

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

**DATE:** Thursday, November 7, 2019

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

**PRESENT:** Tom Swift, Janice Ernsting, Cindy Cristello, Grant Lenahan, Hubert King, Steve Corodemus, Chris Erven, Jeff Erven, Bill Gilbert Stu French, Nancy Samsel, Rudy Samsel Craig Mahon, Jose DeLaCruz, Petra Swift, John Vogt, Tony Cristello, Jeff Krol, Knute Hancock, Thom Calabro

**ABSENT:** Shannon Muller, Linda King, Bob Knapik, 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. Membership Retention and Growth.** Jim Hemig, PCA Director of Marketing shared National’s approach to membership expansion and retention. Many of these National initiatives have applicability to local regions and are valuable recommendations for NNJR to consider. The “Top 10” practices National is currently employing to drive increases in membership are as follows:

1. **Know your numbers.** PCA is the largest single-marque car club in the world with 130,000 members. BMW is 2<sup>nd</sup> place with approx. 110,000 members; SCCA has approx. 100,000 members.
2. **Know what your Region is interested in.** There are about 11,000 Porsches in NJ. 22% of these are likely owned by NNJR members. Use surveys to gauge membership interests and understand the mix of new/old cars.
3. **Include the young folks.** Today’s kids are tomorrow’s drivers. Make sure you region offers family-friendly activities that children may attend. The PCA Juniors Program offers an introduction to the club, and access to fun apps (eg: “find the car”) that can be incorporated in events to foster participation.
4. **Leverage the web.** Use Facebook, Instagram, Twitter, etc. to promote events and drive engagement. The PCA website is also a great resource.

5. **Connect with new members.** Make sure you welcome folks when they join and help integrate them into activities. The Test Drive program offers a chance to “try out” the club, and convert to a full membership.
6. **Remember the 4-doors.** 48% of new Porsche sales are Cayennes/Macans/Panameras. This is another reason to focus on family-friendly events. PCA has a new newsletter “PerFOURmance” specifically targeted towards 4-door Porsche owners.
7. **Add co-members.** In addition to being a natural way to boost membership numbers, it provides greater retention potential; if PCA activities are something a member & co-member do together, they may be more motivated to participate in club events over the longer term.
8. **Consider Event/Location based ‘marketing’.** Attend non-PCA events (attractive to automobile enthusiasts) and set up a table/tent to inform about PCA activities and potentially recruit [another application for the Test Drive program?] new members.
9. **Promote membership referrals.** Encourage members to hand out brochures about the club and/or use the ‘Refer a Friend’ utility on the PCA website.
10. **Take advantage of available resources.** The PCA website contains a section for Membership Chairs with additional information around these practices.

Rudy and Nancy Samsel shared some of NNJR’s membership statistics, and discussed how NNJR is also employing many of the above practices.

- B. **Recognition of Al Tafro’s contributions to the recent revisions to the NNJR Bylaws.** Tom Swift recommended that the Board pass a resolution of recognition for the time, wisdom, and guidance provided by Al in effecting the changes to our bylaws. See motions passed during the meeting below.
- C. **Selection of Rookie of the Year / Enthusiast of the Year.** The Board agreed on the recipients of this year’s honors which will be awarded at the Holiday Party.

## 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]

NNJR finished it's 2019 DE season at Virginia International Raceway this past weekend. We had a strong showing for our last two events with attendance up for both Lightning 2 (31%) and VIR (16%) over last year. I received a lot of positive feedback from attendees, especially at VIR, and in particular from non-NNJR members who represented the majority of our attendees at 52%. Overall, I would say that non-member participation at our DE events is up in 2019. I think this is a very positive sign, with competition for drivers increasing year-to-year, in becomes increasingly important that NNJR fill our events with both members and non-members.

The BBQ at VIR was a huge success and greatly appreciated by the non-NNJR attendees. Many made a point to thank me the following day for the great food and telling me it was the best track food they had ever been served. Thank you to Shannon for making that happen. I have also received more than a few emails thanking me for the event and wanting our dates for next year.

