

**BOARD OF GOVERNORS MEETING for February, 2020
NORTHERN NEW JERSEY REGION – PORSCHE CLUB OF AMERICA, INC.**

DATE: Thursday, February 6, 2020

PLACE: The Brick Academy, Basking Ridge, NJ

PRESENT: Janice Ernsting, Lester Cheng, Cindy Cristello, Rich Barry, Tom Swift, Dana Beaton, Steve Corodemus, Hubert King, Ellen Hays, Bill Gilbert, Thom Calabro, Craig Mahon, Stu French, Petra Swift, John Vogt, Tony Cristello, , Knute Hancock, Dyke Henson,

ABSENT: Bruce Hensdorf, Peter Schneider, Grant Lenahan Rudy Samsel, Nancy Samsel, Shannon Muller, James Coleman, Dennis Thovson

CALL TO ORDER: The meeting was called to order by President, Janice Ernsting, at 7:29pm.

APPROVAL of MINUTES: Craig Mahon moved to accept the previously distributed draft minutes as final. Motion was seconded by Lester Cheng and carried by majority vote.

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. **Budget:** Lester Cheng presented an overview of the 2020 budget plan proposed by the EC, with a focus on the need to engage a firm to assist with an audit as prescribed by the revised Bylaws. As some numbers needed further refinement, a vote to approve the 2020 budget was deferred to next month's meeting.
- B. **Charity Update:** The Charity Committee received 8 nominations for consideration, and from that list selected 4 finalists with whom visits and interviews have been scheduled. Those finalists are: Cheshire House, YMCA of Newark, Goryeb Children's Hospital, and Karen Ann Quinlan Hospice. The team has defined metrics for consideration/ranking of candidates and expects to present their final recommendation to the BOG next month for approval.
- C. **Donation of misc NNJR items for charity:** The club has a supply of t-shirts from various events over the past 10+ years that have been amassed that do not seem to be of interest to members. It has been proposed, and received general support from the BOG, to donate such items to charitable organizations that seek clothing donations.

REPORTS:

I. Officers' reports: [as submitted in advance; *updates during/after the meeting in italics*]

President: [Janice Ernsting] see Agenda above

Vice President: [Lester Cheng] no report

Secretary: [Cindy Cristello] Minutes from the January, 2020 meeting have been posted to the website.

Treasurer: [2019 Treasurer Shannon Muller]

Attached please find the December 2019 Year End Report. Some items worth noting:

- Autocross made a final payment to a co-sponsor. Thank you Grant for all the behind the scenes work.
- Charity held it's very successful Auction in December with payments made to the venue. Congrats Hubert & Linda and all those who helped out.
- Concours saw final expenses for the season which includes awards given out at the Holiday Party. Thank you Jeff for your hard work while being Concours Chair!
- P4US incurred usual monthly expenses and Steve collected another strong month of Ad Income from our advertisers.
- Social hosted the well attended Holiday Party at the Highlawn Pavilion. Thank you Cindy and Tony, it was a blast! If you missed it this year, don't next year!
- The Club ended the year with a surplus which is a huge win for Janice since the bulk of that number was from DE.

[2020 Treasurer Rich Barry]

NNJR made a number of advance payments in January to secure facilities for our events in 2020. We paid deposits to:

- The Meadowlands for Autocross
- Watkins Glen International for our 2 DE events
- Summit Point (DE)
- VIR (DE)

We also processed some standard payments for postage, van storage, and software to manage our publications.

A full report will be sent once all of the January bank statements are final

Past President: [Tom Swift] no report

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

Autocross: [Grant Lenahan] no report

Business Manager: [Steve Corodemus]

First quarter 2020 invoices are going out this week. Typically checks come in very slowly this time of year. NNJR offers our advertisers a 10 per cent discount if they pay one check first

quarter for the year. In 2019 I promoted this opportunity and a few more advertisers opted in for the discount. The "upfront" money helps the Region with cash flow and reduces the invoice work load.

Keep an eye out for new potential advertisers.

