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**BOARD OF GOVERNORS MEETING for January, 2021
NORTHERN NEW JERSEY REGION – PORSCHE CLUB OF AMERICA, INC.**

DATE: Thursday, January 7, 2021

PLACE: Online, via Zoom

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

ABSENT: Tom Swift, Thom Calabro, Stu French, Petra Swift

CALL TO ORDER: The meeting was called to order by President, Janice Ernsting, at 7:34pm

APPROVAL of MINUTES: None. December minutes will be distributed with the January 2021 minutes.

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. 2021 Calendar** - A PDF version of the NNJR Google Calendar was distributed prior to the meeting. Peter led the population of the 2021 club calendar, which will be distributed after the meeting. Please direct any updates to Peter and Dyke.
- B. Budget & Planning Committee** – BOG is reminded that the 2021 budget will be set during the February meeting. Event chairs are asked to submit budget proposals to Lester in advance for review by the EC.

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 December 2020 report will be completed soon. In the meantime, we have done the following:

- Reimbursed bog members for expenses accrued in 2020
- Paid the initial deposits to WGI and Summit Point for the upcoming DE events
- Donated monies to the Cheshire home
- Donated monies to NoKidHungry.org on behalf of our latest program speakers
- Paid for all of our monthly expenses, such as storage, quicken, and mail programs.

Please remember that we **require proper receipts** for any expenses that you wish to be reimbursed for. We will be audited and receipts are essential to tracking our accounts.

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: [Anthony Wartel] no report

Charity: [Hubert King]

The Charity Committee initiated a major fall fund drive with Cheshire Home, with a new PT equipment Standing Chair identified as a key need. Thanks to contributions from BOG Members, individual club members (special shout out to Flying Coolers Racing), Committee Chairs, and matching funding from an anonymous donor we exceeded our \$6100 goal. The final tally was \$7210.

Charity had set a NNJR goal of \$20k for 2020. The combined fundraising from the Spring COVD drive, Summer Car Show and this End-of-Year drive is \$24,000. Our members are fantastic. They really responded to the challenges of 2020.

Concours: [Kevin Fitzsimmons]

A deep cleaning and protecting wheel well area video and document submitted for January Porscheforum.

2021 Draft calendar submitted, 2020 Concours budget proposed starting point for 2021 Concours season.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

All DE track contacts are in place for 2021, with the exception of PittRace. I've been promised that I will see that contract by mid-January. The Mid-Winter Driver Meeting and the Instructor Meeting are set for Feb 28 and March 7. The speaker will be Peter Krause. The meetings will be conducted on Zoom. Peter Schneider has all the Tech dates set, just need to firm up where each will be.

DE Registrar / Club Racing: [Craig Mahon]

All the 2021 events have been entered into MotorsportReg. The registration open dates are provided below for publication in P4US and calendar/website. Ideally our registration link should be included for each open date on our calendar:

<https://www.motorsportreg.com/orgs/pca/northern-new-jersey/drivers-education>

The schedule was sent out last month via a NNJR member email and through MotorsportReg to all attendees from 2018-2020. Thanks to John and Thom, respectively.

All events open at 8:00pm EST

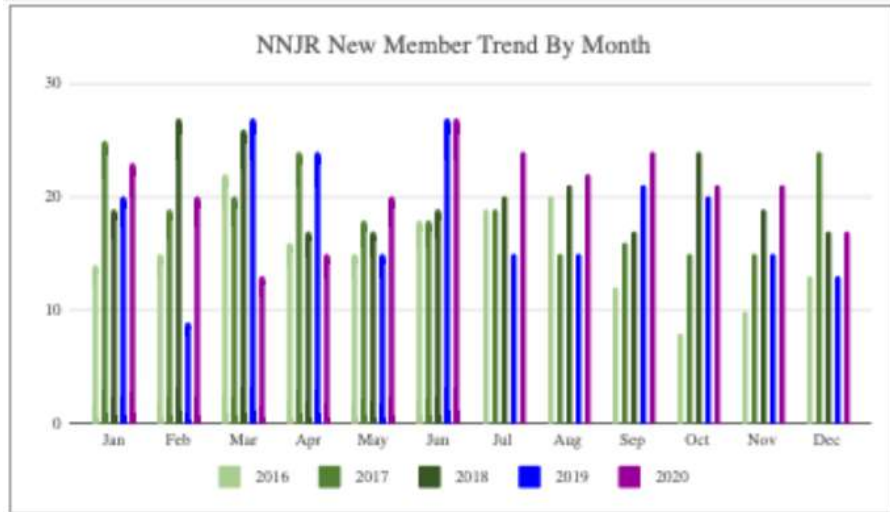
Light 1	February 27, 2021
Pitt Race	March 22, 2021
Tbolt	April 2, 2021
Lime Rock X 2	April 19, 2021
Mid-Ohio	January 19, 2021
Summit Pt	June 21, 2021
WG1	July 1, 2021
WG 2	July 26, 2021
Light 2	August 14, 2021
VIR	September 2, 2021

