

-- FINAL --

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

DATE: Thursday, April 2, 2020

PLACE: online via ZOOM

PRESENT: Janice Ernsting, Lester Cheng, Cindy Cristello, Rich Barry, Tom Swift, Dana Beaton, Bruce Hensdorf, Peter Schneider, Grant Lenahan, Steve Corodemus, Hubert King, Kevin Fitzsimmons, Bill Gilbert, Thom Calabro, Craig Mahon, Rudy Samsel, Nancy Samsel, Shannon Muller, Petra Swift, John Vogt, Tony Cristello, James Coleman, Knute Hancock, Dyke Henson

ABSENT: Ellen Hays, Stu French

CALL TO ORDER: The meeting was called to order by President, Janice Ernsting, at 7:35pm.

APPROVAL of MINUTES: James Coleman moved to accept the previously distributed February and March draft minutes as final. Motion was seconded by Bill Gilbert 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. Housekeeping items (Janice)

1. *The rescheduled Lime Rock DE (September 9/10) conflicts with the September 10 BOG meeting. We will readjust the BOG meeting schedule as follows: Aug 6 meeting will move to July 30; September 10 meeting will move to August 27. October 1 meeting will remain as planned.*
2. *In light of event cancelations/postponements, activity chairs are reminded to check their pages on the website and make/request any necessary changes.*
3. *As part of the Treasurer transition, Lester and Rich are reviewing our various accounts and may consolidate or transition accounts where it makes sense to do so.*

B. Porscheforum Update (Janice / Petra)

1. **Implementation of digital magazine** – *When it became clear that our printer was no longer able to guarantee ongoing printing services, the decision was made to transition to*

a fully digital format until conditions change. In addition to the benefit of ensuring we could get 'something' to the membership, the digital format provides a financial benefit as it can be produced without additional cost. It also provides flexibility around both the color and the number of pages that were subject to limitations in the printed form.

There are still several important matters to be addressed once a print version is possible; (i) how to satisfy those members who prefer a paper magazine. (ii) security issues around members sharing [forwarding] the magazine to others.

2. **Email subscription list** – *we can use MailChimp for distribution. This offers the ability to 'remind' recipients who have not opened their initial email.*
3. **Feedback from members** – *while we have not yet requested member feedback, we did receive some unsolicited comments; some in favor; some not. Janice's introduction was sent to 2666 email addresses; 111 bounced (mostly associate members). 51% of recipients opened the email (though this statistic could be unreliable), and 5% unsubscribed.*
4. **Expected cost savings** – *As the club already has the necessary software, we would save whatever we otherwise spend on printing and mailing expenses.*
5. **Advertising Update (Steve)**
 - a. **Reaction to digital magazine from current advertisers** – *The limited feedback received to date has been neutral to positive.*
 - b. **Advertising revenue/billing moving forward** – *In light of the negative financial impact the COVID pandemic has had on many of our advertisers, and the expected savings in P4US publication costs, Steve proposed that the club offer our sponsors some relief around their advertising costs. The BOG agreed this should be considered. Steve will develop a proposal for approval by the Executive Committee.*

C. Driver Education (Janice / Thom)

1. **Cancellation of upcoming DE events** – *Lime Rock has been rescheduled to September 9/10. Lightning I has been cancelled and the deposit applied to the May 29/30 T-Bolt event, which, unless also cancelled, will be a solo event.*
2. **Planning expectations for May, June DE events** - *We are monitoring the situation for Mid-Ohio which is scheduled for May 15/16/17 (and also could be cancelled). The next event will be our flagship WG I event at the end of July. Fingers crossed!*

D. Program (Bruce / Shannon)

1. **Plans for holding virtual programs during the coming months** – *Plans are in place for PCA Executive Director Vu Nygen to be the speaker for our virtual meeting on April 21st. The team is looking for a speaker for May.*

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] no report.

Treasurer: [Rich Barry]

The club accounts remain in very good shape. Mr Corodemus and others doing their part to keep the cashflow coming in. We've covered some reimbursement expenses as well as the last payment for the printing of the magazine.