Charity: [Hubert King]

We presented a "Big Check" for \$16,670 at a photo-op ceremony at Employment Horizons on January 17. This photo was sent to Porscheforum for inclusion in Charity Newsletter.

With a visit planned for 2/5 we will have completed the process of interviewing new charities for 2020. As agreed, a small NNJR group visited and interviewed folks at the four highest-ranked places from last year's nominations. We will soon summarize our findings and recommendations for presentation to the BOG.

Nominee	Visit Date
Goryeb Children's Hospital Foundation	1/14/20
Cheshire Home in Florham Park	12/30/19
Newark YMCA	1/23/20
Karen Ann Quinlan Hospice	2/5/20

Concours: [Ellen Hays] no report

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

The last of the track contracts for the 2020 DE season, Summit Point and VIR, were signed in January.

The 50th Anniversary Driver's Education graphic should be finished early next week. This will be used on hats, shirts, and round stickers

Paul Gavel of Paul Miller has agreed to sponsor (\$5,000) 50th DE Anniversary shirts and hats. Thank you Bill Gilbert!

Randy Pobst (pro racer) has been hired for the Mid-Winter Instructors and Drivers meetings.

Shannon Muller has placed a deposit with the Olde Mill Inn for the Mid-Winter meeting room.

Paul Gavel pledged Paul Miller's continued support for Intro to DE @ Lightning and WGI BBQ.

DE Registrar / Club Racing: [Craig Mahon]

We have 3 events opening in February, see below. Note the price for Mid-Ohio has been lowered significantly to pre-2016 rate (instructed event solo driver). The addition of a BMW

group to the Club Race portion of the event permitted the reduction. For Lime Rock we need early season marketing from NER. Only 1 or 2 of their members came last year.

Mid-Ohio Feb 1 (open)

Lime Rock Feb 19

Light 1 (Feb 29)

Historian: [Stu French]

- Decade of 90s & 2000 await publication in P4US
- Planning to attend Amelia & Werks (FLA) 3/20, providing article w/ images of NNJR members displaying vehicles

Membership: [Rudy Samsel]

Next New Member Gathering on Leap Year! Just a reminder for all Committee Chairs our first New Member Gathering of 2020 will be held at Paul Miller Porsche on Saturday, February 29th from 9:30 - 11:30am. Nancy reports that RVSPs have been the strongest of any event yet, so it will be nice to have as many Chairs on hand as possible to meet and greet newbies as well as answer any questions they have. While PMP was gracious as always to open up the dealership for our use, given the 29th is the last day of their sales month, please note they plan to have us set up at the opposite end of the showroom.

New Members: After disappointing results to end 2019 down (-8.4%) from the year prior, this year is off to a promising start with 23 newbies enrolled in January. Both the table and bar graph below summarize new members by month for 2016-2020. 2020 numbers highlight in yellow represent our forecast for the balance of the year:

NNJR Five Year Member Trend														
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD	YoY
2016	14	15	22	16	15	18	19	20	12	8	10	13	182	
2017	25	19	20	24	18	18	19	15	16	15	15	24	228	25.3%
2018	19	27	26	17	17	19	20	21	17	24	19	17	243	6.6%
2019	20	9	27	24	15	27	15	15	21	20	15	13	221	-8.4%
2020	23	15	15	18	15	15	18	15	15	18	15	15	197	-11.8%
YoY Var	3	6	-12	-6	0	-12	3	0	-6	-2	0	2	-21	