Historian: [Stu French] no report

Membership: [Rudy Samsel] / **New Member:** [Nancy Samsel]

New Members: New member growth for 2020 increased by nearly twelve percent over 2019! Despite the lackluster March and April, new member sign-ups for 2020 landed at 247, which represents an 11.8% increase over the period last year! The final tally was 57 more than our original plan of 190. Quite a surprise considering the events of 2020. For budgeting purposes, we're forecasting 2021 will see an estimated 240 new members join NNJR.

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

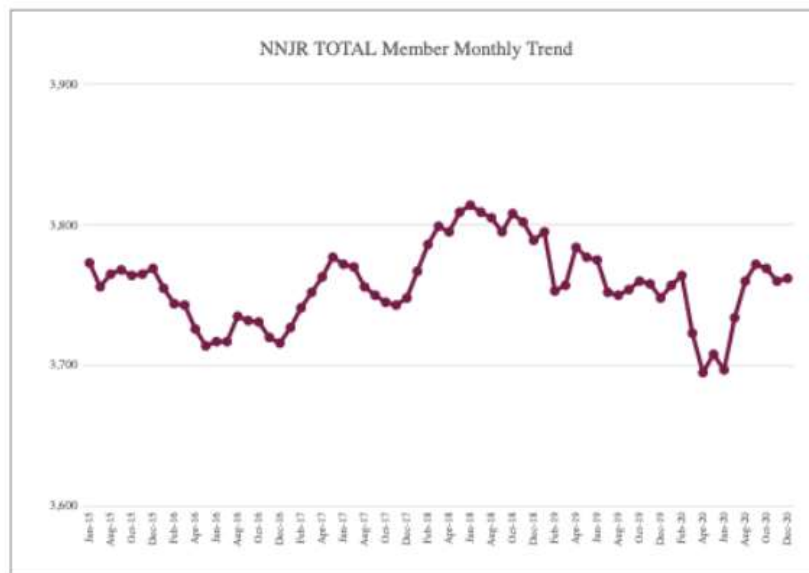


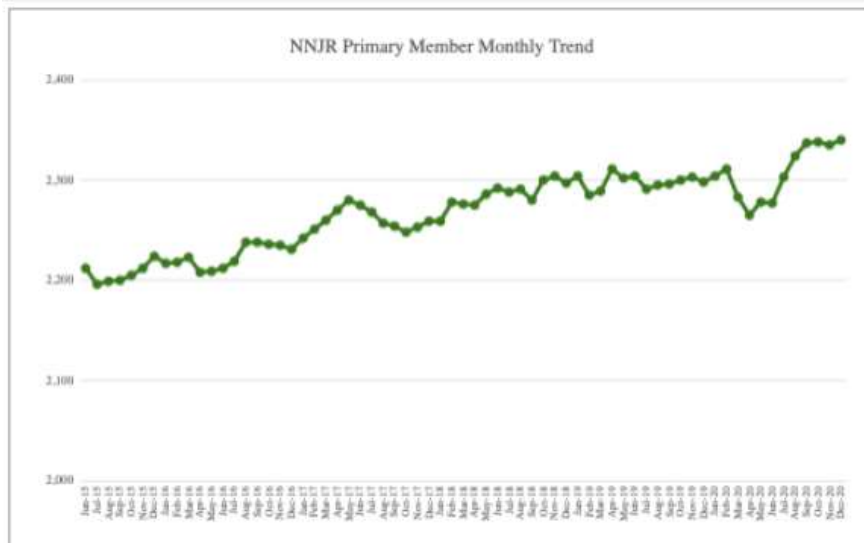
NNJR Five Year Member Trend

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2020	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	20	13	15	20	27	24	22	24	21	21	17	247	11.8%
YoY Var	3	11	-14	-9	5	0	9	7	3	1	6	4	26	
	Monthly Avg 2020 =												21	

Overall Membership: Primary memberships as of January 1st recovered some of the losses from earlier this year to land at 2,340. Combine that with 1,421 family and one life member and NNJR's total membership currently stands at 3,762.

