

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

DATE: Thursday, December 3, 2020

PLACE: Online, via Zoom

PRESENT: Janice Ernsting, Lester Cheng, Cindy Cristello, Rich Barry, Bruce Hensdorf, Peter Schneider, Grant Lenahan, Steve Corodemus, Hubert King, Bill Gilbert, Thom Calabro, Craig Mahon, Rudy Samsel, Nancy Samsel, Shannon Muller, John Vogt, Tony Cristello, James Coleman, Knute Hancock, Dyke Henson, Anthony Wartel, John Korossy, Jose DeLaCruz, Mike Bryan

ABSENT: Tom Swift, Dana Beaton, Ellen Hays, Stu French, Petra Swift

CALL TO ORDER: The meeting was called to order by President, Janice Ernsting, at 7:30pm.

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes as final. Motion was seconded by Kevin Fitzsimmons 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. Welcome new BOG members:** Janice welcomed John Korossy and Anthony Wartel to the BOG
- B. Reflections on 2020:** Janice thanked all BOG members for their dedication to the Club over this past year. Despite the limitations imposed by the pandemic, we managed to run a successful (modified) DE program, convert P4US to a digital format, and increase attendance at our virtual monthly meetings! We also implemented a new website and saw our membership increase by 9%. Charity raised over \$20,000 during the year, making donations to food banks, first responders and Cheshire Home. Additionally, our year-end charity drive resulted in Cheshire Home receiving targeted donations to purchase a piece of physical therapy equipment for the residents. The various Chairs shared additional details of their accomplishments.
- C. Reminder: January and February 2021 BOG meetings:** The January meeting will be used to set the calendar for 2021. Chairs are asked to send their event dates to Peter Schneider in advance so that he can coordinate the process. The February meeting will be used to set the budget for 2021. Chairs are asked to begin thinking about their budget and will be asked to send their proposals to Lester Cheng.
- D. Conversation with Mike Bryan:** Mike Bryan, outgoing Zone 1 Representative, joined the call to share some memories and congratulate NNJR on our successful year.

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 October 2020 meeting have been posted to the website.

Treasurer: [Rich Barry]

November was a busy month. The full report will be released soon. In the meantime - these are the highlights:

- We've paid Pocono for AX events and VIR for DE events
- We've put initial down payments in for our 3 NJMP DE dates in 2021.
- Our PCA quarterly funds payment arrived
- We received a check from Flemington Porsche to support our AX program
- P4US advertisers made a number of payments - making P4US a nicely profitable enterprise.
- We've reimbursed a number of program chairs for expenses incurred over the summer.
- We've donated money to Cheshire Home.

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] no report

Charity: [Hubert King]

Building on suggestions from the BOG, the Charity Committee initiated a major fall fund drive with Cheshire Home. A new PT equipment Standing Chair was identified as a key need, and we kicked off a fund drive to raise the necessary \$6100. Upon purchase it will carry the NNJR logo and be a point of pride for the staff and residents.

Concours: [Ellen Hays]

- Winterizing your Porsche Video and digital document for PorscheForus submitted
- Working on 2021 Concours schedule

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

I wanted to give you a heads-up on the 2021 Driver Ed schedule. Our April Lime Rock DE has been moved to a Monday/Tuesday in mid-June. The promise of warm weather, and a Sunday travel day, should make this a very popular event. Mid-Ohio could not give us our traditional

May dates. It seems that IMSA has requested those. This DE has been scheduled for early July. Like LRP, this event will benefit from the warmer weather. Our premier DE of the season, Watkins Glen 1, has been moved from July to August. This is not ideal. The president of WGI has told me that we were moved to make room for a five day event, that they could not financially turn down. He has told me that this move will just be for 2021. PittRace has been added to the schedule. This is located near Pittsburgh, PA. This will be a Monday/Tuesday DE. I have not driven this course, but I'm told that it is like Mid-Ohio, but with a great surface. Summit Point is the only venue I don't have a signed contract or confirming email on.