Monthly Avg YTD =

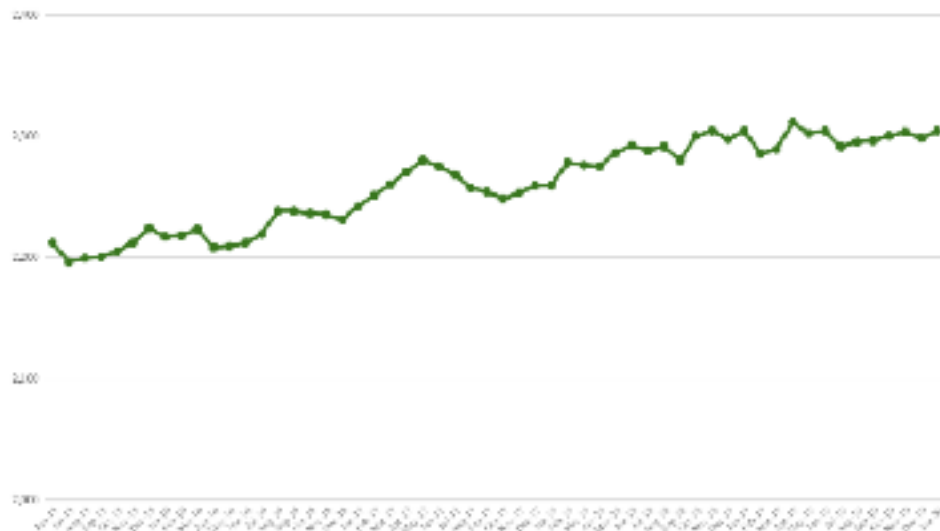
NNJR New Member Trend By Month



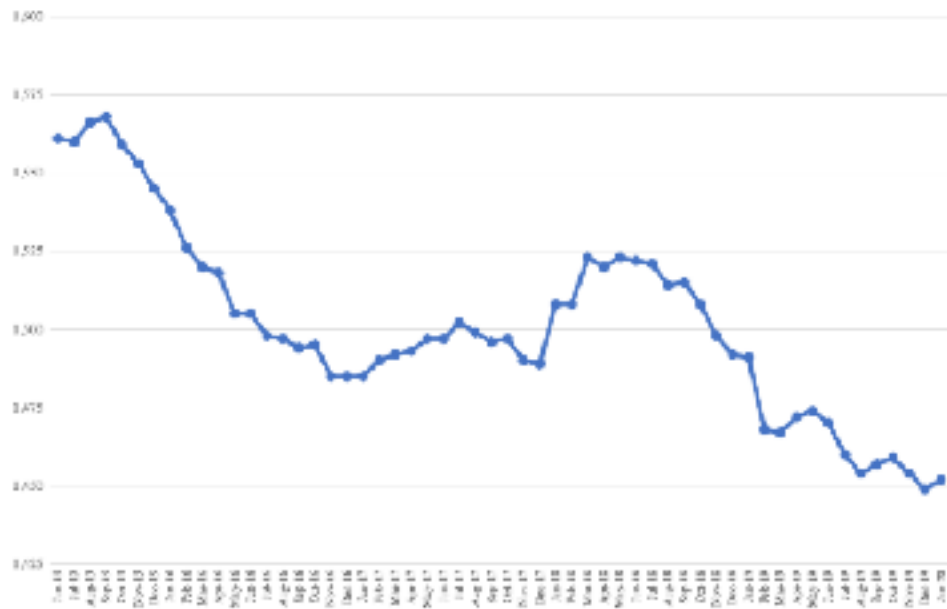
Overall Membership: Primary memberships as of February 1st continues to hold steady at 2,304. Combine that with 1,452 Family and one life member and NNJR's total membership currently stands at 3,757.

