

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

DATE: Thursday, June 6, 2019

PLACE: The Brick Academy, Basking Ridge, NJ

PRESENT: Tom Swift, Cindy Cristello, Hubert King, Steve Corodemus, Chris Erven, Jeff Erven, Bill Gilbert, Stu French, Rudy Samsel, John Vogt, Tony Cristello, Jeff Krol, James Coleman, Knute Hancock, Dyke Henson, Dennis Thovson

ABSENT: Janice Ernsting, Shannon Muller, Grant Lenahan, Linda King, Bob Knapik, Nancy Samsel, Craig Mahon, Jose DeLaCruz, Ken Casterline, Petra Swift, Thom Calabro,

CALL TO ORDER: The meeting was called to order by President, Tom Swift, at 7:35pm

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. **Cruise Night Preparation** – Discussion on details surrounding the upcoming cruise night; with focus on streamlining the field entry/parking/traffic control.
- B. **Proposed amended NNJR Bylaws** – Tom noted the importance of periodic review/updates of our Bylaws; maintaining and adhering to a set of rules prevents arbitrary governance and become important when things ‘go wrong’. NNJR’s bylaws were last updated in 2010. An effort, with guidance from Al Tafro, has been underway to update them to conform to National’s standards. The main areas of revision are:
 - i. Membership: Categories revised to conform with national; Regional Territory updated to remove boundaries; Dues are now paid through National.
 - ii. Meetings: Quorum requirements revised to require 3/5 of Executive Committee (“EC”); Provision added to permit the President to convene a Closed Session of the EC during a meeting if needed.
 - iii. Term Limits: Limit of 4 consecutive years for President and Vice President.
 - iv. Committee Chairs: Limits on Board makeup to be consistent with other regions [with goal of 25 max]. Note that a ¾ BOG vote may override such limit to expand the BOG on a per-year basis.

- v. Improved clarity around election procedures
- vi. Improved/Formal checks and balances around financial matters; including a provision for a formal CPA audit.

Pending support from the BOG (see Motions Passed During Meeting below); the Bylaws will be put forth for approval by the Membership during the November business meeting.

- C. **Website** – Dyke Hensen noted that part of our software components are no longer supported by developers, and recommended that we accelerate our planned (next year's) upgrades to ensure continuity. Dyke will scope the project segments which will include (i) replacing the obsolete software only; and (ii) also modernize our site; to add additional functionality on the home page (including online purchases). Goal is to have a prototype (test site) in the Fall; transition to new site after the Holiday Party/before year end. Anyone wishing to be involved in the project, please contact Dyke.

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]

DE just completed it's 4th event since starting the season 7 weeks ago. Thanks to an experienced team which includes our Chiefs and Instructors, Tech, Tower, Safety and Registration all events have run smoothly and on time.

Our joint DE/Club Race at Mid Ohio, co-hosted by MOR PCA was a success. We had 85 DE participants and 82 racers. While sign-ups were slow to start, we reached our goal of 80 per group. The event's net proceeds will be split by the two clubs. That's a significant turn-around from our deficit last year. Approximately 30% of DE drivers were NNJR and 30% came from the Ohio and local mid-West regions. We have conducted a survey, the results of which I have not seen, to see what participants thought of the DE/Race combo. For the most part, I only heard positive feedback.

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

Treasurer: [Shannon Muller]

Attached please find a copy of the April 2019 Financial Report.

Some items worth noting:

- Autocross received income from the well attended Car Control Clinic at MetLife Stadium. Grant purchased wristbands that are needed for the 2019 Season.
- DE received income from the Lime Rock and Lightning DE events and made a final payment to NJMP for the Lightning DE event.

- New Member hosted a breakfast as part of the Gathering of the Faithful Event.
- Membership received its Quarterly Rebate from PCA and a rebate on a returned postage machine.
- Social received most of its 1st income of the year from the Simeone Museum event. The bulk of the signups came through our new PayPal account. There were also a few initial signups for the Trek to the Shore using PayPal. Social's expenses were incurred for the Simeone Museum event's transportation and catering needs.
- Vehicle/Trailer paid in full, the yearly insurance premium through Nationwide Insurance.
- Off-Road had its initial event expense, a banner.

Just an FYI, April is the 1st Month that we began to receive deposits from PayPal, please reach out if you have any issues.

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

Autocross: [Grant Lenahan]

Autocross is preparing for our 2nd event - a joint event with RTR (and informally, SCCA) at Pocono, July 23.

We had some issues early due to scheduling SNAFU's by Pocono, but now all seems to be on track. Currently we have 60 signups including 4 "gold passes" (very profitable, "get out of work not free"). At the moment it is 33 PCA members, 20 SCCA members and 7 nonmembers. As with autocross, I expect significant signups in the final week+.

