

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

DATE: Thursday, March 12, 2020

PLACE: Virtual meeting via Zoom

PRESENT: Janice Ernsting, Cindy Cristello, Rich Barry, Dana Beaton, Bruce Hensdorf, Peter Schneider, Hubert King, Kevin Fitzsimmons, Bill Gilbert, Craig Mahon, Rudy Samsel, Shannon Muller, Petra Swift, John Vogt, Tony Cristello, James Coleman, Knute Hancock, Dyke Henson,

ABSENT: Lester Cheng, Tom Swift, Grant Lenahan, Steve Corodemus, Ellen Hays, Thom Calabro, Stu French, Nancy Samsel, Dennis Thovson

CALL TO ORDER: The meeting was called to order by President, Janice Ernsting, at 7:36pm

APPROVAL of MINUTES: none.

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. RSR Concours event scheduled for March:** tabled pending additional discussion/approval.
- B. 2020 Budget:** Budget items tabled from February's meeting were presented and discussed. See Motions Passed During Meeting (below).
- C. New Audit Requirement:** The revised bylaws require an independent audit of the Club's financial records for which proposals have been solicited from three different firms, with each of whom some BOG members have had experience. Following discussion around the merits of the firms, the BOG voted to engage Leaf Saltzman. See Motions Passed During Meeting (below).
- D. 2020 Charity Update:** Hubert King reviewed the Charity Committee's selection process, and identified their unanimous recommendation that NNJR support Cheshire House in Florham Park as our key Charity. See Motions Passed During Meeting (below).
- E. Record retention /storage:** We are evaluating the club's storage needs. Chairs are asked to email Janice with their anticipated needs.
- F. Cancellation of Events due to Coronavirus concerns:** Due to uncertainty and safety concerns, the following event are being cancelled: RSR Concours workshop on 3/15, Monthly member meeting on 3/17, PMP Tech session on 3/21, and Gathering of the Faithful on 3/22, DE tech training

workshop on 3/28. We will continue to monitor the situation and advise of any further cancellations thru eblasts.

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] 2020 Autocross license application has been submitted to the NJ State Police.

Treasurer: [Rich Barry]

Here is the final for January. We're still dealing with some bank access issues - which should be resolved soon.

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]

1. I have given the NJ Police Report form, filled in to our Secretary (Cindy).
2. I have begun the contract process with Pocono for three events - July 19, Aug 2 & Oct 18th
3. We will run those events with, at minimum, RTR and Central PA PCA, possibly at least one with SCCA
4. We have verbal confirmation of Flemington's sponsorship, but i have not heard from their marketing professional and have not seen a contract. I will follow up when i return. If Bill or Ken happen to be there, please feel free to check on those items.
5. The CCC registration is now open on [Motorsportreg.com](https://motorsportreg.com). We have 21 signed up already.
6. Toward the end of the month Justin and I, at minimum, will get together to dry run the new AX equipment.
7. I do need volunteers to help tend to the equipment, set up equipment (onsite), learn Axware and run Axware (do the timing job at events)

Hopefully quarantine rules will not impact the CCC (or other NNJR events).

Business Manager: [Steve Corodemus]

Attached please find the collection report as of today. First quarter invoice payments were due February 28th. Late payment in the first quarter is typical because it is the slowest business season for many of our advertisers. Second quarter invoices will go out the first week of April.

I promoted annual contract payments in the invoice. We have one additional annual advertiser - Ray Catena.

I will work with Ellen and Kevin to identify advertisers in good standing to host concours events as per our policy. James Coleman of the Tech Committee is checking with me regarding hosting events at advertisers in good standing place of business.

Charity: [Hubert King]

After a lengthy process, starting in the fall of 2019 when The Charity Committee solicited nominations from all club members, the committee has reached a unanimous decision for Cheshire Home. We are bringing that suggestion before the Board of Governors for their approval.

The process of evaluation started when our President selected a sub-committee from the Board of Governors to evaluate the nominated charities. After consideration of all nominations, the Nominating Committee narrowed the choice to four possibilities.