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

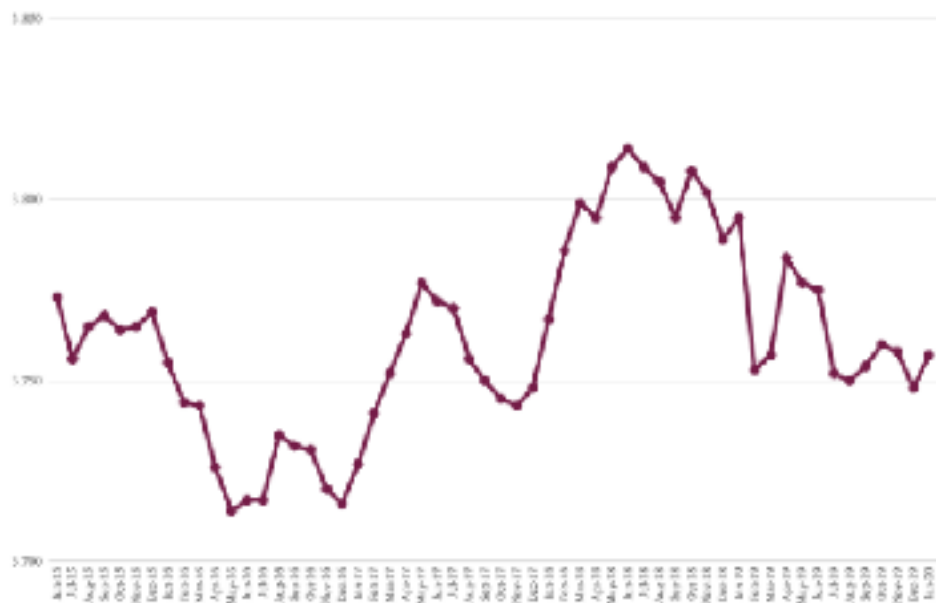
NNJR Primary Member Monthly Trend



NNJR Associate Member Monthly Trend



NNJR TOTAL Member Monthly Trend



Transfers: the did not receive any primary member transfers into NNJR and the two outgoing ones to San Francisco and Florida were clearly move-related.

Non-Renewals: Non-renewals for January totaled 34, so our e-mail-only efforts after one year to contact people to renew continue to work effectively.

Non-renewals among NNJR members with less than five years tenure ended at 43.8% for 2020 versus our 2017 benchmark of 49.0%.

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	21.8%	7.8%	9.1%	5.1%	56.2%	100.0%
2020	20.6%	5.9%	14.7%	0.0%	58.8%	100.0%
20 vs. '17	-0.4%	-11.1%	7.7%	-4.0%	7.8%	

Panorama Submissions - Nancy submitted verbiage and pictures of January's swap meet for the March 2020 From The Regions section of Panorama. *Remember, if you want to have event(s) you chair covered in Panorama, please provide Nancy with pictures and verbiage. While we can submit content for events we attend, we rely on you for those events we miss!*

Spend vs. Budget: We will begin reporting on actual spend following approval of our proposed Budget. 2020 spending in January was limited to normal forward buys of postage and related materials required for new member mailings.

New Member Liaison: [Nancy Samsel] see Membership report above

Program: [Shannon Muller] no report

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

Rally/Trek: [John Vogt]

The Rally season will start with Welcome To The Club Rally. We at this point don't know the charity we will start from ,so designing a route is impossible right now. The other rally spots are in play and I am working on those. I have a great group of volunteers that will be helping on all levels of what has been a big part of the club.

Social: [Tony Cristello] no report

Technical: [James Coleman and Knute Hancock] no report

Webmaster: [Dyke Henson]

The website continues to perform admirably with all current events updated on the supported calendars. We have a strong showing for our electronic payment system for the Holiday event and improved reporting functionality on the PayPal application.

We are still waiting on the installation in the NNJR staging area for the New Website design. If you are thinking to yourself, "...wasn't that supposed to be Oct 2019?"...you are correct.

Hopefully, by the February BoG meeting, I will be able to demonstrate the new look and feel, and have the site fully converted by March 2020.

Attached are some analytics that highlight the traffic, content performance and the most frequently used "path" our user take from our home page.

MOTIONS PASSED DURING MEETING: none

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, March 12, 2019

FUTURE MEETINGS: Thursday, March 12; Thursday, April 2; Thursday, May 7; Thursday, June 4; Thursday, August 6; Thursday, September 10; Thursday, October 1; Thursday, November 5; December TBD

ADJOURNMENT: Upon a motion made by Lester Cheng, and seconded by Tom Swift, the meeting was adjourned at 9:10pm.

Respectfully submitted,

Cindy Cristello, Secretary