

-- FINAL --

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

DATE: Thursday, September 5, 2019

PLACE: The Brick Academy, Basking Ridge, NJ

PRESENT: Tom Swift, Janice Ernsting, Cindy Cristello, Shannon Muller, Linda King, Hubert King, Steve Corodemus, Chris Erven, Jeff Erven, Bill Gilbert, Stu French, Rudy Samsel, Craig Mahon, Jose DeLaCruz, John Vogt, Tony Cristello, Jeff Krol, James Coleman, Knute Hancock, Dennis Thovson

ABSENT: Grant Lenahan, Bob Knapik, Nancy Samsel, Ken Casterline, Petra Swift, Dyke Henson, Thom Calabro

CALL TO ORDER: The meeting was called to order by President, Tom Swift, at 7:31pm.

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. Review of PCA Board Meeting** - Tom related some highlights from the recent President's meeting including: An audit committee was approved to oversee issues relating to conflicts of interest. A competitors' policy was adopted which would allow PCA to restrict participation of organizations acting in their own interests (and against) the best interests of the PCA, and an appeal of suspension of 2 members was upheld which, based on a review panel's analysis of the situation, overrode the local region's suspension of the members. Without debating the details of the case; this serves as a reminder of the importance of written policy/bylaws.
- B. Status of website work and vote to approve additional funding** -Tom noted the need to move some planned 2020 initiatives into 2019. Dyke is leading the effort and has identified a vendor to work with. [see Motions passed during meeting below.] The BOG is asked to send ideas for website improvements (especially 'examples' from other sites) to Dyke.
- C. Funding for breakfast at Zone 1 concours** – As a way to enhance the participant experience at the event, Cindy has asked that NNJR, as host region, sponsor the breakfasts at the upcoming Zone 1 Concours and Rally event. A buffet is contemplated for Saturday; a 'grab and go' continental breakfast is planned for Sunday. [see Motions passed during meeting below.]
- D. Monthly Meeting status** – As no program is in place for September and the meeting date conflicts with day 2 of our WG Advanced event, we will cancel the monthly gathering. October is

confirmed for an iRacing presentation. November is the annual business meeting and slide night. December is the Charity Auction.

- E. Membership update** – Rudy shared some data noting that associate membership has been falling off since 2014 – around the time the cutover to the current practice of registering thru PCA National was adopted. It could be that folks are not aware that they are able to name an affiliate member, and it may be worthwhile to make contact with folks who joined in this period to see if they would like assistance with adding an affiliate. Please send thoughts on this matter to Rudy and Nancy.
- F. Advertising** – It seems that interest in printed advertising may be falling off...we need to understand how this trend fits into our longer-term plans to digitize our magazine. Tom would like to form a committee to understand and benchmark our needs against the industry norms and report findings/suggestions to the BOG by year-end. Please provide Tom with suggestions/nominations of potential committee members.
- G. Charity update** – Janice broached the idea of facilitating charity laps at our Lightning DE with proceeds to benefit a charity that provides books/school supplies to the local community to ensure no conflict exists with our planned support of Employment Horizons as our “main” charity and the BOG agreed that it would be appropriate to donate receipts from Lightning to the local charity.

Hubert provided an update on the December Charity event and the solicitation for the 2020 Charity beneficiary. Eight recommendations have been received to date. The Charity committee intends to present the top 4 to the BOG in Oct/Nov.

It was suggested that, as done last year, a collection be taken among the BOG members to purchase a gift for donation to the event.

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]

There have been no DE events since our last meeting to report on. As the season draws to a close, work has started on next years DE calendar. NJMP is always the first track to send out their dates and we received those last week. I also received a check from NER PCA for our portion of proceeds from LCMT. It was up slightly this year to \$13,977. Due to noise restrictions in the area, a ruling pertaining to that tracks operations is due to take place later this month. The outcome of that will determine whether or not the track will remain open in the future. John Dunkle, NER's track chair, and I have discussed alternative tracks for joint events should LCMT close.

Our next DE event will be at Watkins Glen, September 16-17.

Secretary: [Cindy Cristello] No report

Treasurer: [Shannon Muller]

Attached please find the June 2019 Treasurer's Report.

Some items worth noting:

Concours held 2 successful events. Porsche/Harley's and Welcome to the Club event.

DE saw income from the Mid-Ohio DE. The event was supplemented by the combination PCA Race/Advanced Solo Event. As well as Paul Miller contributing sponsorship for the Watkins Glen DE.

New Member held a Welcome to the Club Breakfast.

P4US saw normal monthly charges including postage for distribution.