Assuming no surprises, we have already broken even, roughly.

I am looking for a member with a big truck, attending, who is willing to transport a heavy, full, cooler to and from Pocono. I am also looking for additional volunteers to help with organization, greeting, registration, setup, tear-down.

I am now turning my attention to our two events with SCCA at the meadowlands in July and August.

Charity: [Linda and Hubert King]

With cooperation from Employment Horizon in obtaining early license, Gold Ticket Raffle sales have begun. Our first sales were at the Thunderbolt DE event on May31-June1. Thanks to all who helped promote it: Janice sent email calling it to everyone's attention, Tom introduced me at Driver Meeting giving me an opportunity to make my appeal, Shannon and Jeff in the tower made frequent announcements throughout the day, and Cindy took over sales at the social event on Friday evening. A true team effort. We sold more than 20% of the entire 2018 sales at this one event! With similar sales at the remaining DE events and our usual sales at Holiday Party and Charity Event, we think that sales will more than double over those for 2018. Thanks to volunteers that have agreed to help with sales at future DE events and at Cruise Night.

In 2020 we will select a new charity to support, and the process for that has begun. John Vogt has suggested two potential candidates, one of whom I have interviewed. The Charity Committee welcomes suggestions from others, with timing for selection set for sometime this fall.

Communications Business Manager: [Steve Corodemus]

We have 25 PorscheForus advertisers. To date:

- 4 are 2 quarters 2019 unpaid - Apex, Aspen, CSM and RSW
- 7 are 1 quarter 2019 unpaid
- 9 are fully paid.
- 5 annual contracts paid

One advertiser has cancelled. We have 1/2 color page open and one full page B&W (or two 1/2 page ads) available for new advertisers. Please send me any leads.

Concours: [Chris Erven and Jeff Erven]

On June 2nd the Porsches and Harley Concours event at Garden State Harley Davidson was held under Sunny Skies. 17 Porsches were judged along with half a dozen spectators with Porsches. A lot of New Member faces and Porsches attended. One owner who came to see the event changed his mind, entered the event and took a 1st place award

Fun was had by all. The next Concours will be Zone One in September.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

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

DE Registrar / Club Racing: [Craig Mahon]

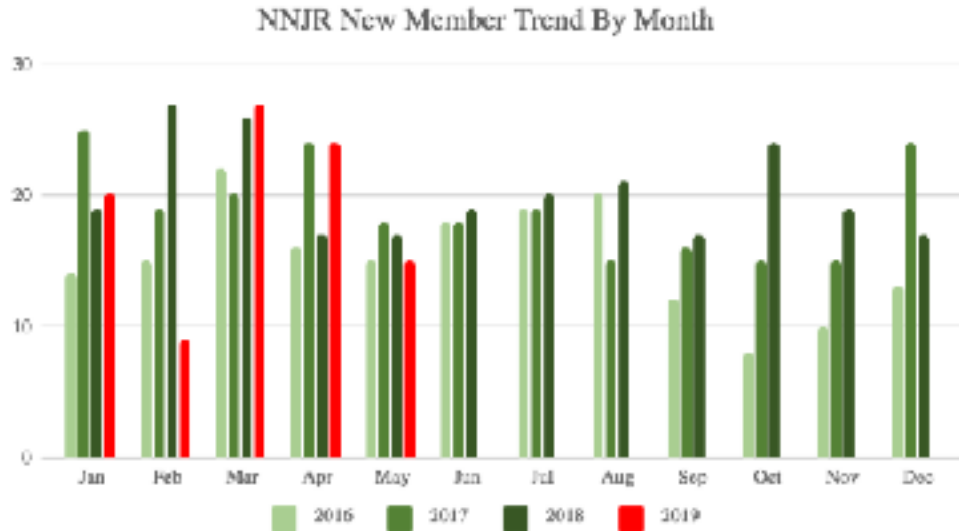
Historian: [Stu French and Bob Knapik]

- Decade of 90s & 2000 for publication in P4US during 2019
- P4US Article planned for NNJR at 7-19 Boca Parade, similar to 3-18 Amelia/Werks coverage in P4US