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	2/11/20

In each case, we believed that our members would strongly support their mission. To better understand the organizations and see first hand their work, our Committee arranged on-site visits. Typically we spent several hours getting to know the staff and, when possible, the individuals receiving benefits. We knew from our experience at Employment Horizons that impacting individuals' lives was an important element in selecting a charity that members could get behind.

The Nominating Committee met before the NNJR Monthly Meeting on February 18 with our list of pros and cons for each organization and reached a unanimous vote for Cheshire Home.

The mission of Cheshire Home is to help young-adults with spinal cord injuries or neurological impairments to recover their lives. What sets Cheshire Home apart from traditional nursing facilities is the young adult population and the focus on each resident's ability to transition to independence. It provides medical care for those severely affected along with physical and occupation training. It is the only stand-alone facility of it's kind in NJ and is unique even in the US with only Shepard House in Atlanta offering similar care. It is a compact, focused facility that houses 35 critical-care live-in patients, with an additional 14 less-critical care clients housed in two community-based homes located in surrounding community. The goal is for

clients is to attain life skills that allow them, as much as possible, to live independently. An average stay is two and one-half years.

They meet all of our Guidelines for NNJR Charity Sponsorship. It is a local organization; the facility is located at 9 Ridgedale Avenue, Florham Park, NJ 07932. Appealing is their moderate size, we can have a real impact on their annual \$300,000 fundraising, which will place us in the top 5 Tier of supporters. Their operating budget however is much larger, ~\$13 million, supported by grants, Medicaid, and private insurance. They fulfill all of the non-profit tax criteria and are quite familiar with running charity events and the licensing requirements. They hold an annual "Casino Night". Their staff members would be happy to work with us on our own event.

More information: <https://cheshirehome.org/>

Concours: [Ellen Hays] no report

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro] no report

DE Registrar / Club Racing: [Craig Mahon] no report

Historian: [Stu French]

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

Membership: [Rudy Samsel]

February 29th New Member Gathering Post-Mortem: While Saturday's New Member Gathering was our best attended to date and feedback from new members thus far has been good, in the spirit of "there's always room for improvement", we've captured our thoughts here for how we will improve moving forward:

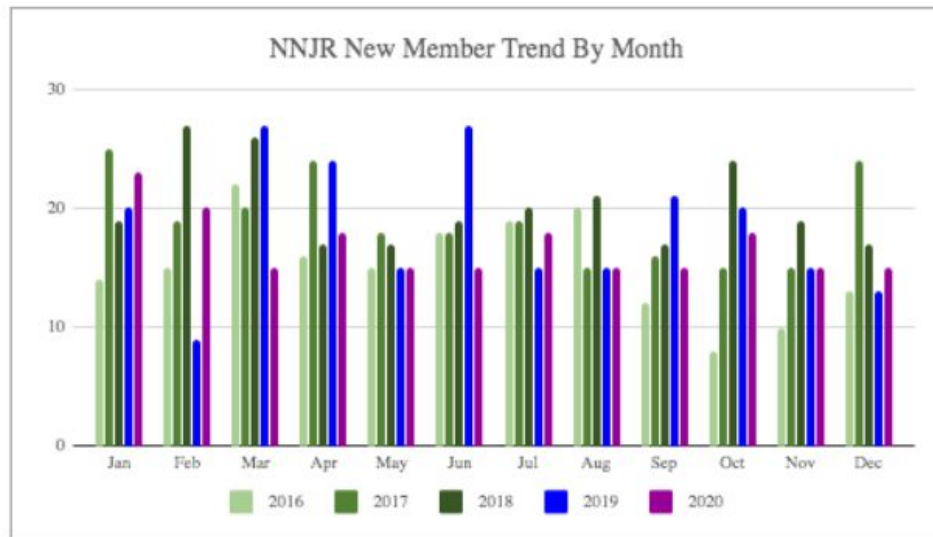
- **Event Timing** - holding an event at PMP on the last day of a sales month clearly is too hectic. Between the lack of parking and insufficient folding tables for gathering at the opposite end of the showroom, its clear we're better off scheduling on the first Saturday of a month where we can use the *Porsche Exclusive Manufaktur* alcove for registration and serving breakfast.
- **Amplification** - Soft voices, ceramic floors, a high ceiling, and side conversations conspire to make it difficult for new members to hear most presenters. We have a guitar amp and a microphone that works well (proven during Karaoke parties at our home, but that's a story for another time), so we've added that to our set up equipment list moving forward.
- **New Member Gathering Goal** - when Marlys handed over membership duties, she made it abundantly clear to us, and we quote: "Just remember: membership growth and retention drives the club, not any single program. Don't let anyone try to tell you differently." We

