

-- FINAL --

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

DATE: Thursday, October 3, 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, Stu French, Nancy Samsel, Rudy Samsel, Jose DeLaCruz, Petra Swift, John Vogt, Tony Cristello, Jeff Krol, Knute Hancock, Thom Calabro

ABSENT: Grant Lenahan, Linda King, Bill Gilbert, Bob Knapik, Craig Mahon, Ken Casterline, James Coleman, Dyke Henson, Dennis Thovson

CALL TO ORDER: The meeting was called to order by President, Tom Swift, at 7:29pm

APPROVAL of MINUTES: See Motions Passed Prior to Meeting (below).

AGENDA: [Agenda items in bold; *meeting outcome in italics*]

- **Updates to Old Business: none**
- **Updates/Supplements/Redirections to written Committee Chair reports**
[updates appear following each respective report]
- **New Business:**
 - A. **Election Committee:** Tom Swift had requested, and Al Tafro has agreed to serve as the Election Chair. BOG approval was evidenced by a show of hands.
 - B. **Charity:** Hubert and Linda have received several recommendations for a charity to support in 2020. A committee consisting of Hubert, Linda, Jeff Kroll, Janice and Sharon was formed to evaluate the recommendations (through reviewing materials, facts, qualifications, and visiting the venues), and recommend their selection to the BOG for approval.
 - C. **E-Blasts:** NNJR views our e-blasts as being of equal importance as the magazine for relaying information to our members. To that end, not only is it important that we exert the same level of quality control over the content/tone of our communication, it is also incumbent upon us to protect our members' email addresses to which our blasts are sent. While no official email policy currently exists, the following points will serve as guidance around these matters:
 1. Only Matt and Petra are authorized to send e-blasts to the entire membership.
 2. E-Blasts are generally intended to be sent once per month. BOG members are encouraged to review the drafts and provide feedback as to required changes so that they are correct in their entirety. Additional e-blasts may be sent if a greater level of attention to the content is needed/desirable only upon approval of the President (or in his/her absence; Vice-President).

3. Committee Chairs are free to maintain their own lists of prior event attendees or persons known to be interested to alert them about upcoming events. Care should be taken not to 'overwhelm' folks with excessive communications.
4. The contents of our membership database are not to be downloaded or shared in whole or in part.
5. In the near future, the sending of E-Blasts is expected to shift from our current MailChimp application to the PCA Blaster. This will save steps in the process and provide better security.

D. Advertising Strategy Subcommittee: (Bill, Dyke, Steve, Petra, Tom) Relevant points being addressed by the subcommittee include:

- Key objective of advertisers is gaining access to/communicating with our members
- Trend is strongly towards electronic communications and away from printed media. In particular, lifestyle brands largely prefer electronic communications
- While NNJR is still wedded to our paper magazine, we are moving into the electronic communication space with our Facebook page and e-blast efforts
- Our original purpose in soliciting advertisers was to offset a portion of the costs associated with printing/distributing the magazine. While the ad revenue has never been contemplated to completely cover the production costs, ongoing losses on the magazine continue to be higher than expected. Facing a similar situation, some regions have shifted entirely away from, or reduced printed magazine frequency to quarterly
- E-advertising offers substantial benefits to readers; it can link to real-time offers, provide timely announcements for events, etc.
- A prototype NNJR e-zine has been distributed to the BOG. Please review and provide comments and/or ideas to Petra. (Please see Publications/P4US Editor's report below)
- The Subcommittee will continue to evaluate if/when/how to transition our paper magazine availability. No timeline nor working plan has yet been developed...more to come.

E. Potential to add another DE for 2020 – A Summit Point event in the end-of-July to mid-Sept timeframe is under consideration

F. Awards – The BOG needs to vote on Rookie of the Year and Enthusiast of the Year. Please forward names of candidates to Tom. All other awards are handled by program chairs or prior recipients.

G. 2020 marks NNJR's 50th DE Anniversary – Janice shared some ideas on how we could enhance our DE's as well as highlight our instructors. BOG is encouraged to think of ways to make this anniversary year special.

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] no report

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

Treasurer: [Shannon Muller]

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

- Admin. saw expenses from a full year of payment for our storage unit.
- Autocross expense was for the September event at Pocono.
- Cruise night 2019 costs were paid.
- DE saw expenses from Watkins Glen 1 and income from Watkins Glen 1. Janice will give more detail on her monthly report.
- Membership had postage expenses.
- P4US saw the usual monthly expenses.
- Program had expenses for the Monthly Meetings.
- Vehicle and Trailer saw storage fees.
- Web/email expenses saw usual monthly charges.