It has been a pleasure serving as Track Chair,

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

**Treasurer:** [Shannon Muller]

Attached please find the September Financials. Some items worth noting:

- Admin incurred the usual yearly Tax preparation fee.
- Autocross received in payments for the final, successful Autocross of the Year.
- Cruise Night made it's final payment for the event.
- DE received income from WG1, WG2 and Mt. Tremblant. Expenses were a mix of many DE events.
- Membership received it's PCA Quarterly rebate.
- Social paid out expenses from the Wine Tasting and Oktoberfest.
- P4US saw usual postage and printing fees. As well as, Ad Income from 5 vendors.
- Off-Road continued to get payments for the November Off Road event.
- Program had usually monthly meeting charges.
- Rally had expenses from Oktoberfest Rally.
- Vehicle/Trailer incurred satellite radio charges for the Van.
- Website/Email made a payment towards website development.

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

**Autocross:** [Grant Lenahan]

Not much to report since the season is completed, but I would like to make the board aware of planning / likely issues for next year:

1. MetLife is not releasing any dates (probably) this year. This will make it very hard to
  - a) plan the Car Control Clinic and
  - b) contribute at the Annual planning meeting
2. I am about to go to Pocono and try to get some dates for next year – it is a very popular venue, and may fill in for MetLife. I will coordinate with RTR and SCCA.
3. Without current volunteer participation we are largely incapable of running events independently - just not enough people willing to spend evening/time before the events to maintain, get, test etc. timing equipment. The pool is smaller and smaller.

On the other hand, cooperation seems to work. Justin is very helpful, but his new job function is squeezing his time. Bill, of course, continues to be very supportive.

4. We need to re-approach Flemington for continued sponsorship - some of you are closer to them than me.

**Charity:** [Linda and Hubert King]

Focus this month has been on upcoming Charity Event. Gold Ticket Raffle sales continue to be outstanding. We are heading for record sales. Donations for Event are beginning to come in, accumulating in our garage and house. I asked dealer contacts to follow up on donation request letters, which were sent to four dealerships. Also am following up on request sent to Monticello Motor Club. Hope to match their last-year's generous donation of a track day. The Zone 1 PCA REGION SUBSIDY PROGRAM check should soon arrive. Our beverages and food arrangements are on track. Employment Horizons Culinary Arts recently toured kitchen facilities at UACCNJ, and EH will supply buffet dinner, similar to last year except, assuming no lettuce crises, we will have salad. In next few weeks we will apply for Social Affairs Permit to allow alcohol service. We have received insurance certificate for event.

**Communications Business Manager:** [Steve Corodemus]

Attached please find a summary of collections to date for Porscheforum. 9 of the 24 (37%) advertisers have one or more quarters unpaid.

After November 15th, I will be sending collection notices some of the advertisers that I have a low expectation of paying

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

Concours held the last judged show of the season at Wingspread Farms in Asbury, NJ. Since we have no rain dates we renamed it Porsches and Puddles. Hard to believe but we had 12 entries; around 30 enthusiasts. We moved it into Frank's Barn where we had a judge off for the 2019 Concours Championship. We had Kevin Fitzimmons and Alan Zambrano drive into the barn with time to clean their Porsches. Frank had lighting in the barn so the atmosphere was unique. When the judging was done, Kevin won by four tenths of a point. All other entrants did not have to clean their vehicles but all received a first place award. Everyone had a great time despite the weather.