Here is the 2021 DE schedule:

Lightning 1 4/24-25
 PittRace 5/17-18
 Thunderbolt 5/28-29
 Lime Rock 6/14-15
 Mid-Ohio 7/9-11
 Summit Point 8/16-17 tentative
 WGI 1 8/27-29
 WGI 2 9/20-21
 Lightning 2 10/9-10
 VIR 10/29-31

DE Registrar / Club Racing: [Craig Mahon]

The summary data for the 2020 DE program is provided below. A very challenging year. The attendance decreases (total, students, instructors) were due primarily to the COVID situation e.g., cancelled events, travel restrictions, only being able to have 2 instructed events, etc. Thanks to Thom for all his work and being able to provide safe events when we were finally able to get back on the track.

	2020	% +/- prior	2019	% +/- prior	2018	
Events (Instr, Solo)	2, 4	-2	6, 2	-1	7, 2	
Total registrations	844	-42	1444	+7.4	1345	
Total attendees	615	-49	1196	+11.3	1075	
Students	65	-77	287	+5.1	273	
Instructors (driving)	67	-66	195	+4.8	186	
Instructors (Vol)	2	-93	28	+16.7	24	
Unique attendees	378	-35	587	+9.3	537	
Total PCA	569	92.5%	1102	92.1%	979	91.1%
NNJR	384	62.4%	844	70.6%	736	68.4%
Non-PCA	46	7.5%	94	7.9%	96	8.9%

- Notes:
1. 2018 and 2019 totals do not include LCMT.
 2. Instructor totals apply only to instructed events.

Historian: [Stu French]

- Decade of 90s & 2000 articles prepared for publication in P4US
- Expect to attend Amelia/Werks again in 3/21 capturing photos of NNJR participants & attendees
- Should Brumo's Museum be open, will attempt to gain entry
- Expect to attend 2021 French Lick Parade in 7/21, also capturing NNJR participants/attendees

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

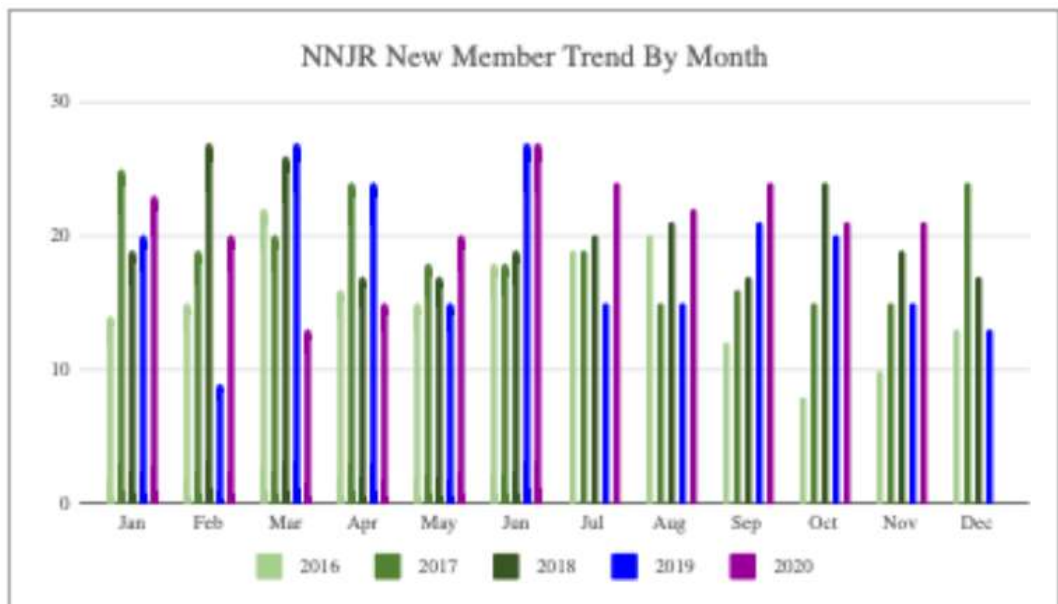
Next New Member Gathering - Nancy is actively working with Shannon to coordinate a new member welcome as part of December's monthly meeting. More details to follow shortly.