Attached please find the August financial report. Some noteworthy items:

- DE saw income and incurred expenses from the Watkins Glen 1 and Watkins Glen 2 events which were well attended. Great job Janice!
- P4US saw usual monthly expenses for distributing the magazine and had advertising income due to Steve being so dedicated.
- Received the PCA Quarterly Rebate.
- Off-Road saw income for the upcoming Pine Barrens Off-Road event in November.
- Rally saw income and expenses from the successful Summer Sizzle event and Ocktoberfest Rally.
- Web/Email made a payment to Optimum for our website.

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]

Gold Ticket Raffle sales are outstanding. Mother nature has contributed her part, with fogged in conditions at WG leading to significant sales. Thanks Steve. We plan to continue sales at the remaining DE events. The Charity Event itself is on track. Donation letters have gone out and first donations have been received. Employment Horizons is helping with planning, with a visit to venue scheduled for next week. Our application for support from the PCA REGION SUBSIDY PROGRAM has been approved by our Zone 1 representative and is in process.

Looking to 2020: We have received eight nominations for charities to support in coming years. These will be presented to BOG at October 3 Meeting

Communications Business Manager: [Steve Corodemus]

Fourth quarter invoices are in the mail. A few payments were received after our last BOG meeting. I am recommending that certain advertisers be deleted for non-payment.

Concours: [Chris Erven and Jeff Erven]

Concours held a restoration workshop on September 14th at RSR Autobody. There were close to 100 attendees at the event. On September 20-22, concours helped with the 40th annual Zone 1 concours and rally. A great time was had by all. We are currently prepping for the Concours in the Country on October 27th at Wingspread Farm in Asbury NJ

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

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

DE Registrar / Club Racing: [Craig Mahon]

Registration for Light2 Oct 12-13 is closed. Attendance is strong, including 57 students. No one was left on the waiting list.

Registration for VIR is also strong, with over 200 wanting to attend, which is 30 more than last year.

Historian: [Stu French and Bob Knapik]

Decade of 90s & 2000 for publication in P4US (during 2019?)

NNJR at Boca Parade to be published in Oct P4US (similar to 3-18 Amelia/Werks coverage)

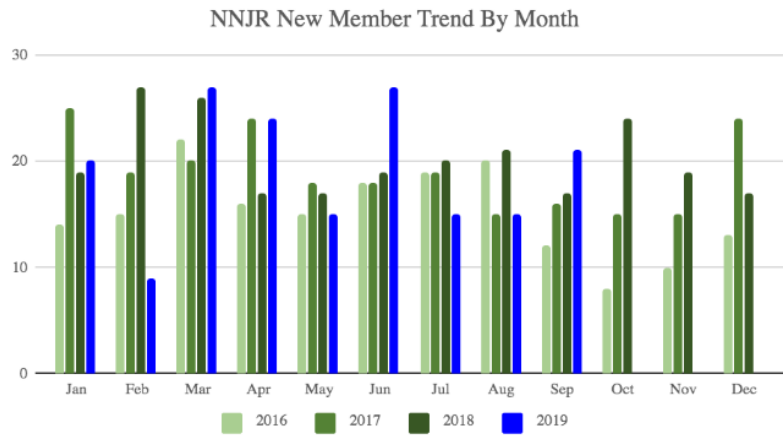
Membership: [Nancy and Rudy Samsel]

New Members: September exceeded plan by achieving 21 newbies. With 173 new members YTD, we're seven behind our plan for YTD 2019 so we're revising our forecast for 2019 to 230 versus the plan of 240. The abysmal February enrollment result is the primary cause. September's result is higher than the same month for the three years prior.