Social held a wonderful Wine Tasting at Paul Miller. Paul Miller was again very generous to provide sponsorship for this event as well.

Vehicle/Trailer had gas expenses for travel to and from DE Events.

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

Autocross: [Grant Lenahan]

We are winding down our Autocross season, but going out on a high note - our second event at Pocono on the East Course, Sunday Sept 22nd. Right now registration is open and we have 35/130 spots filled. we are looking for timing experts (hint, hint!).

This year we operated 5 events, two at Pocono with RTR & SCCA, 2 at MetLife with SCCA, and the CCC on our own. Sharing events has become essential for two reasons:

1. financials in a world of rising costs and declining participation among PCA members (fewer competitive drivers it seems as the demographics shift)
2. Operating staff - we need more committed volunteers who do work outside of Autocross days - tend to equipment, learn Axware, learn timing, set up cones, etc.

Not complaining, we are all busy with family and work - but its the nature of the program today.

We will finish the year, barring any catastrophe:

1. in the black with a surplus
2. with shiny new equipment that should keep us operational for several years
3. With zero incidents for the year (knock wood)
4. with a lot of smiling faces, especially after the Pocono events, which I hope to continue next year.

Many thanks to those who step up and help, even when they don't always drive - Bill G., Bill M., Walter, and to those who DO drive and volunteer - Justin Wolf, Dana....

Hope to see a few of you at Pocono.

Charity: [Linda and Hubert King]

Gold Ticket Raffle sales are going very well. We have covered most DE events, including significant sales at the recent Watkins Glen three-day event. Thanks to everyone for help with sales. We anticipate further sales at the upcoming Lightning DE event, and we are looking for volunteers to help with sales at VIR. As of today, we have achieved 135% of 2018 sales. The Charity Event itself is on track. We plan to use same venue and follow similar format, with a few tweaks in response to last year's survey. Donation request letters will be going out within 2 weeks.

Looking to 2020: Our request for Charity nominations went out in Porscheforum, with a deadline of September 15. To date we have received eight nominations. We plan to submit these and any others received to the BOG at next month's meeting.

Communications Business Manager: [Steve Corodemus]

Steve supplied the BOG with a current list of advertisers and their account status.

Concours: [Chris Erven and Jeff Erven]

For the month of September, concours is prepping for the restoration workshop being held at RSR on September 14th. We are also prepping for our help with the Zone 1 concours and rally on September 20-22.

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

Membership: [Nancy and Rudy Samsel]

New Members: July and August underperformed with only 15 new members each month. With 152 new members YTD, we're eight behind our plan for YTD 2019 so we're lowering our forecast for 2019 to 225 versus the plan of 240. The abysmal February enrollment result is the primary cause as all other months thus far remain in line with prior years.

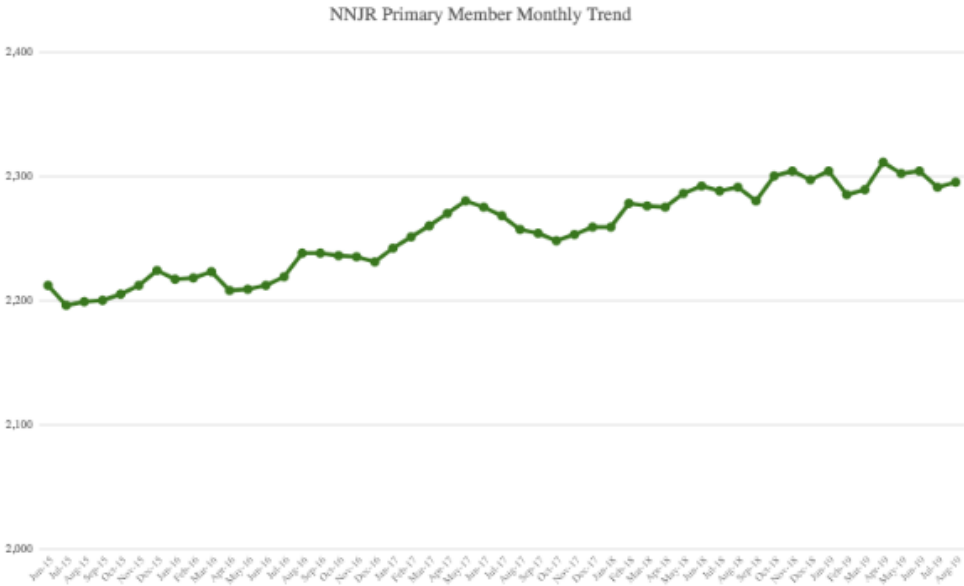
The bar graph below summarizes new members by month YTD August for the past four years:

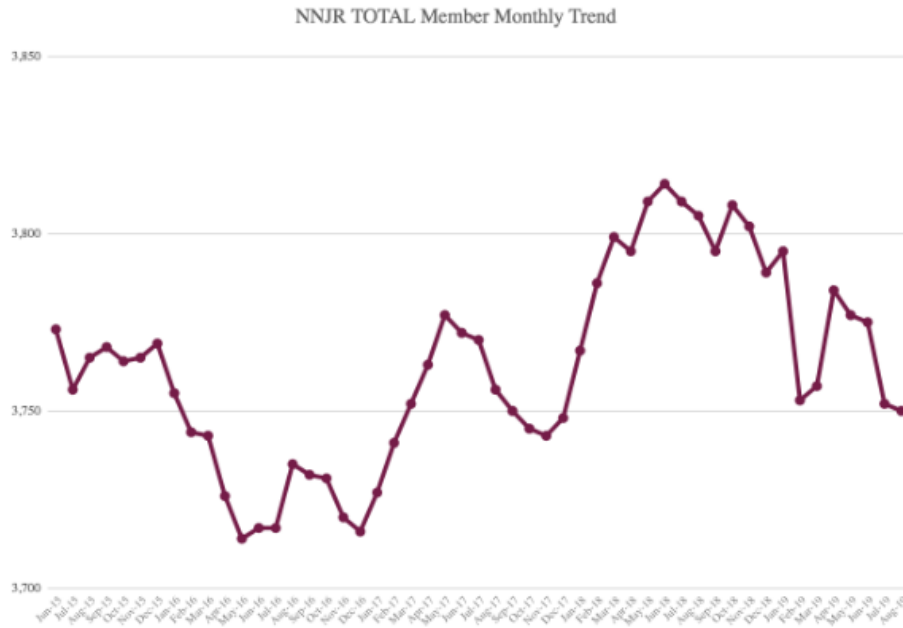
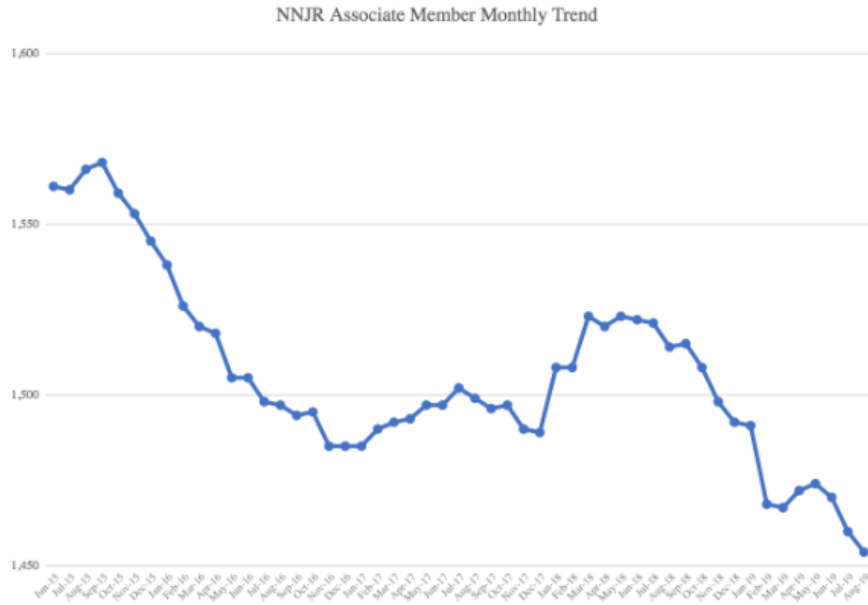
NNJR New Primary Members By Month & Year										
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	YTD	YoY
2016	14	15	22	16	15	18	19	20	139	
2017	25	19	20	24	18	18	19	15	158	13.7%
2018	19	27	26	17	17	19	20	21	166	5.1%
2019	20	9	27	24	15	27	15	15	152	-8.4%

Overall Membership: Primary memberships as of August 1st stands at 2,295, which is the third straight month of being just below the magical 2,300 level. Combine that with 1,454 Family and one life member and NNJR's total membership currently stands at 3,750. As the graph below continues to illustrate, overall membership continues to hover just below the elusive 3,800 threshold. While we've started more actively promoting the new easy-to-use online sign-up for family members as well as a supporting e-blast to help drive Associate membership back up to levels last seen in 2015, so far that strategy has not panned out.

Perhaps a separate, dedicated e-mail to ALL Members is now warranted to improve that number?