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





Transfers: Interestingly, NNJR realized only one transfer in but an unprecedented 12 out for December. All seem to be geographic in nature

Non-Renewals: Non-renewals for December totaled a record low of 19, validating Nancy's continual efforts to get members to renew continues to be effective. The non-renewal rate for members with less than two year's tenure remains better than our 2017 benchmark (i.e. 24% versus 38%) and in particular, the two-year attrition rate remains (-14.6%) lower.

While signs earlier this year pointed towards increased non-renewals directly due to COVID-19, as of December 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	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	16.6%	6.8%	10.0%	6.6%	60.0%	100.0%
20 vs. '17	-4.4%	-10.2%	3.0%	2.6%	9.0%	
	38.0%			49.0%		
	28.8%			42.1%		
	29.6%			43.8%		

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	68	28	41	27	246	410
	-20.9%	-9.7%	13.9%	35.0%	10.8%	3.8%

Spend vs. Budget: As mentioned in our August report, we never moved forward with 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.

While the stronger-than-expected new membership numbers reflect great news, the one downside is the incremental postage cost. At five dollars per new member, 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.

Overall these changes versus plan have our budget favorable against our 2020 Budget.

Program: [Shannon Muller]

We had 2 Webinar's in December; Lara, @thatporscheil and Dennis Macchio, Track Manager at Monticello Motor Club. These were the final Webinar's for 2020. Thanks again to Bill Gilbert, Dyke Hensen, Jef Krol, and Dom Miliano. In Lieu of speaker honorariums, two donations were made to NoKidHunrgy.Org on behalf of Lara and Dennis.

I hope to provide another interesting slate of speakers this year. Slide Night will be January's Meeting on 1/9/21 at 7:30 pm. It will be hosted via Zoom (not live from YouTube) by Dom Miliano.

Speakers to be scheduled are:

- Ray Shaffer, who runs the Atlanta Classic Workshop IG: @ray.shaffer
- Daniel Armbrewster, President and CEO North America

<https://www.linkedin.com/in/daniel-armbruster/>

- Pedro Moda, Director of Marketing North America
https://press.porsche.com/prod/presse_pag/PressResources.nsf/jumppage/unternehmen-pcna-executive-mota?OpenDocument
- Wayne Carini would be focused on Concours.

I am seeking a Rally speaker. Will have Ross Bentley again.

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 will be hosting a Virtual Swap Meet on January 17th. Please check the Dashboard and page 34 of P4US to read about the details. No other events are currently planned

Webmaster: [Dyke Henson]

Website:

Traffic is running to its off season traffic levels, but our YouTube traffic is way up. More on that below. Our mix of returning viewers vs. new users was steady. (good) Our modified home page promoting our year end charity drive was a big success. I was very happy to update our Charity page with our \$24,000 2021 donation figure. Incredible job Hubert, Flying Cooler and all the other generous NNJR donors.

Advertiser support:

For 2021 we would like to start to use our digital platforms for supporter advertising in combination with our ePorscheForus. Both the Website, YouTube and our outbound Facebook page are not password protected and would offer our supporters over 3,000 views a month to our website and over 2,000 views to our YouTube Channel. We'll come up with a design for adding advertisers, without degrading our site's experience.

Calendars:

Thanks to Peter for all the work he has done getting the calendar data input into our NNJR Google calendar and ready for import. All our calendar syncing mechanisms are working perfectly. The 2021 calendars are 90% populated.

Youtube:

Our YouTube channel continues to run up BIG numbers of views, both in real time and from

our website saved videos. In the last 28 days, we have had over 1200 views and 191 hours of view time! That's exposure!

Online Swap Meet:

We hope to use the website e-commerce facility to display items for the upcoming online Swap Meet. That will be run in combination with a Zoom call run by Bil Gilbert. Should be rather cool, though we could use more "sellers" at this point.

Email:

Everything seems to be working fine...nothing to report

Budget:

The 2021 budget has been submitted for our Website, Email, Facebook, YouTube and other Google and development tools. Our costs for all of the above should be approximately \$1,200 for 2021. Not bad!

MOTIONS PASSED DURING MEETING: none

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Wednesday, February 3, 2021

FUTURE MEETINGS: Thursday, March 11; Thursday, April 1; Thursday, May 6; Thursday, June 3; Wednesday, June 30; Thursday, August 5; Wednesday, September 1; Wednesday, October 6; Thursday, November 4; December TBD

ADJOURNMENT: Upon a motion made by Bill Gilbert, and seconded by Rudy Samsel, the meeting was adjourned at 8:48pm.

Respectfully submitted,

Cindy Cristello, Secretary