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

NNJR New Primary Members By Month & Year

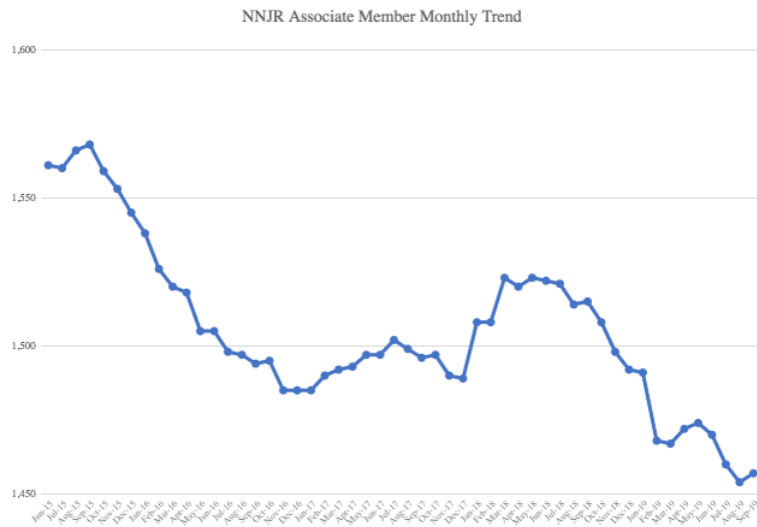
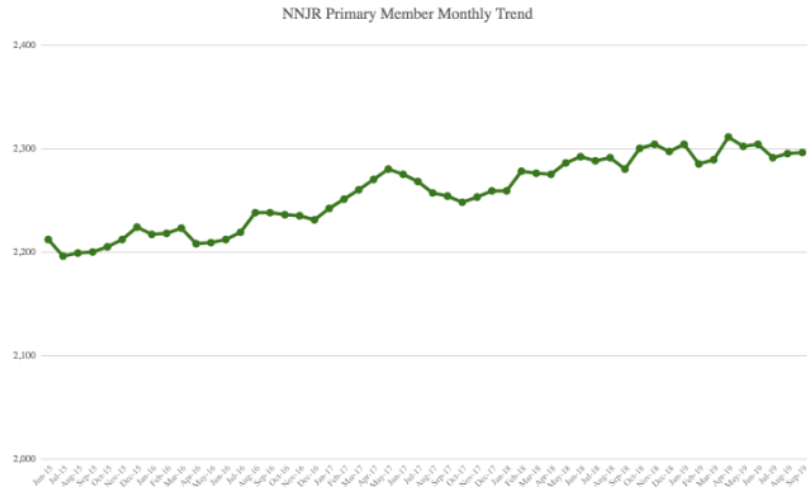
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	YTD	YoY
2016	14	15	22	16	15	18	19	20	12	151	
2017	25	19	20	24	18	18	19	15	16	174	15.2%
2018	19	27	26	17	17	19	20	21	17	183	5.2%
2019	20	9	27	24	15	27	15	15	21	173	-5.5%

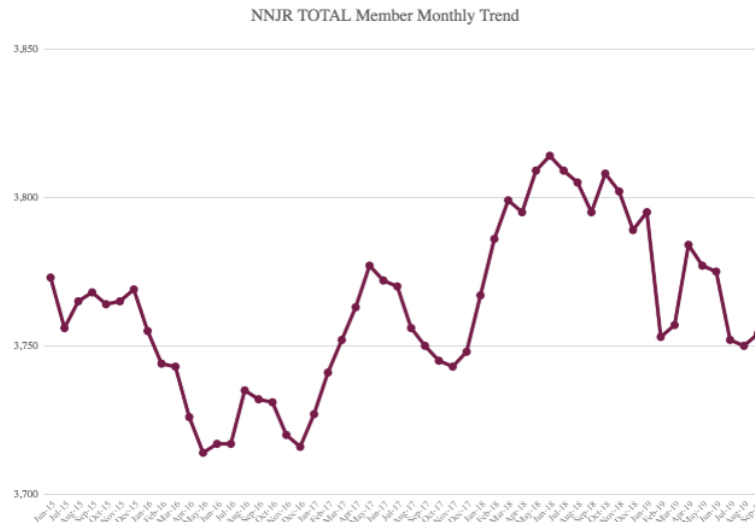


Overall Membership: Primary memberships as of August 1st stands at 2,297, which is the fourth straight month of being just below the magical 2,300 level. Combine that with 1,457 Family and

one life member and NNJR's total membership currently stands at 3,754. As the graph below continues to illustrate, overall membership continues to hover just below the elusive 3,800 threshold. The e-mail procedure for adding associate members at PCA National is not the easiest way for primary members to add family; we plan to recommend National add a landing page on the PCA website to encourage people to add associate members.

The three graphs below highlight the Primary, Associate, and Total Member trends since June of 2015:





Non-Renewals: Non-renewals for September 2019 stood at 35, so our e-mail-only efforts to contact people to renew continue to work effectively.

While our efforts to retain new members within the first two years also appears to be working, years 3-5 seem to be on the rise over our benchmark of 2017:

NNJR Non-Renewals By Years In PCA						
Source: PCA Monthly Admin Reports						
Year	1 Year	2 Years	3 Years	4 Years	< 5 Years	
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 YTD						
Sep	20.0%	9.0%	10.0%	5.5%	55.5%	100.0%
19 vs. '17	-1.0%	-8.0%	3.0%	1.5%	4.5%	

September New Member Gathering: last Saturday's New Member Gathering at Paul Mill Porsche was our best yet with 37 Primary members attending and an estimated 23 family members for a total of 60 getting to know all of the programs NNJR offers.

Spend vs. Budget: The tables below summarize Membership spend for September YTD. The only incurred expense during the month was for last Saturday's event for the breakfast. Note that postage expense is down significantly YTD as the Stamps.com process continues to work effectively with no detriment in performance.

