

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

DATE: Thursday, May 2, 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, Jose DeLaCruz, , Petra Swift, John Vogt, James Coleman, Knute Hancock, Thom Calabro, Dennis Thovson

ABSENT: Grant Lenahan Linda King, Bob Knapik, Nancy Samsel, Rudy Samsel, Craig Mahon, Ken Casterline Tony Cristello, Jeff Krol, Dyke Henson,

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]

III. New Business:

- a. **Bylaws Update project (Tom)** – Tom is almost ready to share a draft with the BOG, but notes that a question has arisen as to whether non-profit boards are permitted under NJ law to ‘vote’ on matters via email. If this proves valid, we will need to revert to approving meeting minutes at the subsequent meeting. If a vote on a matter is needed between meetings, we may be able to conduct a meeting via conference call. Confirmation on these matters to follow.
- b. **“Large Region” network (Tom)** – Peachtree Region invited NNJR to join an informal network of larger PCA regions for purposes of sharing concerns, leveraging experience, and discussing practices common to larger regions. Tom will join their next ‘meeting’ and share what he learns.
- c. **Partnering for DE (Tom / Janice)** – partnering with other regions has proven very helpful in filling out lighter-attended events and fostering good relationships with other regions.
- d. **Nominating Committee appointment (Tom)** – In accordance with the bylaws, and in his capacity as President, Tom nominated the following members to serve on the 2019 Nominating Committee:

Bill Gilbert, Chair

Dom Miliano

Dave Martin

Jose DeLaCruz

- e. **Charity Event: 2018 debrief / 2019 planning** (Hubert) – Hubert led a discussion covering the results of the charity survey conducted by Bill Gilbert; what worked well, and what needs consideration for this year's event. He provided a revenue breakdown by category (50/50, Gold Tickets, Tricky Tray Auction, Silent Auction and Entrance/beverage tickets) to help frame the discussion. Hubert also provided a status update on the plans for 2019 event and welcomed several constructive suggestions to be incorporated. Gold tickets are expected to be available to sell beginning the week of May 13th, so we are optimistic for sales at Mid-Ohio.

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]

The 2019 DE season is now well underway. We are starting the season with a bang, holding three events in 5 weeks.

Lime Rock was well attended with 104 participants, up from 100 last year. The weather cooperated and we had two dry, windy days in the 60's. While moving the event out two weeks helped with the weather, it also placed us "in season" with substantially higher track rates.

NJMP's Lightning circuit was the setting for our second DE event. It was sold-out weeks in advance which left some of our members disappointed. Along with the regular DE, we held our second annual "Intro to DE" on Saturday which included classroom, slalom and braking exercises and a session on track for 12 participants. In addition to that our annual new instructors training took place on Sunday. I am pleased to announce that we have 8 new NNJR instructors to add to the roster. The two additional activities meant we had a jam packed schedule that keep all our volunteers very busy. I would like to thank Bill Gilbert who ran both the Intro and the instructor training. His dedication to the future of our DE program is unparalleled. Paul Miller Porsche sponsored the event again this year, providing lunch for everyone and heavy appetizers and beer after the track went cold in the evening along with some lovely merchandise that we gave away at the evening event.

Up next, we will be at Mid Ohio for the combination DE and Club Race in two weeks. Driver sign-ups for the DE portion have been disappointing. We currently have 70 signed up vs. 69 last year. The race is only slightly better, last I heard there were 71. However, Chip Henderson, the Pres of the Mid Ohio region who is running the race portion of the event expects more will sign up after the Lime Rock race this past weekend. However, the six PCA DE events held at Mid Ohio each Spring continues to drain support for our event. The outcome of this combined event will most likely determine the future of NNJR at Mid Ohio.