need to continue to keep this goal in mind in structuring our events. The goal of our New Member Gatherings is simple: give new members a great first impression, make them feel welcome, give them an overview of all of the programs available by members of the BOG, and when they ask about a program, get them in touch with the appropriate person.

New Members: The first two months in 2020 is off to a promising start with 43 new members, which is nearly a fifty percent increase versus last year and on par with 2018. Both the table and bar graph below summarize new members by month for 2016-2020.

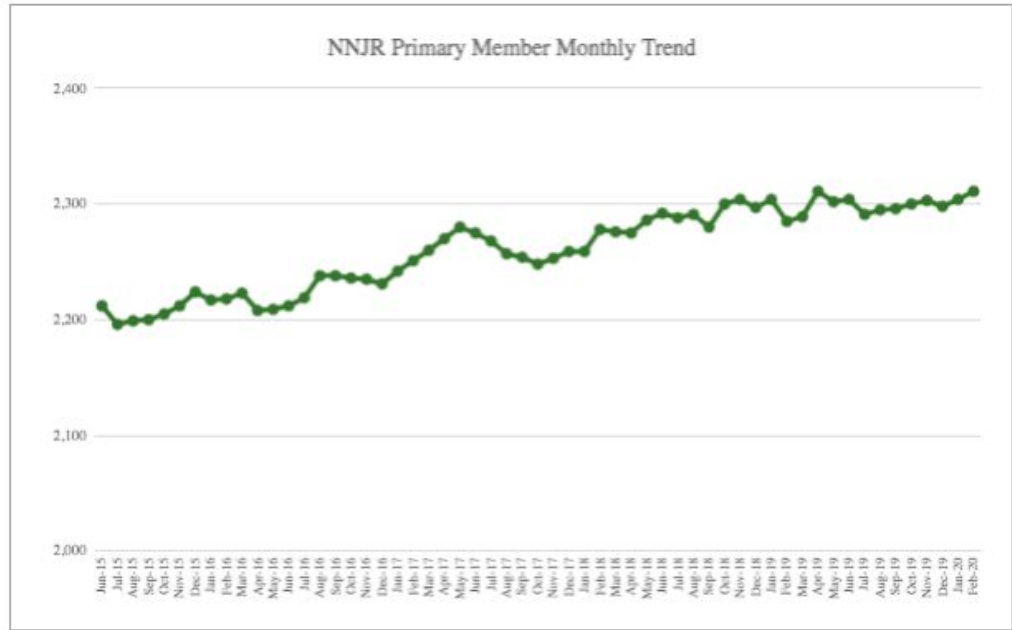
NNJR New Primary Members By Month & Year