**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]

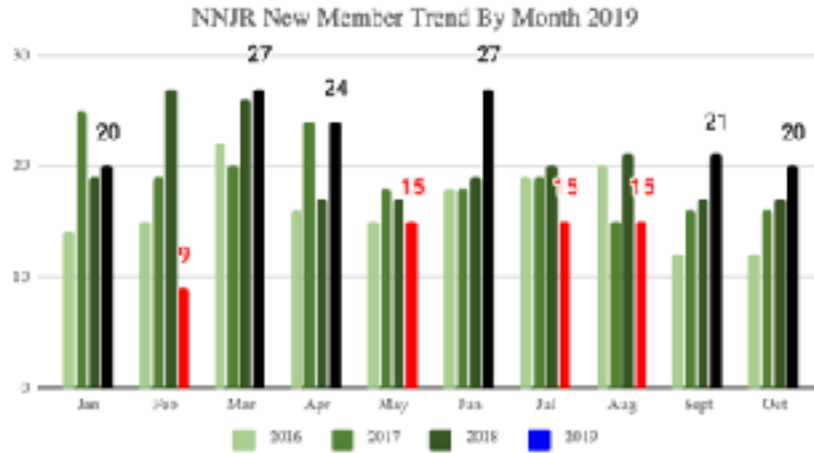
- o Ocean City Boardwalk Reunion (Oct 19) article/images submitted to Nancy Samsel for Panorama News from the Regions
- o Decade of 90s & 2000 for publication in P4US

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

New Members: October achieved the plan of 20 newbies. With 193 new members YTD, we continue to be seven behind our plan for YTD 2019. That combined with only two new enrollments in November forced us to revise our forecast for 2019 down to 225 versus the plan of 240. The abysmal February enrollment result is the primary cause.

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

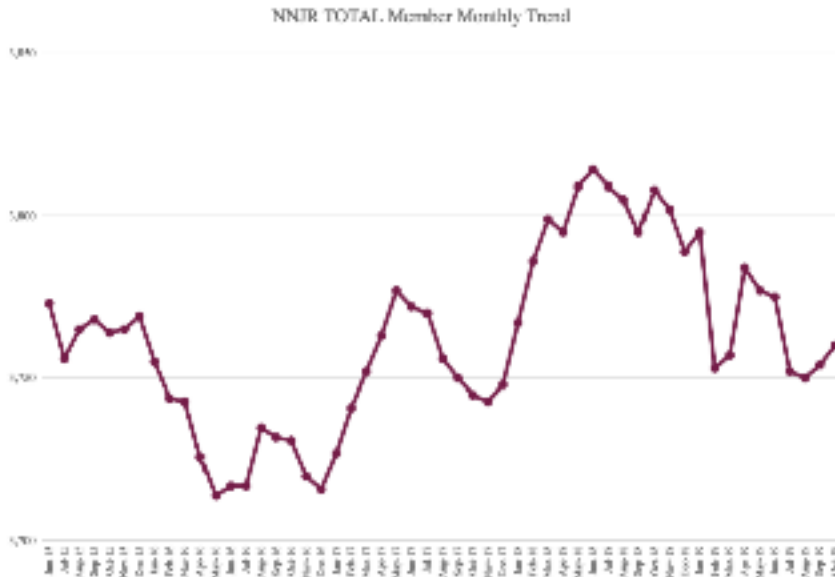
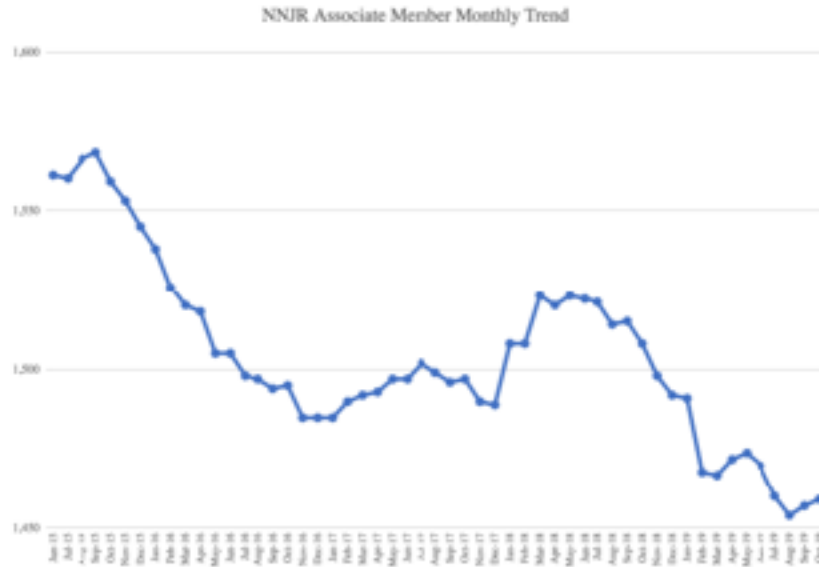
| Year | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | YTD | YoY   | FY  |
|------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-------|-----|
| 2016 | 14  | 15  | 22  | 16  | 15  | 18  | 19  | 20  | 17   | 17  | 165 |       | 182 |
| 2017 | 25  | 19  | 20  | 24  | 18  | 18  | 19  | 15  | 16   | 16  | 190 | 16.6% | 228 |
| 2018 | 19  | 27  | 26  | 17  | 17  | 19  | 20  | 21  | 17   | 17  | 200 | 5.3%  | 213 |
| 2019 | 20  | 9   | 27  | 24  | 15  | 27  | 15  | 15  | 21   | 20  | 193 | -3.5% | 225 |