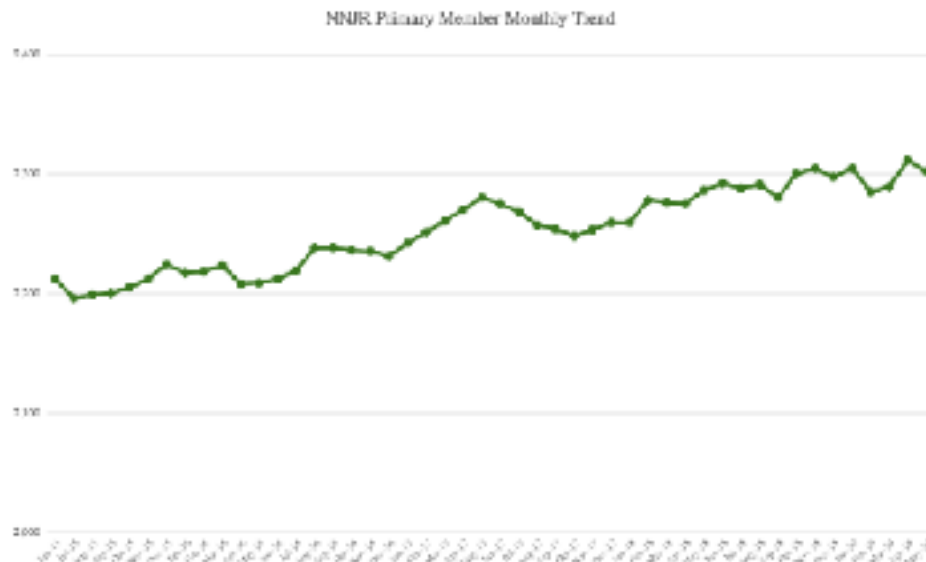
Membership: [Nancy and Rudy Samsel]

New members: While May's 15 new member total is down nine from prior month, this trend is consistent with the Apr-May series of the past three years. With 95 new members YTD, we're five short of plan for 2019 however we are still forecasting 240 for the year as the first week of June already posted strong results.

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



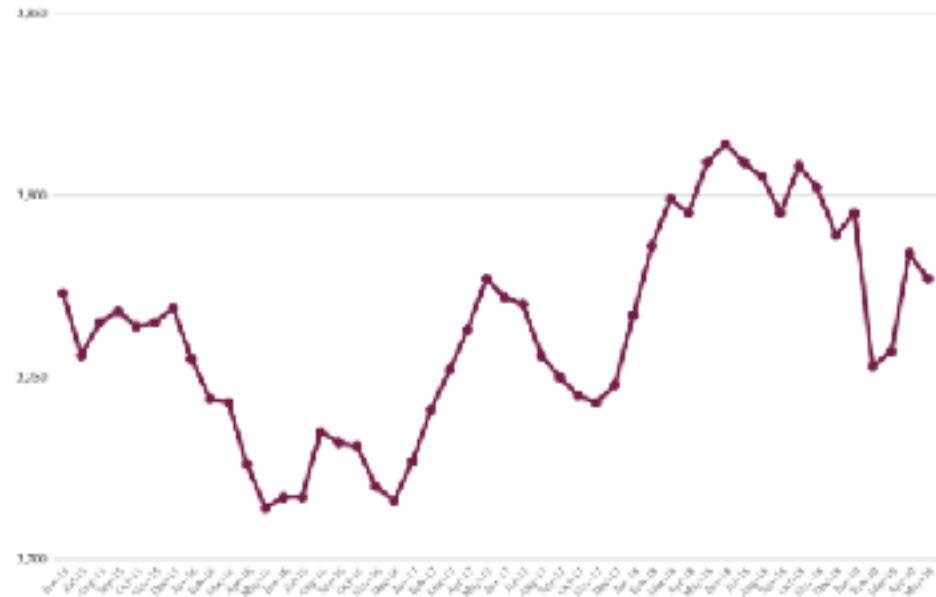
Overall Membership: Primary memberships as of May 1st stands at 2,302. Combine that with 1,474 Family and one life member and NNJR's total membership currently stands at 3,777. As the graph below illustrates, overall membership continues to hover just below the elusive 3,800 threshold. We're hopeful that actively promoting the new easy-to-use online sign-up for family members as well as a supporting e-blast will help drive Associate membership back up to levels last seen in 2015.



NNJR Associate Member Monthly Trend



NNJR TOTAL Member Monthly Trend



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. With over one-quarter of May's 38 non-renewals among rookie members, Nancy sent a special separate e-mail to determine what drove that number as well as extending an even more personal "last chance" invite to the June picnic. Despite this one-month setback, year-to-date non-renewal rates among members with less than two years tenure currently trends ten percent less than in 2017.