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





Non-Renewals: Non-renewals for July and August 2019 stood at 37 and 26, respectively, so our e-mail-only efforts to contact people to renew continue to work effectively. We did learn in July, via a very disgruntled member, that National also sends notifications separate from ours which likely upsets members already "on the fence" even more. Is there a way to stop National from doing this as well?

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 Aug	19.6%	9.1%	10.2%	5.8%	55.3%	100.0%
19 vs. '17	-1.4%	-7.9%	3.2%	1.8%	4.3%	

Next New Member Gathering: Our last new member gathering of 2019 will be held at Paul Miller Porsche on Saturday, September from 9:30-11:30am and response to a recent e-mail blast has been very good.

Spend vs. Budget: The tables below summarize Membership spend for August YTD. The only incurred expense during the two-month period was for printing ink; note that postage expense is down significantly YTD as the Stamps.com process continues to work effectively with no detriment in performance.

Following the September New Member Gathering, we will make a determination on whether there is a need to repurchase NNJR cups (or similar premium TBD) or whether we can postpone the budgeted spend to 2020.

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 Run For The Ribs Rally was great...,all came back alive. I've done two drive through runs for the Oktoberfest Rally Trek Social . Running out of roads but still managed to find some new exciting ones. The smell of Sauerbraten & Weiss beer will draw the masses to The Black Forest Inn once again.

Social: [Cindy and Tony Cristello]

Menu selections being finalized for the Zone 1 concours event.

Paypal link has been established for the Oktoberfest Rally

Ad has been placed for the Holiday Party – Friday December 6th at the Highlawn Pavilion.

Social Media: [Jeff Krol]

Total member of the Group is at 475 with 6 new members and 923 posts/comments/reactions in the last month. The Page is "liked" by 792 and "followed" by 823. There is a meeting scheduled for this week to discuss the implementation of an NNJR Instagram account.

Technical: [James Coleman and Knute Hancock]

No workshops scheduled for the upcoming months.

Webmaster: [Dyke Henson]

Modernizing NNJR-PCA.com

Our Website is running just fine and our Website traffic is steady. None of the anticipated problems with the non-supported theme have materialized. We are receiving more “warnings” that certain programs that supply functionality to the website are “out of date”, so, it is time.

As has been previously reported, for the June BoG meeting, we are now moving forward with the first phase of the Website upgrade.

It was good timing that we received the results of the National PCA Website contest for additional input in our design. I’m happy to say, that we have almost all their suggestions covered and I will try to incorporate most of their recommendations

What’s next?

While we had planned to pay for this work in 2020, we were able to come to very good terms and have started the design work already by applying our remaining budget to fund the design and research with Optimum.

We have agreed to contract terms with Optimum Design & Consulting. in my professional opinion, is a very fair arrangement. We’ll have to do many of the repetitive tasks of updating and formatting pages allowing us to reduce the price significantly.

As I will be on my way to North Country Region DE in Tamworth NH, I will let Tom present the actual pricing, but I can share the payment terms. We have already paid for the majority of the first phase out of our existing budget, are a small payment now due by the end of Sept. The remainder of the payment upon acceptance and sign off of the project.

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.

By our next BoG meeting in October, we should have staged site up to review the new look, page layouts and graphics and we’ll let our selected “reviewers” that have expressed interest or volunteered to help polish the site go at it.

My go-live date is still after the holiday party...or...if it looks real good, and is stable, maybe before! Might be a nice way to drive interest for the Holiday Party.

As a refresher, here are some of the designs goals for the new website.

- Keeping the homepage fresh

- Improved calendar views

- Optional member login to address secured content

- 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. “For just \$XX.XX more a month, you can have your advertising show up on our website, facebook page, and our membership emails”.
Provide our sponsors with Advertising performance information - Views and Click Thoughts - to justify the additional spend.

Attached is a summary of the website activity for the past month.

MOTIONS PASSED PRIOR TO MEETING: none

MOTIONS PASSED DURING MEETING: [NOTE: information in brackets to be removed in published version]

1. Craig Mahon moved that funds be allocated to the 2019 Website budget for improvements requiring more immediate attention. Motion was seconded by Craig Mahon and carried by majority vote.
2. Steve Corodemus moved that funds be allocated to providing breakfasts for participants of the Zone 1 Concours and Rally Event. Motion was seconded by Linda King and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, October 3, 2019

FUTURE MEETINGS: Thursday, November 7; December TBD

ADJOURNMENT: Upon a motion made by James Coleman, and seconded by Knute Hancock, the meeting was adjourned at 8:56 pm.

Respectfully submitted,

Cindy Cristello, Secretary