, those include exploring informal events in Bergen and Hunterdon counties, a possible “tailgate” event in June, improving the way the website calendar displays results and continuing to promote and expand new member events.
- C. Policy for delinquent P4US advertiser payments** – Steve Corodemus discussed the need to formalize our advertising policies given that demand for advertising space exceeds supply. He proposed implementing the following policy:
1. NNJR will delete from publication any advertiser that is delinquent two quarters without good cause;
  2. NNJR events should generally be held at facilities of advertisers in good standing; exceptions may be approved by the Executive Committee where it is in the membership’s best interests;
  3. NNJR will permit a delinquent advertiser to renew its ad only after the arrears have been paid in full and advance payment of two quarters is made; and
  4. NNJR will initiate a written contract requirement for our advertisers.
- D. Approval of venue for Charity event** – Hubert King reported that the Ukrainian American Cultural Club is available for our desired date of December 11, 2019. Locking in the date now allows Employment Horizons to apply for their raffle license (as venue is a required component for the license) for the gold tickets, which in turn will enable us to begin sales earlier than last year.

## 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]

Our annual Drivers Seminar was held Sunday, February 24th at the Olde Mill Inn in Basking Ridge. Our guest speaker this year was pro race car driver, Shane Lewis.

The morning session was for instructors and we had 54 who attended. This was approximately 20 less than last year.

The afternoon session was open to all and we had 100 in attendance which was an increase over last year by approximately 20 to 25.

Shane did a terrific job and was well received by all. He was rated "Great" by 97% of respondents to the survey that was distributed afterwards.

DE continues to prepare for the season. We will need to purchase 2 to 3 HANS devices to be used with our loaner helmets (we currently have 9 that are rated 2010). Also, we will purchase anchors (approx. \$25 per set) to retro-fit the helmets for the HANS. These anchors can be transferred to new helmets when we replace the 2010.

**Secretary:** [Cindy Cristello] Minutes from the February, 2019 meeting have been posted to the website.

NOTE: New club address is as follows: Please update all records.

NNJR-PCA  
P.O. Box 3041  
Clifton, NJ 07012

**Treasurer:** [Shannon Muller]

Attached please find the January 2019 Financial report. Some items worth noting:

- Charity saw final expenses from the successful December Auction.
- DE's expenses were mostly Deposits for the 2019 Season.
- New Member held a successful breakfast in January.
- Porscheforums incurred their usual monthly expenses.
- Program's charges were from slide night in December.
- Vehicle/Van had expenses for 2019 storage.

## 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]

We have contacted Ukrainian American Culture Center of NJ and verified that venue is available December 11 for Charity Event. Recommend that we secure venue with \$200 deposit. This will allow Employment Horizons to obtain gaming license early. There are ongoing discussions about best method to increase Golden Ticket sales for 2019. Actual sales can begin upon obtaining raffle license.

We want to acknowledge my employer ExxonMobil who recently sent grant to Employment Horizons, payment in recognition of volunteer work on Charity event.

**Communications Business Manager:** [Steve Corodemus] see New Business item C. above.

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

Concours has been working on planning for the Gathering of the Faithful in March 31st. This is always a large and well attended event. We are also starting planning for all of our 2019 events.

**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

**Historian:** [Stu French and Bob Knapik]

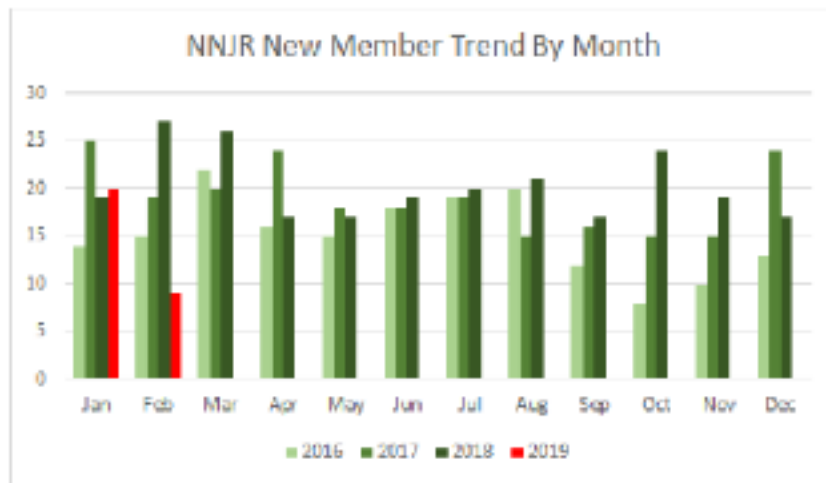
- Decade of 90s & 2000 for publication in P4US during 2019
- P4US Article planned for NNJR at Boca Parade, similar to 3-18 Amelia/Werks

