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

**DATE:** Thursday, June 4, 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, Ellen Hays, 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:** Stu French

**CALL TO ORDER:** The meeting was called to order by President, Janice Ernsting, at 7:33pm

**APPROVAL of MINUTES:** Knute Hancock moved to accept the previously distributed draft minutes from the May 2020 meeting as final. Motion was seconded by Grant Lenahan 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. Gold/Silver ticket sales:** Due to various logistical challenges from restrictions imposed by the Covid-19 pandemic, it does not make sense to attempt to sell tickets this year. Further, given our inability to hold events, we feel it more appropriate to extend the window during which last year's winners can use their tickets. The current thought is that the redemption period will begin when our events recommence.

**B. Discussion on when/how to ease back into events:** Discussion around new practices we should consider for upcoming DE events. WG has not yet communicated their 'rules' but has advised that camping will not be permitted. Thom has purchased a supply of hand sanitizer, masks and face shields for those working tech and registration. Student groups are 'on hold'. Summit Point is expected to open mid-June, as WV is slightly ahead of NJ in the Covid experience. Given the fluidity of the situation, we are not likely to know detailed logistics until just prior to the event.

Cheshire Home has proposed an event that could raise donations, offer a socializing and driving opportunity and meet social distancing guidelines: Instead of a Cruise Night, we can do a "Cruise-By Night". Cars would be staged in the nearby high school parking lot. Local police would then direct the cars to drive slowly past the Cheshire Home (so patients can see from the windows), place their donation at some collection point, and continue back to the lot. Members could bring their own coffee/soft drinks, and (responsibly) socialize afterwards. Cheshire Home has run this type of event before and would be able to coordinate the logistics. We would need to be very clear in communicating how this event would work to our membership.

- C. **Membership Update:** Rudy and Nancy reported that pre-Covid we averaged 15 new members/month, but got 20 signups in May! Renewals are also back on track, and things appear to have stabilized. [See details in report below]
- D. **Program Update:** Our recent virtual Speaker events have been extremely successful, both in terms of live attendance and viewing of recordings afterwards. We will Stream these Webinar Speaker events Live to our NNJR YouTube Channel. They will then be available for anyone to view after. The Ross Bently Webinar yielded over 300 views on our YouTube Channel alone! Shannon described the various Program speakers that she has lined up. As we are not limited to a meeting venue, we can have events more often which will help drive member interest and engagement.  
  
We are officially canceled out of the VFW contract. They have been closed since March, and unsure of their reopening status. They have agreed to release us from our contract.
- E. **A/X Update:** CCC was canceled. There is a small chance it could be held in the Fall pending MetLife Stadium availability. There are our 2 Pocono A/X events which are expected to be held as scheduled, as well as the potential for a joint RTR event on central PA.
- F. **National PCA Requirements resulting from Covid-19:** The BOG discussed PCA's Communicable Disease Waiver (CDW) and member safety guidelines. NNJR will be developing a set of guidelines for use going forward.
- G. **Additional BOG Meeting:** Given the fluidity of the Covid-19 situation, we will have an additional BOG meeting on July 2, 2020.

**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]

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

**Treasurer:** [Rich Barry]

As I began to reconcile the May 2020 expenses - I realized that April 2020 had not gone out as final. My apologies. Let's chalk it up to pandemic procrastination. A few items to take note of:

1. Rally and off-road have expenses - but these were for reimbursing Peter for items already purchased.
2. PorscheForus had one last printing expense - we won't see any more of those for some time.
3. Drivers Ed had an expense for our 50th year hats
4. Program took on the expense for the Randy Pobst at the high performance driving seminar. Happy to move that if it needs to be.
5. The NNJR Van needed some maintenance.

**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]

I have added below my signature the current status of collections (yellow indicates no payment in 2020). We were able to collect more by offering to our suffering advertisers another quarter free advertising. I received some expressions of gratitude from our advertisers including: "We appreciate your accommodation for the complimentary month of advert[ising]." I have not received any complaints about the new digital format. Our advertisers' comments have actually been enthusiastic arising from the new opportunity to add hyperlinks to their online resources.

You may have noticed in the last edition of Panorama regarding PCA's business adjustments in response to the Covid-19 virus. The article excerpt "they" refers to commercial printing resources. PCA is deep in the red in its publication of Panorama.

*Porsche Panorama. Because they print publications used by emergency response teams and other government entities, they have been deemed an essential business, and thus, the continued printing of Panorama seems safe at the moment. Should things change (and that doesn't appear likely), we have contingency plans to produce a digital version of Panorama in-house.*

I will be working on a revised PorscheForus budget with the Editor and Executive Committee. While expenses are greatly reduced by eliminating printing and postage, the continuity of advertising revenue collections remains uncertain in 2020. I am continuing my research of transition to a digital magazine from the advertisement sales perspective. There are many matters to review.