2018/2019 NNJR Non-Renewals By Years In PCA						
<i>Source: PCA Monthly Admin Reports</i>						
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	8.0%	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	16.0 %	8.0%	12.0%	4.0%	60.0%	100.0 %
December	31.3 %	12.5%	9.4%	0.0%	46.9%	100.0 %
January	8.8%	14.7%	5.9%	8.8%	61.8%	100.0 %
February	17.1 %	14.3%	11.4%	0.0%	57.1%	100.0 %
March	20.6 %	5.9%	8.8%	8.8%	55.9%	100.0 %
April	17.2 %	6.9%	13.8%	0.0%	62.1%	100.0 %
May	26.3 %	7.9%	13.2%	7.9%	44.7%	100.0 %

2017	21.0 %	17.0%	7.0%	4.0%	51.0%	100.0 %
2018	18.0 %	10.8%	8.2%	5.1%	57.9%	100.0 %
2019	18.2 %	10.0%	10.6%	5.3%	55.9%	100.0 %
YOY Chg	0.2%	-0.8%	2.4%	0.2%	-2.0%	0.0%

Panorama Region Submission - While Nancy plans to write about the Picnic for the August Panorama edition, there was no submission for the July edition as she's hoping for other members to provide content for events we do not attend (e.g., Track, Auctocross, and Tech). If you'd like to see one of these other events featured in a future edition of Pano please provide Nancy with a 300 word max description of it.

Membership Budget - The blue table summarizes our spend for the month of May (primarily due to not purchasing door prizes) while the green table projects our plan expenses for 2019. For May Membership achieved favorability versus plan; overall we continue to forecast remaining on budget for 2019.

Planning: [Bill Gilbert] no report

Program: [Ken Casterline] no report

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

Px: [Jose DeLaCruz] no report

Rally/Trek: [John Vogt]

The Summer sizzle Rally has a destination! after a few restaurants backed out. We will be going to the Long Valley Brew Pub. This will be a fun& attractive spot for our crew! I have designed a route that will be fun. I have made a few trial runs ,with a few more coming to add the jokes.I hope folks from the BOG can join in .

The plans for Cruise Night are falling into place. Music, food, beverages, tables & chairs, portapottys, insurance, Police, etc, etc, and LOTS of interaction with the home-owners association. This will be the best yet. Hope for good weather.

Social: [Cindy and Tony Cristello]

The May 5th Beach Trek went off quite well despite the dismal weather. 70+ attendees joined the group for a great lunch at Bahr's, and about ½ continued on the lighthouse tour.

We are all set for the wine tasting event on June 9th ...registration is 100+

Social Media: [Jeff Krol]

23 new members this month to the FB Group. Up 38% to 432 members most likely due to the article in last month's P4US. 1100+ posts/comments/interactions. 812 people like or follow the FB NNJR Page.

Technical: [James Coleman and Knute Hancock]

The committee has no scheduled events for June.

I am currently working with Will DiGiovanni, Precision Motorsports Racing, to prepare a Tech Event around a very exclusive Factory prepared 991.2 GT3 R. According to Will this car was campaigned by the Hong Kong China racing team on the European Circuit and was retired at the end of the 2018 season. I believe Will said it is one of seven such cars. We are tentatively looking at a July 13 or July 20 date. Will is currently out of the country and was not able to nail down a date for me.

Knute is working with Jay Coats, the Popular Mechanic, in his new Summit location to prepare a Fall Tech event

Webmaster: [Dyke Henson]

Our Website is running just fine and we processed around 20 online payments for events in May - which is all good!

I have heard of some issues with the email system, I haven't been able to replicate any of the errors for myself or find any error log activity. Please keep me informed if anybody has any issues with their NNJR email accounts.

Website traffic is steady and attached is a summary of the website activity for the past month. (attached)

Important

Also attached is a report on why we need to move forward with an update to the NNJR-PCA.com website this year. I was hoping to hold this off until 2020, but that may not be the wisest choice or, worse case, a luxury we can no5 afford. Our developer has written to us to warn us of other customers that are experiencing issues with the same website application "theme" that we are currently using. This was not unexpected, just seems to be happening sooner than I had expected.

I am not recommending that we push out a new website this "season" but I now believe we need a new website with a new theme for testing in a "staging" area before the end of the year with a plan to launch the new site after the Holiday party.

All the details of our current situation and the logic behind the recommendation are attached.

MOTIONS PASSED PRIOR TO MEETING: none

MOTIONS PASSED DURING MEETING:

1. Steve Corodemus made a motion to approve the minutes of the May 2019 BOG Meeting Minutes as distributed prior to the meeting. Motion was seconded by James Coleman and carried by majority vote.
2. James Coleman made a motion that the BOG support the proposed Bylaw modifications. Motion was seconded by Dyke Hensen and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS:

NEXT MEETING: Thursday, July 11, 2019

FUTURE MEETINGS: 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 Dyke Hensen, the meeting was adjourned at 9:21 pm.

Respectfully submitted,

Cindy Cristello, Secretary