New this season, we have upgraded the ambulance staff at all our events from EMS to ALS. This means that we now have paramedics vs. emergency medical technicians at all our events. The larger tracks like Mid Ohio and Watkins Glen automatically include those in their contracts. We do plan to pass those costs along to our drivers where feasible. While expensive, the Chiefs and I felt it was necessary to provide our drivers with the most qualified response team available.

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

Treasurer: [Shannon Muller]

[April report] Attached please find the February 2019 Treasurer's Report.

Autocross received a refund for a deposit from last year's event.

P4US received significant Ad Income in February, thanks Steve!

Janice will report on the DE numbers.

[May report] Attached please find the March Treasurer Report.

Some items worth noting:

The new Category for Cruise Night was left out of the February report and has been added and is highlighted in blue.

Autocross sent Pocono a deposit, as well as, paid MetLife Stadium for their upcoming events. Autocross began to receive income for the May Car Control Clinic.

Charity gave a deposit to the Ukrainian Culture Center for the December Charity Auction.

DE is in full swing, Janice will explain in more detail.

Membership received a Quarterly Rebate from PCA

New Member received a Subsidy from PCA for 2019.

P4US received income from 5 advertisers. As always, thank you Steve. P4US had 2 printing payments in March making the monthly number higher than usual. It also includes US Postage charges that were previously charged to Membership.

Social incurred initial expenses for the Simeone Museum event and made a deposit for the Holiday Party scheduled for Friday, December 6th. MARK YOUR CALENDAR'S, IT IS A GREAT NIGHT. Thank you Cindy!!

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

Autocross: [Grant Lenahan]

The big autocross items are:

1 CCC May 11th. I am traveling for work. We have a great surrogate team set up. Biggest issues: we maybe over-subscribed (long story) and therefore short instructors - we need ~ 34 instructors. Please help and please find volunteers. Bill's the man.

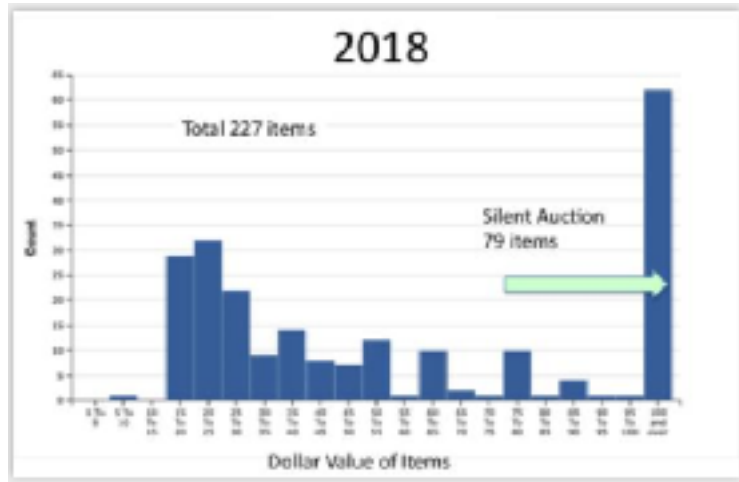
2 Working closely with SCCA and RTR to coordinate classes, registration etc for the four scheduled AX events following. Note the Pocono events this year are each ONE day. East course.

Charity: [Linda and Hubert King]

[Items in RED for discussion]