**Charity:** [Hubert King]

Following on the guidance from the BOG meeting discussion and vote, the Charity Committee organized a Covid charity appeal to the NNJR members. Through PorscheForus, email blast, and frequent Facebook postings, we solicited members to donate to four charities helping those affected by the Covid pandemic: Community Food Banks of New Jersey/Feeding America, NORWESCAP Food Bank/Second Harvest, Cheshire Home (The 2020 NNJR Supported Charity), and Rutherford First-Aid Ambulance Corps. The club promised to match member donations 1:1 up \$5000 along with an anonymous donor promising to match donations 1:1 to Cheshire Home. The response to this appeal was very gratifying and we reached our goal of \$15,000 in a little over two weeks. Our thanks to all those who supported this worthy cause.

Among our previously considered charities was Newark YMCA, and I received word that a NNJR member has donated \$1500 in Covid relief to that organization.

**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

Amelia & Werks (FLA) 3/20 article of NNJR members/vehicles published in 1st digital P4US, including numerous “rotating” images; tremendous effort by Petra

**Membership:** [Rudy Samsel] and **New Member Liaison:** [Nancy Samsel]

**Virtual New Member Gathering - WEDNESDAY, JUNE 10th at 7:30pm.**

At Thursday's BOG meeting, we'll take a roll call of who will be able to participate in the Virtual New Member Meeting we have scheduled for Wednesday June 10th at 7:30pm and then can assign who will cover the various programs during the live stream.

Nancy emailed all new members from the past twelve months and currently active Test Drive participants inviting them to the event, which we plan to stream simultaneously on both the NNJR Facebook page and YouTube Channel. We're encouraging new members to submit a short video showing and describing their Porsche and the story behind why they bought the car.

Other members who may want to watch passively (i.e. not dial into Zoom) can do so via the NNJR YouTube and Facebook channels and can chat in their questions from those channels. Rudy can work with Dyke to walk him through how this works but there's nothing Dyke needs to do other than to confirm access to the channels to stream the event.

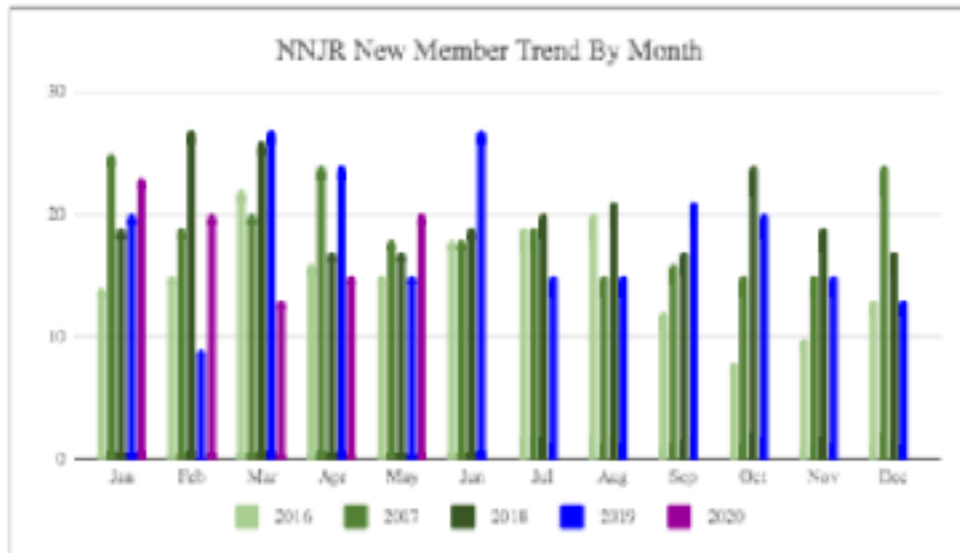
We are budgeting for virtual door prizes based on who RSVPs ahead of the event with Nancy as their email addresses will be the driver for the door prizes given away.

New Members: Good news! After a lackluster March and April, 20 new members signed up in May versus the plan of 15. Year-to-date, new members total 91 versus our conservative forecast of 78 and that tally is only (-4.2%) off from the same period last year.

Both the table and bar graph below summarize new members by month for 2016-2020.