**Membership:** [Nancy and Rudy Samsel]

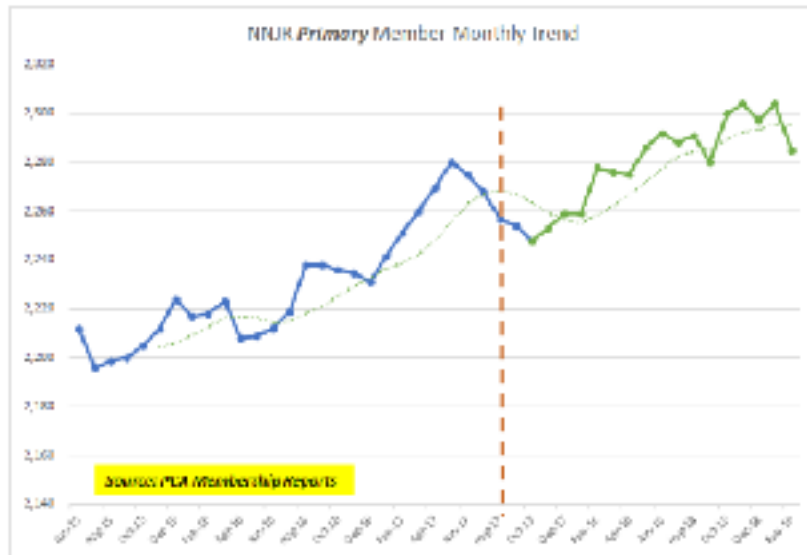
In a shocking development, February saw only nine (9) new members joining NNJR/PCA, which was the lowest single month we've seen since taking on this role. However, given that we've already seen six new members join in the first week of March, we're chalking this up as a winter aberration rather than an emerging trend.

*Update: Although there were only nine new members in February, we already have an additional ten in March. We're hoping March is a big month and will make up for a slow February and that Spring is finally in the air...*

The bar graph below summarizes new members by month for the past four years:



Overall Membership: Primary memberships as of March 1st stands at 2,285. Combine that with 1,468 affiliate and one life member and NNJR's total membership currently stands at 3,753. As the graph below illustrates, overall primary membership continues to hover just below the elusive 3,800 threshold.



Transfers: The only transfer in came from the Chesapeake region due to an apparent move. A total of six primary members transferred out of NNJR during February, three of which were out were to Florida chapters. The one transfer to nearby Hudson Valley appears to move related based on address.

Non-renewals: February membership expiration stood at 35, which continues to be consistent with the trends we've been seeing since converting to e-mail reminders.

Recall that at the end of 2017, Rudy determined that 49% of the 2017's 187 non-renewals were members in the club less than four years. February's numbers continue to be promising that we're making inroads retaining new members with less than three years tenure:

**2018/2019 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%	62.1%	100.0%
March	15.4%	17.9%	5.1%	2.6%	59.0%	100.0%
April	20.0%	7.5%	7.5%	5.0%	60.0%	100.0%
May	3.0%	8.0%	8.0%	8.0%	68.0%	100.0%
June	19.2%	3.8%	3.8%	3.8%	69.2%	100.0%
July	27.5%	15.0%	10.0%	7.5%	40.0%	100.0%
August	0.0%	29.4%	5.9%	0.0%	64.7%	100.0%
September	20.0%	0.0%	10.0%	10.0%	60.0%	100.0%
October	0.0%	7.7%	7.7%	23.1%	61.5%	100.0%
November	15.0%	8.0%	12.0%	4.0%	60.0%	100.0%
December	31.3%	12.5%	9.4%	0.0%	46.8%	100.0%
January	3.8%	14.7%	5.0%	8.8%	61.8%	100.0%
February	17.1%	14.3%	11.4%	0.0%	57.1%	100.0%
2017	21.0%	17.0%	7.0%	4.0%	51.0%	100.0%
2018	13.0%	10.8%	8.2%	5.1%	57.9%	100.0%
2019	13.0%	14.5%	0.7%	4.3%	59.4%	100.0%
YOY Chg	-5.0%	3.7%	0.5%	-0.7%	1.5%	0.0%

New Member Gatherings - The second event of the year will be held on Sunday, March 31st as part of the Gathering of the Faithful.

Panorama Region Submission - Nancy’s article for the April “From The Regions” Panorama article included the Swap Meet and Driver's meeting held in February. As a reminder, subsequent submissions are due to the editor by the first of each month for the following print month (e.g., March 1st submission will be printed in April 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!

Membership Budget - The blue table summarizes our spend for the month of February while the green table projects our plan expenses for 2019. Please note that the postage costs incurred during January pays for the Stamps.com membership for the entire year and approximately six months of postage.

**Planning:** [Bill Gilbert] no report

**Program:** [Ken Casterline]

January’s Speaker was Mark Hamilton Peters (MHP) who gave an excellent presentation and shared well told stories on Driving, Racing, and Coaching. We had about 35 members attend.

February’s Speaker was Peter Bourassa, of MMR, the Everyman. Peter gave an excellent presentation on Auto Repairs and how to avoid the high costs associated with repairs and maintenance and general Car Guy applications. We had about 40 members in attendance.

Possible speakers were contacted for March and April including Joyce Jordan (PCNA), Gary Gold, William Corr (Hagerty), Burt Levey (Last Open Road) and L&N Engineering, but since we had no firm commitments, we are having an Intro To DE Night for the March Meeting. We are canceling the April Meeting due to a conflict with our Lime Rock DE event. All those

contacted expressed interest for later dates and I will work to get commitments to fill the calendar for the rest of the year. Dom Miliano has been extremely helpful getting speakers for our meetings and suggesting potential speakers. Thank you Dom....

**Publications-P4US Editor in Chief:** [Petra Swift]

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

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

The Gathering Of The Faithful and New Member Gathering will have omelets & mimosas served by pretty ladies, would we expect anything less? I have started to explore the pot holed roads of north NJ. I have a route planned for the WTTC Rally. I will have a continental breakfast ready for the trek to the Simeone Museum. For those on the BOG that haven't had the privilege of a day at the museum, it's a no miss!! I will redesign the route at Sandy Hook for our Shore Trek with a tour of the oldest light house in the country, and some great sea food. I have secured the Perryville Inn for the Run For The Ribs Rally, they are now a great BBQ place. The Dreyfus Rally will end at the Wallpack Inn. I'm looking forward to a great rally season with some new twists and turns, that will make our members smile!

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

Signups are light for the Simeone visit scheduled for March 24<sup>th</sup> – hopefully the P4US ad and eblast will yield additional participants

The Beach Trek luncheon venue has been confirmed – we will be dining at the famous Bahr's Landing before heading off on a beach-themed excursion

Preliminary planning is underway for the annual wine tasting to be held in JUNE this year!!! A "Save the Date" ad has been placed in P4US. Our theme this year is "a Taste of Summer" featuring wines of the Finger Lakes regions.

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

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

We have several events scheduled for the upcoming months on our calendar.

The 2019 Paul Miller Annual New Model Workshop was held on Saturday, February 9, 2019. Membership attendance was strong, with apparent enthusiasm and camaraderie enjoyed by all. The featured new models for comparison were a GT3, GT3RS and a GT2RS, 991.2 models. We were fortunate that these models arrived in time to PMP to serve as a replacement for the scheduled new Cayennes.