NNJR	Employment Horizons	Change for 2019
Pay for venue Pay for License fees	Obtain Charity license for following items: 50/50 cash sales and drawing, tricky-tray, Golden Ticket Raffle drawing and Silent Auction.	<ul style="list-style-type: none"> · Rearrange table layout · Separate Silent Auction from Tricky Tray · Charge \$10 entrance fee per adult. No drink ticket
Pay for food	Cater food	
	Provide Donor Receipt for items donated	
Catalog and set up Tricky Tray items	Sell Tricky Tray tickets. Receive proceeds	ID winners more efficiently (<i>Ideas?</i>)
Sell Golden Ticket Raffle. Conduct raffle drawing.	Receive proceeds. 1) Credit Card Sales only at EH attended events 2) <i>EH Web site payment?</i>	<ul style="list-style-type: none"> · Advertise Raffle P4US & FB. <i>Email blast to DE signups?</i> · Sell at all NNJR venues <i>Out of state sales?</i>
Catalog and set up Silent Auction items	Receive proceeds	<ul style="list-style-type: none"> · Silent auction \$75 and above, <i>donor can opt out?</i> · Increase publicity, P4US · <i>Hold live auction for select items?</i>
Sell 50/50 Raffle tickets	Receive proceeds	
Obtain Social Affair Permit. Solicit discount of Beer and Wine.	Pay application fee and cost Beer/Wine	
	Sell Entry Tickets and Drink Tickets	<p>Sell drink tickets in hall</p> <ol style="list-style-type: none"> 1) Cash only near bar 2) Tricky Tray Table. Distinct ticket, no raffle tickets accepted 3) Hard lemonade as substitute for mixed drinks

<p>Revenue Breakdown 2018 50/50 - \$507.00 Golden Tickets (37)- \$1850.00 Tricky Tray Auction - \$5845.00 Silent Auction - \$7425.00 Entrance/Drink Tickets - \$1400.00</p>	
---	--



NNJR Charity Survey (From Bill Gilbert)

Here are a few of the common suggestions (in no particular order):

- Not enough “good” prizes
- Need to do more/better solicitation
- The majority didn’t like the silent auction (a few did).
- The items weren’t displayed properly: too crowded, silent mixed with tricky tray, different values next to each other
- Food was generally well received but not by everyone; same with the bar (some want mixed drinks)
- The bar tickets didn’t work well
- Make the event move faster; too drawn out

Communications Business Manager: [Steve Corodemus]

[April report] The second quarter 2019 invoices are in the mail to our advertisers. Payment is due May first.

14 of our 27 advertisers have paid their first quarter bills. Jan-Feb are slow months for our advertisers. Two unpaid advertisers also are carrying 2018 balances. I will be monitoring them closely. A few advertisers ads were discontinued in 2019 for failure to pay 2018 balances. There is a requirement for space for new advertisers vs carrying dead wood.

Porscheorus has four advertisers that purchased annual contracts. The advertisers saved 10% vs quarterly billing rates. Two of the four annual advertisers switch from quarterly to annual contracts in 2019 with a little promotion of the discounted rates. NNJR gets the annual contract money early in the year and is a help to cash flow.

We have two new advertisers. Starting in the March issue is Convenience Collision of Bangor PA. www.ConvenienceCollision.com. Convenience Collision is a Porsche approved collision center. The owner Mathew Zielenbach advised me that securing Porsche approval was not easy or inexpensive. It provides pickup and drop off services - hence "Convenience"! The other new advertiser starting in June is Prestige Family of Fine cars with dealerships in from Ramsey, Paramus and Middletown. <https://www.driveprestige.com/> Prestige sells many car brands.

I am keeping Dyke and Jeff apprised of our current advertisers to coordinate with NNJR's Facebook and website listings.

I am also going to send a current advertisers list to our tech committee and concours chairmen to keep our advertisers, particularly new advertisers in mind to maximize value to them and our members.

[May report]

23 advertisers support PorscheForus magazine. All three covers are sold. First and second quarter invoices have been issued. This is the current payment status:

- 5 annual contract advertisers are fully paid
- 6 advertisers are paid for the first and second quarter
- 6 advertisers owe two quarters
- 6 advertisers owe the current quarter

I will start calling the two quarter delinquents then the one quarter delinquents.

There is room for one more advertiser in the magazine.

Concours: [Chris Erven and Jeff Erven]

The April Concours Tech was held at Paterek Brothers Restoration in Chatam. 100+ members and enthusiasts were in attendance. Andrew, Ray and John did an indoor slide presentation with seating for all, of the various 356's they have restored over 42 years. It is amazing how the Porsches started out, the final product and the work involved. Jeff Mcfadyen's 356 was on display along with a light blue 356. Donna and Pam provided a great lunch. John was doing well after recent knee surgery and hobbled around to mingle with his guests. A really great event.