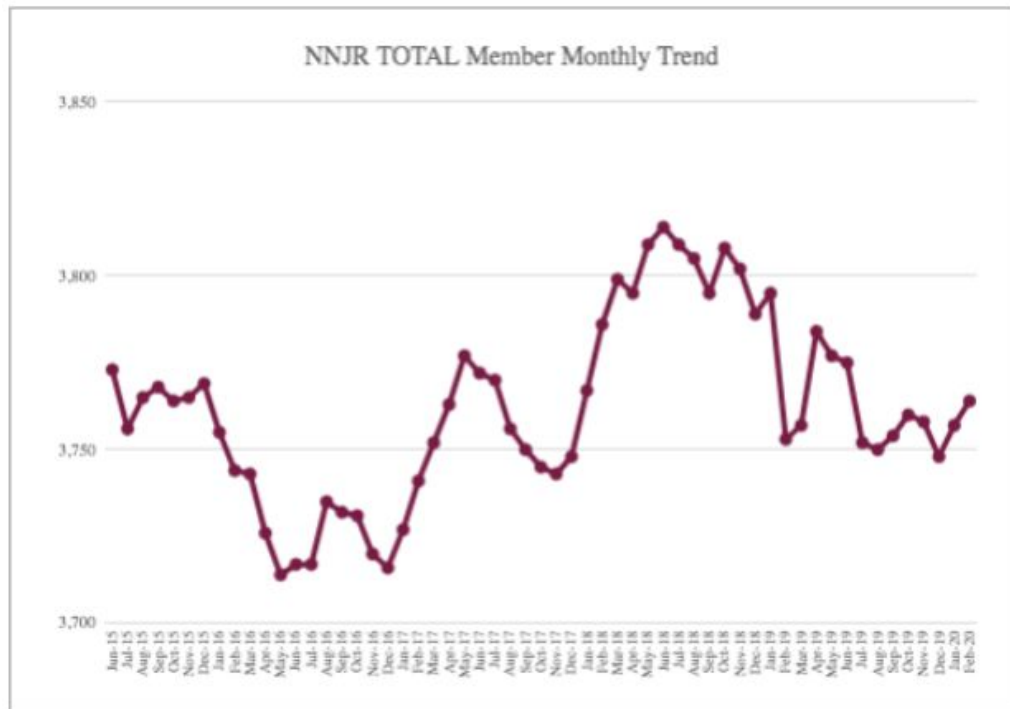
Year	Jan	Feb	YTD	YoY	FY
2016	14	15	29		182
2017	25	19	44	51.7%	228
2018	19	27	46	4.5%	243
2019	20	9	29	-37.0%	225
2020	23	20	43	48.3%	202



Overall Membership: Primary memberships as of March 1st continues to hold steady at 2,311. Combine that with 1,452 Family and one life member and NNJR's total membership currently stands at 3,764.

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





Transfers: the lone transfer in and two transfers out all appear to be move-related.

Non-Renewals: Non-renewals for February totaled 33, 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 38.8% 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	11.9%	9.0%	14.9%	3.0%	61.2%	100.0%
20 vs. '17	-9.1%	-8.0%	7.9%	-1.0%	10.2%	

Panorama Submissions - The March Panorama just mailed contained a summary of the Tech Committee's Swap Meet and the editor included a picture of James. *Nancy plans submit verbiage and pictures of Saturday's meeting for the April 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 February was limited to Saturday's New Member Gathering.

New Member Liaison: [Nancy Samsel] see Membership (above)

Program: [Shannon Muller] no report

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

Rally/Trek: [John Vogt] no report

Social: [Tony Cristello]

Details being finalized for our 1st Kentucky Derby Party on May 2nd at the Historic Track in Goshen NY.

Technical: [James Coleman and Knute Hancock]

The Tech Committee has a Paul Miller Porsche Tech Event on March 21st for the Taycan new model announcement and their Classic Car national contest wrap up. Timing is on the NNJR calendar.

April 4th, Apex has a Tech Workshop on PDK and suspension. Timing is on the calendar.

I am working on firming up 2 separate workshops at The Popular Mechanic and Flemington Porsche for upcoming months. Stay tuned for details.

Webmaster: [Dyke Henson] no report

MOTIONS PASSED DURING MEETING:

1. Craig Mahon moved to approve the 2020 budget as presented by the EC (with minor modifications discussed during the meeting). Motion was seconded by Bill Gilbert and carried by majority vote.
2. Bill Gilbert moved to approve up to \$10k to engage Leaf Saltzman to perform an audit of NNJR's financial records as required under the Bylaws. Motion was seconded by Peter Schneider and carried by majority vote.
3. Cindy Cristello moved to approve the Charity Committee's recommendation in support of the Cheshire House as NNJR's main charity. Motion was seconded by Knute Hancock and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, April 2, 2019

FUTURE MEETINGS: 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 Janice Ernsting, and seconded by James Coleman, the meeting was adjourned at 8:34pm.

Respectfully submitted,

Cindy Cristello, Secretary