**NNJR New Primary Members By Month & Year**

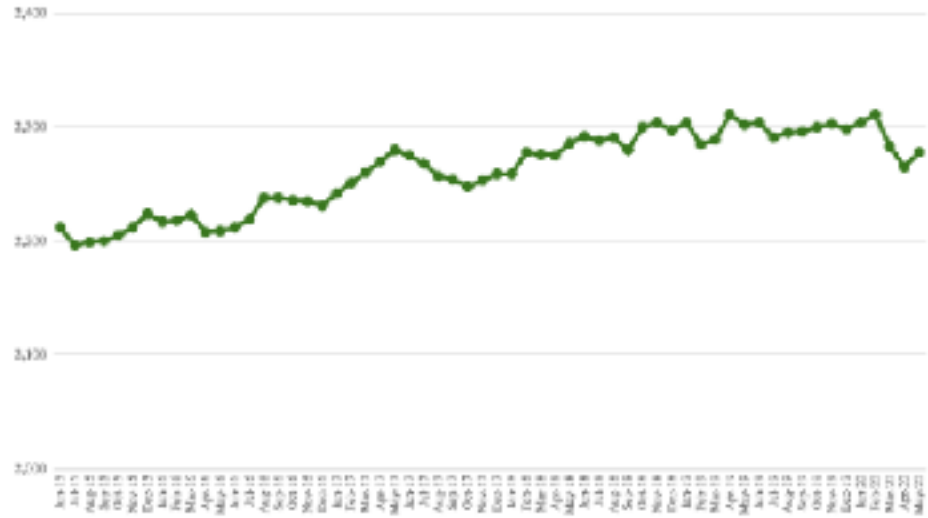
Year	Jan	Feb	Mar	Apr	May	YTD	YoY	FY
2016	14	15	22	16	15	82		182
2017	25	19	20	24	18	106	29.3%	228
2018	19	27	26	17	17	106	0.0%	243
2019	20	9	27	24	15	95	-10.4%	225
2020	23	20	13	15	20	91	-4.2%	197

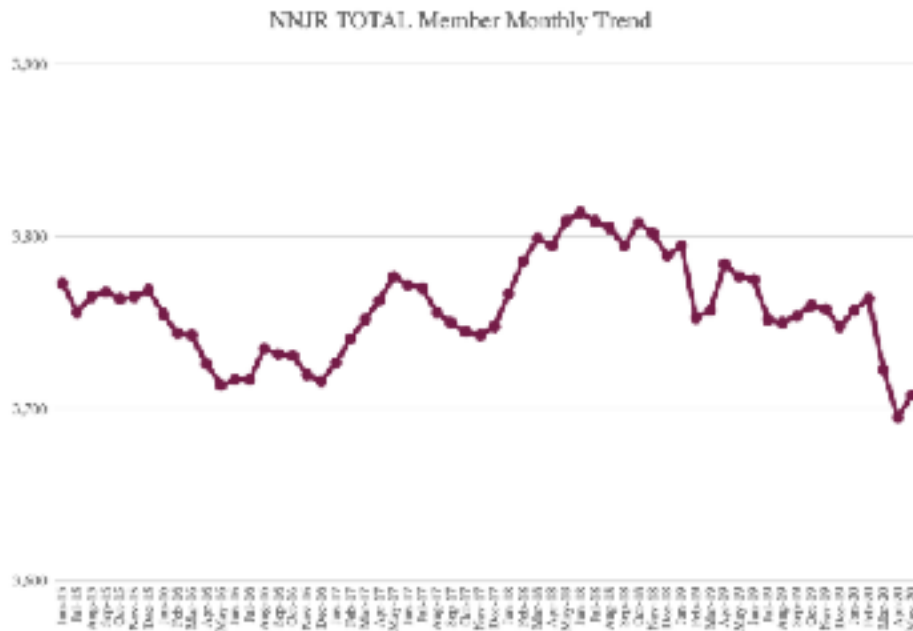


**Overall Membership:** Primary memberships as of June 1st recovered some of the losses from the past two months to land at 2,265. Combine that with 1,429 Family and one life member and NNJR's total membership currently stands at 3,708.

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

NNJR Primary Member Monthly Trend





**Transfers:** the three transfers out and one transfer in during May were all geography-related.

**Non-Renewals:** Non-renewals for May totaled only 26, a figure more in line with normal trends since we took over this responsibility. Both Nancy's and National's efforts reminding and encouraging members to renew paid off as many were able to renew before they were removed from the National database.

While the non-renewal rate for members with less than two year's tenure is only half that of our 2017 benchmark (i.e. 19.2% versus 38%), year-to-date we've noticed a significant uptick in the number of three-year members not renewing. We're continuing to track this to determine whether this may just be COVID-related or something more systemic.

**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	11.5%	7.7%	19.2%	7.7%	53.8%	100.0%
20 vs. '17	-9.5%	-9.3%	12.2%	3.7%	2.8%	

**Spend vs. Budget:** Membership did not incur any expenses during May. We now plan to spend for door prizes but will not spend the planned dollars for food. We've also elected to postponing the dealer membership incentive until next year. These changes versus plan have our budget significantly favorable YTD through June 2nd:

**Program:** [Shannon Muller] no report

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

**Rally/Trek:** [John Vogt] no report

**Social:** [Tony Cristello] no report

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

We have one Tech Workshop scheduled for June 20 at Power Tech. The presentation will center on transmissions. It will be socially correct with 25 allowed inside and audio visual aid used for outside viewers. [NOTE: workshop was cancelled following the meeting]

On August 2nd we have a save the workshop scheduled for Apex Motorwerks. Specific details will follow.

**Webmaster:** [Dyke Henson] none

**MOTIONS PASSED DURING MEETING:** none

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** none

**NEXT MEETING:** Thursday, July 2, 2020

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

**ADJOURNMENT:** Upon a motion made by all BOG members, and seconded by all BOG members, the meeting was adjourned at 9:08pm.

Respectfully submitted,

Cindy Cristello, Secretary