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

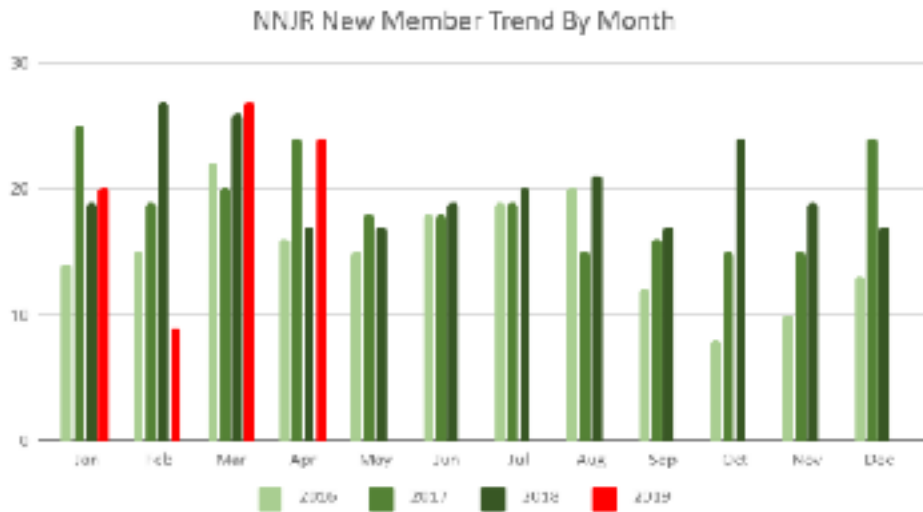
Historian: [Stu French and Bob Knapik]

- 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]

New Members: Fortunately, higher than planned new memberships in March and April overcame the dismal February results. Consequently, we are back on the YTD plan of 80 for the first four months of 2019.

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



Overall Membership: Primary memberships as of May 1st stands at 2,311. Combine that with 1,472 affiliate and one life member and NNJR's total membership currently stands at 3,784. As the graph below illustrates, overall membership continues to hover just below the elusive 3,800 threshold.



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. April'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%
March	15.4%	17.9%	5.1%	2.6%	59.0%
April	20.0%	7.5%	7.5%	5.0%	60.0%
May	8.0%	8.0%	8.0%	8.0%	68.0%
June	19.2%	3.8%	3.8%	3.8%	69.2%
July	27.5%	15.0%	10.0%	7.5%	40.0%
August	0.0%	29.4%	5.9%	0.0%	64.7%
September	20.0%	0.0%	10.0%	10.0%	60.0%
October	0.0%	7.7%	7.7%	23.1%	61.5%
November	16.0%	8.0%	12.0%	4.0%	60.0%
December	31.3%	12.5%	9.4%	0.0%	46.9%
January	8.8%	14.7%	5.9%	8.8%	61.8%
February	17.1%	14.3%	11.4%	0.0%	57.1%
March	20.6%	5.9%	8.8%	8.8%	55.9%
April	17.2%	6.9%	13.8%	0.0%	62.1%
2017	21.0%	17.0%	7.0%	4.0%	51.0%
2018	18.0%	10.8%	8.2%	5.1%	57.9%
2019	15.9%	10.6%	9.8%	4.5%	59.1%
	1 Year	2 Years	3 Years	4 Years	< 5 Years
2017	21.0%	17.0%	7.0%	4.0%	51.0%
		38.0%	45.0%	49.0%	100.0%
2018	18.0%	10.8%	8.2%	5.1%	57.9%
		28.8%	37.0%	42.1%	100.0%
YOY Chg	-2.1%	-0.2%	1.6%	-0.5%	1.2%

Panorama Region Submission - unfortunately, given Nancy's diligence in submitting a magazine summary every month, content planned for the May *Panorama* did not make the cut as they needed to make room for other regions. Consequently, the editor is using it for the June edition instead.