**Overall Membership:** Primary memberships as of October 1st stands exactly at 2,300. Combine that with 1,459 Family and one life member and NNJR's total membership currently stands at 3,760.

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





Non-Renewals: Non-renewals for October 2019 stood at only 28, 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:

| <b>NNJR Non-Renewals By Years In PCA</b> |               |                |                |                |                     |        |
|--|---------------|----------------|----------------|----------------|---------------------|--------|
| <i>Source: PCA Monthly Admin Reports</i> |               |                |                |                |                     |        |
| <b>Year</b>                              | <b>1 Year</b> | <b>2 Years</b> | <b>3 Years</b> | <b>4 Years</b> | <b>&lt; 5 Years</b> |        |
| <b>2017</b>                              | 21.0%         | 17.0%          | 7.0%           | 4.0%           | 51.0%               | 100.0% |
| <b>2018</b>                              | 18.0%         | 10.8%          | 8.2%           | 5.1%           | 57.9%               | 100.0% |
| <b>2019 YTD Oct</b>                      | 21.3%         | 8.6%           | 9.2%           | 5.9%           | 55.0%               | 100.0% |
| <b>19 vs. '17</b>                        | 0.3%          | -8.4%          | 2.2%           | 1.9%           | 4.0%                |        |

**Spend vs. Budget:** The tables below summarize Membership spend for October YTD; we incurred no expenses during the month. Note that postage expense is down significantly YTD as the Stamps.com process continues to work effectively with no detriment in performance.

With 100 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] no report

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

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

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

I have made a few run through s of the Dreyfus Rally . This will be the biggest and last of the season. The roads will be the type our Porsches were made for! The Walpack Inn is the final destination and will be incredible for our end party. Looking forward to seeing all of you there.

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

Early signups for the Holiday Party are strong. Band has been engaged. Menu selections pending.

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

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

The Technical Committee has scheduled the Annual Swap Meet for the 2nd Sunday, January 12, 2020 at EuroTire, from 10:00AM to 1:00PM. Shop doors will open at 9:30 AM for set-up.

**Webmaster:** [Dyke Henson]

Our Attached are the current metrics for the website. Traffic is down month to month as to be expected. The site is running fine and is up to date.

We have made our 50% payment for the development of the new website to Optimum DC, though progress has been slower than expected. I was hoping to have a prototype for this current BOG meeting - but that will have to wait until next month.

#### **MOTIONS PASSED DURING MEETING:**

1. Knute Hancock made a motion to accept the minutes of the October 2019 meeting. Motion was seconded by Craig Mahon and carried by majority vote.
2. Steve Corodemus made a motion to approve the resolution of thanks for Al Tafro. Motion was seconded by Knute Hancock and carried by majority vote.

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** none

**NEXT MEETING:** Sunday, December 8, 2019

**FUTURE MEETINGS:** TBD

**ADJOURNMENT:** Upon a motion made by Bill Gilbert, and seconded by Knute Hancock, the meeting was adjourned at 9:14pm.

Respectfully submitted,

Cindy Cristello, Secretary