New Members: Sign-ups are nearly eleven percent year-to-date! November became the seventh straight month to achieve twenty-plus members. Despite the lackluster March and April, new member sign-ups year-to-date stand at 230, which represents a nearly eleven percent increase over the period last year! Given the better-than-expected and consistent strong new member sign-ups year-to-date, we're now forecasting a total of 245 new members for 2020, which is 35 more than our original plan of 190 for a forecasted year-over-year growth of about nine percent. Quite a surprise considering the events of this year!

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

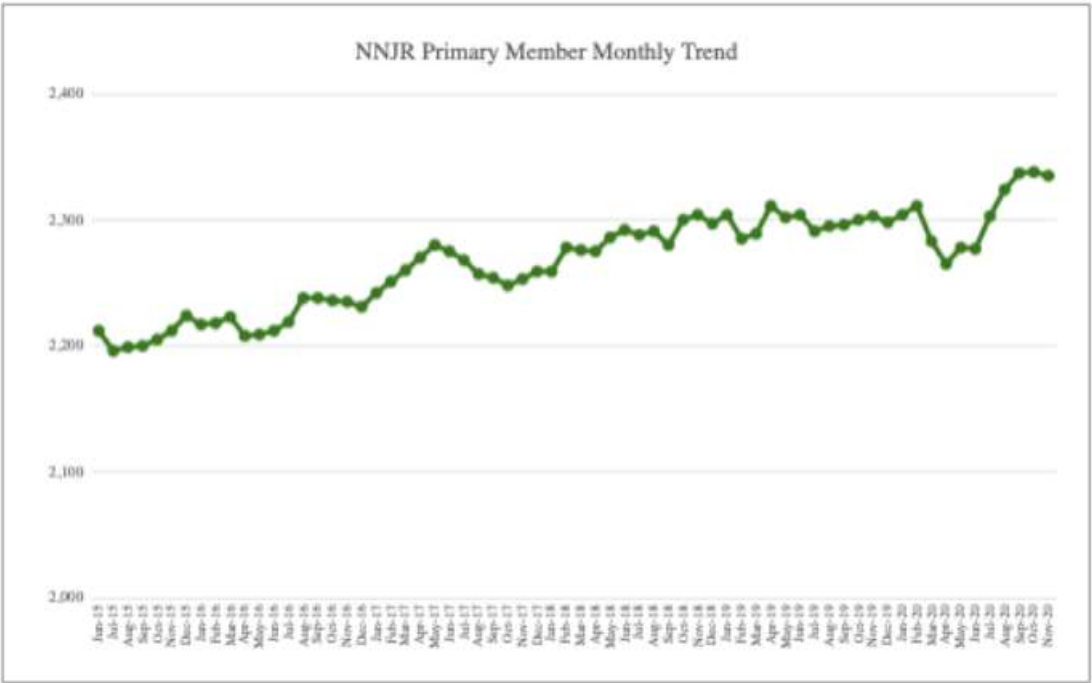
NNJR New Primary Members By Month & Year