Membership Budget - The blue table summarizes our spend for the month of April 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]

Our Monthly Gathering in March was well attended and hosted by Janice and Ken Ernsting which was appropriate for the Intro to Driver Education platform of the meeting. Janice is our Track Chair and Vice President of NNJR and Ken is an experienced, knowledgeable and motivating Driver Education Instructor. They did a great job presenting club material, making it interesting adding stories and comments with the help of other instructors in attendance. Thank you guys for making it a success.

Please join us May 21st for Speaker, Prescott Kelly. Prescott specializes in Porsche 964, 993 RSs, GT2s and Turbo Ss, amongst other rare autos. He is a contributing editor to Sport Car Market, Porsche Panorama and 356 Registry Magazine and owner of Original Only Once Collectible Autos. We are looking forward to hearing “Car Guy” Prescott Kelly, share his stories with us.

June there is no meeting and I am waiting to hear from Will Corr of Hagerty and BS Levy for future Monthly Meetings. I also have a suggestion from Steve Corademus for a new advertiser from Convenience Auto Body to speak at one of our meetings.

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

Px: [Jose DeLaCruz] no report

Rally/Trek: [John Vogt]

The Trek To The Shore will be Sunday, I did the final drive through last Sunday. I sampled sea food at Bahrs, and made sure the Bloody Mary’s are still good. The WTTC Rally is done and old & new Rallyists will have some beautiful water views in north Jersey.

Social: [Cindy and Tony Cristello]

All is set for the Beach Trek this weekend. Pre-registration is strong.

Planning is well underway for the annual wine tasting to be held at Paul Miller Porsche on Sunday June 9th. Caterer is engaged, and preliminary wine selections have been made. Due to the unusual timing of the event, it is likely not on everyone’s, so promotion is key.

Many thanks to Shannon for her help in securing the High Lawn Pavilion again for this year’s holiday party!!

Social Media: [Jeff Krol] no report

Technical: [James Coleman and Knute Hancock]

The Committee has one workshop scheduled this month, for this coming Saturday. It will be the Flemington Porsche Annual Drive Thru Tech, 213 State Highway 202, Flemington NJ, from 10:00am to 1pm.

No other workshops are currently scheduled.

Webmaster: [Dyke Henson]

We have again this year entered the PCA National Website contest, we gained good insight last year from the reviews. Our Website is running just fine and we have made a "push" to get current sponsors more website exposure through the sponsor slider on the homepage.

We have collected about \$1,400 dollars year to date with our on line payment system, with no known issues. Money posted to PayPal is "swept" into our bank account every night. We should also be able to handle returns through the system, though we haven't had an opportunity to do so - which is all good!

Traffic is picking up as the season progresses and we will have to restrict the geography to stay within our limit of 2,000 user a month, which will have no real effect on our true North American viewers.

attached is a summary of the website activity for the past month and a new report on "user flow" that shows where visitors come from, where they land and where they go in a website session. You might find it interesting.

MOTIONS PASSED PRIOR TO MEETING: none

1. On March 12, 2019 Ken Casterline made a motion (via email) to accept the minutes (as revised on March 11, 2019) of the March 2019 meeting. Motion was seconded by Cindy Cristello and carried by majority vote.

MOTIONS PASSED DURING MEETING:

1. James Coleman made a motion to approve the 2019 Nominating Committee members appointed by Tom Swift. Motion was seconded by Knute Hancock and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, June 6, 2019

FUTURE MEETINGS: Thursday, July 11; Thursday, August 8; Thursday, September 5; Thursday, October 3; Thursday, November 7; December TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Bill Gilbert, the meeting was adjourned at 8:49 pm.

Respectfully submitted,

Cindy Cristello, Secretary