We have a hiccup in the March workshop to be held at PowerTech on Saturday, March 16, 2019 from 11 AM to 2 PM. Background: I just happen to follow-up with Mike Daino today about a member request for a demonstration of how to change the transmission oil in a PDK gearbox (the process is too complicated to be included in this workshop because it take 3 hours without Q &A from onlookers; he suggested a separate workshop dedicated to PDK). By chance, Mike was trying to call me at the same time. He had just received his copy of P4US and realized he had missed the date in our email discussion which resulted in his not including the date in his schedule; he has planned a vacation on this date. We discussed a few

workarounds: 1. To have Keith conduct the presentation; he noted that Keith is not comfortable in this kind of format, and is out sick this week. 2. Combine it with the DE Safety Tech Workshop on the 23rd. We both think this will make for a long day. 3. Reschedule to another date. Conclusion: Mike said he will work on it tonight and talk to Keith; I told his I will discuss it with the Board. We agreed to talk tomorrow, whereupon I will follow up with the Board.

Thank you to Petra for great write-up in the March P4US. Let's hope it was not a wasted effort.

The April workshop will be held at Apex Autowerks on April 13, 2019 from 10 AM to 1 PM. This interactive workshop is a follow up to the March transmission workshop. It will be focused on how the Boxster engine operates, what are its limiting factors and how modifications are engineered to yield more reliability and/or performance. John Cengiz will also talk about a torn down M97 engine; discuss the difference between generations and their relative break-in procedures and what the benefits are to having a customized tune up done on a dyno. There will also be a drawing for the winner of a free dyno session. Food and beverage will be served.

In May, the Annual Flemington Porsche Drive Through Tech will be held on May 4, 2019 from 10:00 AM to 1:00 PM. This workshop is held in the Service Department and is run for all NNJR member who want to put their Porsche "Up on the Lift" and inspect it, as they get ready for their Spring and Summer Treks. Both Dealership and NNJR Tech members will be on hand to answer questions and offer advice. Food and beverage will be served.

**Webmaster:** [Dyke Henson]

The state of our digital universe is strong.

Traffic is picking up on the website and we continue to add users to our Facebook properties.

Recently we have added the ability to pay online through our website and are trying the new system for our upcoming Shore Trek. (I paid using it - worked like a charm)

We have updated our sponsor's page with all current information and website links, and we are looking at improving our homepage slider to randomly select sponsors to highlight on a rotating basis to help maintain and grow our advertiser base.

We have recently had discussions on how to more effectively promote our sponsors through the use of both the website and our two Facebook properties and will test promotions and sponsored events on Facebook.

We continue to explore Instagram and are actively looking for someone to monitor and maintain a branded NNJR social network.

We would like to promote our all-digital capabilities, particularly our YouTube channel and new our online payment in our next email blast out to our members

Traffic dashboard geo information attached.



**MOTIONS PASSED PRIOR TO MEETING:** none

1. On February 19, 2019 Cindy Cristello made a motion (vie email) to accept the minutes of the 2019 meeting. Motion was seconded by Dyke Hensen and carried by majority vote.

**MOTIONS PASSED DURING MEETING:**

1. Bill Gilbert moved to accept and implement the advertiser policy proposed by Steve Corodemus. Motion was seconded by Ken Casterline and carried by majority vote.
2. Knute Hancock moved to approve the date and venue for the annual Charity Auction as proposed by Hubert King. Motion was seconded by Jeff Krol and carried by majority vote.

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** none

**NEXT MEETING:** Thursday, April 4, 2019

**FUTURE MEETINGS:** Thursday, May 2; Thursday, June 6; Thursday, July 11; Thursday, August 8; Thursday, September 5; Thursday, October 3; Thursday, November 7; December TBD

**ADJOURNMENT:** Upon a motion made by Steve Corodemus, and seconded by Jeff Krol, the meeting was adjourned at 9:20 pm.

Respectfully submitted,

Cindy Cristello, Secretary