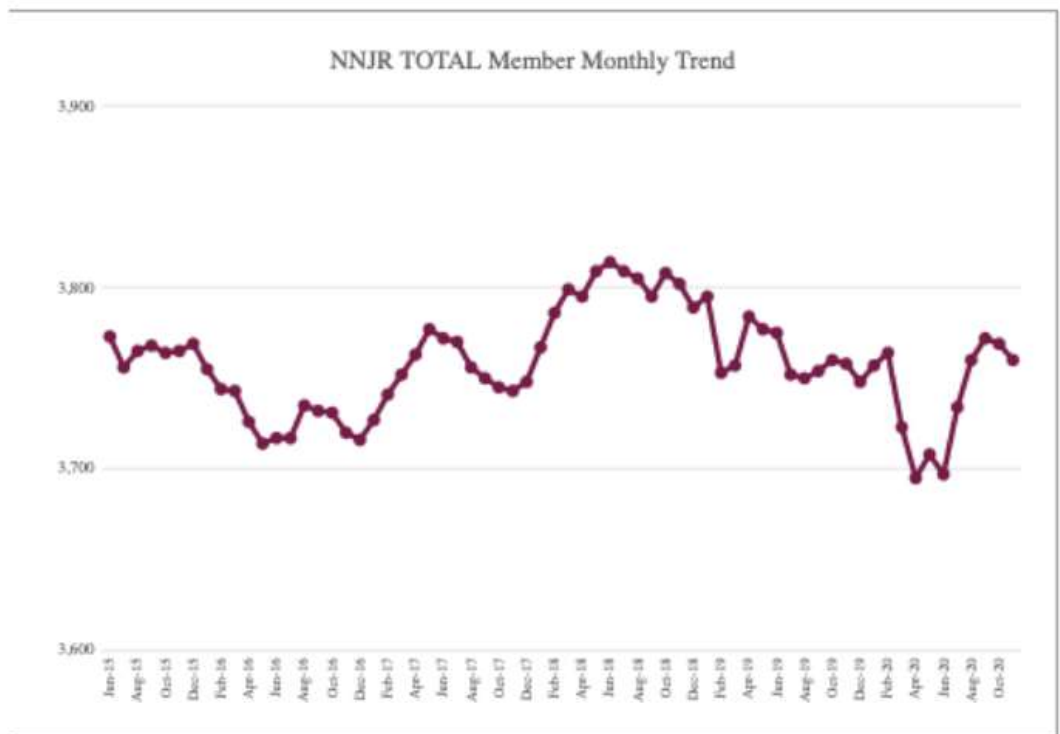
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	YTD	YoY	FY
2016	14	15	22	16	15	18	19	20	12	8	10	169		182
2017	25	19	20	24	18	18	19	15	16	15	15	204	20.7%	228
2018	19	27	26	17	17	19	20	21	17	24	19	226	10.8%	243
2019	20	9	27	24	15	27	15	15	21	20	15	208	-8.0%	225
2020	23	20	13	15	20	27	24	22	24	21	21	230	10.6%	245



Overall Membership: Primary memberships as of December 1st recovered some of the losses from earlier this year to land at 2,335. Combine that with 1,424 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 dating back to June of 2015:





Transfers: the one transfer in and two out (net negative one) during November appear to be relocations to the southeast.

Non-Renewals: Non-renewals for October totaled a higher-than-average 33, which we attribute to the Thanksgiving end-of-month holiday that will likely have many renew in December. The non-renewal rate for members with less than **two** year's tenure remains slightly better than our 2017 benchmark (i.e. 27% versus 38%) and in particular, the two-year attrition rate remains (-8.7%) lower.

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	18.8%	8.3%	9.2%	5.5%	58.2%	100.0%
20 vs. '17	-2.2%	-8.7%	2.2%	1.5%	7.2%	

While signs earlier this year pointed towards increased non-renewals directly due to COVID-19, as of October we're pleased to report that has not turned out to be the case:

NNJR Non-Renewals By Years In PCA

Source: PCA Monthly Admin Reports

Year	1 Year	2 Years	3 Years	4 Years	< 5 Years	
2017						
2018	57	34	26	16	183	316
2019	86	31	36	20	222	395
2020	64	27	39	25	236	391
	-25.6%	-12.9%	8.3%	25.0%	6.3%	-1.0%

Spend vs. Budget: As mentioned in our August report, we're postponing the dealer membership incentive until next year. For the back half of 2020, we continued sending New Members NNJR themed T-shirts as a "Welcome to the Club" gift. Started in June, these have been very well received so we just completed a reorder we expect will cover the first half of 2021.

While the stronger-than-expected new membership numbers reflect great news, the one downside is the incremental postage cost, so we're forecasting a negative variance against our 2020 plan. However, our lower-than-planned food costs will be used to offset this. One item worth noting is that we pay for postage ahead of time, so that's why the committed versus what we actually spent do not tie.

Program: [Shannon Muller]

Webinars for December:

- Tuesday, December 15th at 7:30 pm: Lara, The Porsche Girl - Stunt Woman/Author
Instagram account: #thatporschegirl
- Tuesday, December 22nd: Dennis Macchio of Monticello Motor Club with Dyke Hensen at 7:30 pm

I am continuing to plan for all 2021 Monthly Meetings to be held via our NNJR YouTube Stream. Way more cost effective and allows for folks who miss the Webinars to watch at their leisure. Therefore, please remove all references to the VFW Hall in Morris Plains.