A full March report will be sent to the BOG once I balance the checkbook.

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]

Like other programs, Autocross is in turmoil, and I have been the process of canceling the CCC for May 3rd, and will look for a new date a) when the coast looks clear and b) when MetLife can give us dates. Today they cannot.

At the moment we could be responsible for 25% of the fee, if we cannot re-schedule, if we can, it will all be applied. I am holding off on T-shirts as well right now.

At last count we had 30 sign ups. I have left them in a dormant file so they can be re-activated if attendees so choose.

I also have not seen or heard about a check from Flemington> I need to reach out, but the last time I called, there was essentially no answer.

Understandable, and maybe not a good time to ask about money.

Business Manager: [Steve Corodemus]

First quarter payments increased slightly from my March report 59% to 64% - see attached. Slow first quarter payments are typical.

On Sunday, March 22, 2020 Petra called to advise me that Porscheforum will become a digital issue for April 2020. Petra asked me to inform our 24 advertisers accordingly. That same day I emailed the attached letter. BoG members should have received a blind copy. I followed up

with a second email distribution of the letter a week later. I called several advertisers. Some were unavailable (no answer or “I can’t talk right now because I’m the only one here”).

I did speak with a few advertisers. The following is a summary of their statements:

- Powertech – Digital magazine is long due and something he has wanted for ten years. Can the digital magazine embed links to his website?
- Precision Motor Racing – Not surprised. They are aware of the financial strain of publishing the magazine. If the digital magazine results in cost savings to NNJR, they hope that the money saved would be reinvested in the DE program.
- Protosport – No objection to the digital magazine.

I got the impression that the shops will have enough current business to possibly keep them busy through April. Without the DE program many may suffer and will take some time to rebound, if at all.

Recommendation.

1. Remain digital for second quarter or
2. Alternatively revise the 2020 budget in anticipation of significantly more deficits in consideration of the anticipated low collection rate.
3. Attempt to collect first quarter outstanding bills.
4. Explore offering a form of relief to advertisers while re-assessing the magazines near and long term strategy.

We should be undertaking:

1. a poll for members and advertisers
2. develop a marketing strategy to retain current advertisers and attract new advertisers
3. Obtain costs for digital printing, full and limited issue printing
4. Goals for Porscheforum in future budgets

Research. While this subject is not my area of expertise, I was able to gather some interesting information about magazine readers and the magazine industry’s performance. See attached. While some readers are ardent magazine readers, the magazine industry is plummeting.

Charity: [Hubert King]

We presented to the BOG the Charity Committee recommendation for Cheshire Home, 9 Ridgedale Avenue, Florham Park, NJ as the new NNJR supported charity, receiving approval by vote. On March 19 we arranged a phone call to deliver the news with Gorge Zeitler, Executive Director, Barbara Monahan, Director of Development, and Stuart Milsten, Cheshire Home board member and NNJR member. They were extremely pleased and appreciative of our support, and volunteered to help with planning and participation in all events. In anticipation of

soon to come better times, they were fully ready to help with the New Members Event, and the application for our Gold Ticket Raffle license. Of course, all is on hold until we work through current events. On hold are plans to phone other charity candidates to inform them of decision. Now considering letters as alternative.

Concours: [Ellen Hays]

Two Draft Digital Concours stories submitted by to Petra for review.

Contacted Donna Paterek on March 24 to ask if her family would be OK to postpone the April 19 Concours workshop. Donna advised the family completely agrees a postponement is acceptable. Discussed with Donna the Tech Tactics East presentation she and John made that it was riveting and might be good to publish in the NNJR Digital publication. This is now being coordinated with Petra / Dyke.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

The Lime Rock and Lightning DE events have been impacted due to the State Government mandates in CT and NJ. I was able to reschedule the April 15-16 Lime Rock DE to September 9 and 10. The NJMP Lightning DE, which included our Intro to DE, was not able to be rescheduled and has been cancelled. The deposit money for this will be applied to the May Thunderbolt DE. The un-cashed final payment check will be returned.