With a supply of Covo cups remaining in our inventory, we are now forecasting a favorable variance that can be deferred to 2020. This favorability will allow us to come in favorable to our budget for the year.

Planning: [Bill Gilbert] no report

Program: [Ken Casterline]

August's Monthly Meeting was well attended and Dom Miliano presented "Telling Tales From the Road". September's meeting was cancelled due to a scheduling conflict with WGII. We have the option to make up a meeting at the VFW on another day if we can agree on schedule. I am open to suggestions and would like to do another Pavilion Meeting before it gets too cold. If we could get

a weekend date, maybe we could do a Cars and Coffee..... For October, we have scheduled a speaker for iRacing which looks to be a good topic and presentation. For November we have the Annual Photo Contest with Dom Miliano. For January we have scheduled Astrid Lynn to speak about Racing, or Carting to Racing. She is excited to speak because it was the people in NNJR that helped her find her passion for driving.

Publications-P4US Editor in Chief: [Petra Swift]

Attached is a first stab at the PorscheForus e-zine. Please take a look and send me ideas for improvement and enhancement.

You will notice that I have created some live links for ads, emails, and forms. Also, with the e-zine allows me to work in color, so I was able to sequence contributions differently. Finally, I have the luxury of space and can integrate more and bigger images as slideshows. However, since this is a draft only, not all links are live, and I would like to ask that you do not distribute this file beyond the BoG and the PorscheForus team.

Px: [Jose DeLaCruz] no report

Rally/Trek: [John Vogt]

The weather looks great for our annual Oktoberfest . The route is beautiful for the rally, The food will be amazing. The party with our Porsche family will be epic. It's great to be part of a German car club!

I hope to see you all there!!

Social: [Cindy and Tony Cristello]

All is set for the Oktoberfest Trek this weekend.

Social Media: [Jeff Krol]

Technical: [James Coleman and Knute Hancock]

The Technical Committee has no scheduled activities for this month.

Webmaster: [Dyke Henson]

Our Website is running just fine and our Website traffic is steady. The current calendars are up to date and online payments have been added to calendar events and posts where appropriate.

While our DE and Calendar page still represents the bulk of our traffic, it good to the activity pick on the Rally and Concours pages. Good fresh content drives traffic so thanks for all the updates, scores and results from Rally and Concours.

What's next?

As has been previously reported, at June BOG meeting, we are now moving forward with the first phase of the Website upgrade and the first designs have been received.

This past week we have received the preliminary graphic design mockups for the planned website update. We have three good designs with elements from each that are appealing.

All the designs look "fresh" and use a modern menu approach and encourage the use of scrolling.

We have a unique challenge in that we have to "ton" of excellent content on our site but the navigation to that content was restricted somewhat by our current web theme and how our website had grown over the years "organically". One of the comments in our National Web Site contest read something like "it took me 5 clicks to get to X". We also were somewhat limited by our

calendar plugin as we couldn't take full advantage of our plugin because our existing framework (aka Theme) has not been updated by the developer. Our new design should improve on both of those shortcomings while providing us with the most recent security updates. I still need to get "into the code" to look at how all these functions will work, but I am encouraged.

The next step for me is working with Optimum and merge the best design elements into a final design so that Optimum can start to implement a "staged" website copy that we can share with the group that volunteered to review the design and the look in feel across phones, tablets and of course web browsers.

I'm hoping to have that prototype ready for viewing towards the end of the month and still expecting to have our go-live launch towards the end of the year.

As a refresher, here are some of the design goals for the new website:

- Keeping the homepage fresh
- Improved calendar views
- (Optional) member login to address secured content - this is becoming less important as we work through the design and security goals.
- More robust e-commerce functionality and transaction reporting
- Improved content sharing and synchronization with Social Media, Marketing Automation (MailChimp), user surveys and our upcoming digital version of Porsche4Us
- Expanding the use of web services across all digital platforms. (Think, GoogleMaps, PayPal, Weather Forecasts, track videos, etc.)
- More online advertising options for our sponsors to leverage across all digital platforms controlled maintained and reported on from an integrated application.
- Provide our sponsors with Advertising performance information - Views and Click Throughs - to justify the additional spend.

What can you do?

I will be asking Event Chairs to review their pages and let me know what you would like changed for 2020. Remember, fresh content is king...and try not to hard code dates into the description. Attached is a summary of the website activity for the past month.

MOTIONS PASSED DURING MEETING: Steve Corodemus made a motion to accept the minutes of the September 2019 meeting. Meeting was seconded by Rudy Samsel and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, November 7, 2019

FUTURE MEETINGS: December TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Stu French, the meeting was adjourned at 9:37pm.

Respectfully submitted,

Cindy Cristello, Secretary