NNJR YouTube Channel:

https://www.youtube.com/channel/UCBUXy-zYhmzP5FgBJV_3RZw

Please list my email address for any questions: mrssmuller@gmail.com

Monthly Meeting/Webinar dates for 2021 are:

- Tuesday, January 19th 7:30 pm: Streamed live from NNJR YouTube Channel
- Tuesday, February 16th at 7:30 pm: Streamed live from the NNJR YouTube Channel
- Tuesday, March 16th 7:30 pm: Streamed live from NNJR YouTube Channel
- Tuesday, April 20th at 7:30 pm: Streamed live from the NNJR YouTube Channel
- Tuesday, May 18th at 7:30 pm: Streamed live from NNJR YouTube Channel
- Tuesday, June 15th at 7:30 pm**** : Streamed live from the NNJR YouTube Channel
- Tuesday, July 21st at 7:30 pm: Streamed live from NNJR YouTube Channel
- Tuesday, August 17th at 7:30 pm: Streamed live from the NNJR YouTube Channel
- Tuesday, September 21st at 7:30 pm: Streamed live from NNJR YouTube Channel
- Tuesday, October 19th at 7:30 pm: Streamed live from the NNJR YouTube Channel
- Tuesday, November 16th 7:30 pm: Streamed live from NNJR YouTube Channel
- Tuesday, December 21st at 7:30 pm: Streamed live from the NNJR YouTube Channel

*** June Meeting has always been Cruise Night. John Vogt, please confirm.

All 2021 dates are tentative. Will adjust for other Club events that conflict, as well as best dates for planned Speakers.

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

Rally/Trek: [John Vogt]

Nothing to report, except wishing for 2021 to allow us to have adventures together again.

Social: [Tony Cristello]

Highlawn Pavilion will roll our annual Holiday arty event forward to Friday December 3, 2021

Technical: [James Coleman and Knute Hancock]

The Tech Committee has no events planned for December and the plans for February and March are undetermined. However, in January, we are planning to hold the NNJR Annual Swap Meet.

Webmaster: [Dyke Henson]

Traffic has dropped to its off season levels as expected. Our mix of returning viewers vs. new users was up again for Nov., which is good. I have attached a YTD site traffic flow report and user reports to this email focusing on our returning visitors.

We also modified the home page to promote our year end charity drive and secure links to the Cheshire Home secure donation page. I failed to mention in the last report that we also added a

new top menu entry, "Forms Downloads & Releases" for the COVID, etc. All the forms are still available on our DE page. I continue to look for an easy to use reporting total for the events that activity chairs can access.

I have to mention again the terrific job our NNJR Rebel Outpost Broadcasting studio is doing with our monthly meetings. (Janice - I think you should let PCA National know how successful this has been...would make a terrific Pano article). If you haven't seen the last few streaming meetings, you should check them out here.

Thanks to Peter for all the work he has done getting the calendar data input into the Google calendar and ready for import. I am working with OptimumDC, our consulting group, to find why our import and sync function that extracts the date from the Google Calendar into the website, stopped working. Grrrr...Hope to have that fixed this week.

Just a reminder for next season, I can now provide an on-line report area and interactive pivot table in Google Docs "Sheets" for those that are familiar with Excel's Pivot Table. These reports CAN include member's email addresses, so I need to monitor closely anybody that has access. There is NO credit card or payment data in any of these reports.

A special call out of "thanks" to our new member Ron Migel who has been reviewing the site and providing excellent feedback. Thanks again Ron, it is very much appreciated. And of course, Speeds and Feeds - Brian Madder, who always "has my back".

MOTIONS PASSED DURING MEETING: none

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: By her authority as President, Janice Ernsting presented

THE MARLYS AND DENNIS THOVSON AWARD FOR EXCEPTIONAL SERVICE TO NNJR to:

Shannon Muller, for creating a virtual format with interesting and diverse content for our monthly meetings that has resulted in increased attendance by our members; and

Petra Swift, for successfully transforming our magazine to a digital format which has enabled us to maintain communication and engagement among our membership.

Congratulations!!!

NEXT MEETING: Thursday, January 7, 2021

FUTURE MEETINGS: TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Bill Gilbert, the meeting was adjourned at 9:16 pm.

Respectfully submitted,

Cindy Cristello, Secretary