The next DE on the schedule is Mid-Ohio on May 15-17. The track management will have an update for us on April 6th. This is a solo only event, no students.

Considering the rapid changes, and concern for our members, the Thunderbolt DE has been changed from an instructed DE to a solo only DE.

As of today, NJMP and Mid-Ohio are only closed through April.

DE Registrar / Club Racing: [Craig Mahon]

To follow up on Thom's DE report, TBolt May 29-30 is being changed to an Advance/solo event. Same rationale for the change in format as for Lime Rock, we can't maintain social distancing with a student and instructor in the same car. I'm working on making the MotorsportReg changes now, the event will open as scheduled on April 3. We are hoping that pent up frustration due to the current driving interruptus situation will result in a decent turnout. Although Light1 had to be cancelled, the event was very full with a number of recent registrations.

Registration for Mid-Ohio has been open since Feb 1. Signups have been very slow, with only a few in the last month and only 32 total. We expect to hear an update from Mid-Ohio early next week.

Thanks go out to Dave Martin who was a big help with Lime Rock and Light1, despite it being all for naught. I have been working with NER to vet drivers for our joint event at LCMT July 3-5. I don't have a good sense about the current number of signups for that event but will follow up with their Registrar.

Historian: [Stu French]

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

Membership: [Rudy Samsel] no report

New Member Liaison: [Nancy Samsel]

We've had a few new members. I think about thirteen or so. I've been doing my part in welcoming them.

There have been about 35 recent non-renewals, that despite our follow up, were not interested in renewing in the current environment.

Program: [Shannon Muller]

Vu Nguyen, Executive Director, from PCA will be our Speaker. Vu was previously scheduled for our cancelled March Meeting.

I will send the details out for the Zoom call closer to the Meeting.

I propose that we hold the Tuesday, May 19th Monthly Meeting via a Zoom Web call also.

Hoping to nail down Tim Pappas, of Black Swan Racing, for our May Meeting.

Calls are out to: Ross Bentley, Peter Stout, Barber Porsche Driving School and many others.

Publications-P4US Editor in Chief: [Petra Swift]

See New Business item B.

Rally/Trek: [John Vogt]

Nothing to report on Rally. With the social aspects of this type of event it will be awhile before we can enjoy each other's company, I have an idea of how to reinvent the format to enjoy a ride in the country. I will introduce my thoughts at the meeting.

Social: [Tony Cristello]

The Kentucky Derby party has been rescheduled to September 5th

Technical: [James Coleman and Knute Hancock]

The Technical Committee has no workshops or events currently scheduled or rescheduled.

Webmaster: [Dyke Henson]

How about some good news? Miraculously, our website has held up pretty well in these trying times. No major crashes to the old site the earlier issues seem to be stabilized. Most importantly- no new "bugs".

The new version of the website is moving along nicely. The framework is 95% complete and is populated with data from a few years back. This week I'll be able to open up access to the staging site to get more feedback from activity chairs and board members.

The goal of this round of feedback is to evaluate the new organization and navigation of the website - not the content or images. What I would like from all the activity chairs is to review the current content "text" on your pages and send me any updates you would like to see for the current year.

Once we are confident that we have a good framework, I can start moving all the recent content from our current site to the new site. That should take me about a week or so.

After we have the content from our current site moved over, I'll run another test to confirm the content will all the activity chairs. Now you can send me your latest pictures and videos.

Finally, after that is completed, I'll test the website on Microsoft and Apple computers, tablets and mobile platforms. I already know of some formatting issues that we need to address on Android devices.

Everything looks like it can be managed and I'm looking forward to getting everyone's feedback on the site. I hope we can publish the new site sometime in April to early May.

MOTIONS PASSED DURING MEETING: none

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, May 7, 2020 [note: subsequently rescheduled to Thursday April 30]

FUTURE MEETINGS: Thursday, June 4; Thursday, July 30; Thursday August 27; Thursday, October 1;
Thursday, November 5; December TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Bruce Hernsdorf, the meeting was adjourned at 9:09pm.

Respectfully submitted,

Cindy Cristello, Secretary