

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

DATE: Thursday, October 1, 2020

PLACE: Online via Zoom

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

ABSENT: Dana Beaton, Ellen Hays, Stu French, Rudy Samsel, Nancy Samsel

CALL TO ORDER: The meeting was called to order by President, Janice Ernsting, at 7:32pm

APPROVAL of MINUTES: Bill Gilbert moved to accept the previously distributed draft minutes as final. Motion was seconded by Steve Corodemus and carried by majority vote.

AGENDA: [Agenda items in bold; *meeting outcome in italics*]

I. Updates to Old Business:

A. BOG contact information – BOG members are reminded to update their contact information and forward to Janice.

II. Updates/Supplements/Redirections to written Committee Chair reports
[updates appear following each respective report]

III. New Business:

A. Budget / Planning Update (Rich and Lester) – Following receipt of cashflows from our first post-Covid DE events, our budget is normalizing again. We expect this trend to continue through year-end.

B. Election procedures update and ByLaws Amendments required due to Covid-19 – Janice thanked Tom Swift for chairing the Nominating Committee and reminded the BOG that the Annual Business Meeting will take place on Tuesday, November 17th. In addition to voting in the officers for 2021, there will be a membership vote to approve amendments to the ByLaws to permit holding remote Member and Board meetings in compliance with changes to NJ Law brought about in the wake of the Covid-19 pandemic. In accordance with the ByLaws, Janice appointed Steve Corodemus to act as Election Chair for the meeting [see Motions Passed During Meeting below]. At this time, it is expected that the Business meeting will be held remotely.

- C. Charity Update including YTD donations and ideas for additional fundraising** – NNJR has held two fundraising events this year. Our Spring Covid Charity Drive (including NNJR’s matching contributions) raised \$15,000 for various charities. Our September 12 “Drive-through” event raised \$1,755 for Cheshire Home and generated many smiles as the cars paraded by. Cheshire Home will be running a “Performance for Charity” event via YouTube in late October where people can view videos posted by CH clients/staff and in return for a \$25 contribution, vote for a winner, and has invited NNJR members to join. We will promote on our Facebook page. As we will be unable to hold our traditional Tricky Tray event, Hubert is looking into other fundraising ideas to coincide with the Thanksgiving and Holiday seasons with ideas including “Fill a Frunk”, and various types of virtual fundraising. Hubert will vet ideas with Cheshire Home, and Steve Corodemus will review to ensure compliance with NJ laws. [See additional details in Charity Report below.]
- D. Communications Committee Update** – Janice reminded the BOG that Matt Fine will be stepping down from his role at the end of the year and that a replacement needs to be identified. Please contact Janice or Petra if interested or with any suggestions. Estimated time commitment is 10 hours per month.

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 August, 2020 meeting have been posted to the website. NNJR’s annual charter was renewed with the State of NJ.

Treasurer: [Rich Barry]

Attached to this email is the August 2020 treasurer's report. Here is some information to note as you peruse the figures:

- Admin is high this month due to the storage space fee for our location in Berkeley Heights.
- Concours shows income from the Paypal payments for the September concours event. If those payments go to charity - then it will be noted in the September report.
- Cruise night shows income from Paypal as well - but those payments were refunded later, which will show in the September report.
- Rally's expenses were from the Summer Sizzle
- We will be re-investing the Peapack money market funds into another safe income product this month.

The final bank statements are not in yet - but here's a quick look at the activity in September:

- We brought in registration fees fom motorsport.reg from our September WGI 2 event and Pocono Autox on 9/13.

- We covered the yearly costs for insuring the club van and the trailer storage fees.
- We paid for the fantastic drive in movie night and the ice cream treats!
- We paid fees to the Petersen Museum and International Motor Racing Research Center for the great web seminars that program has been running for members.

As always - there will be a full report once all the statements are in and the month has closed.

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]

We have our last event scheduled for Oct 18th at Pocono. This event is probable but not guaranteed based on three factors:

1. Weather in the Poconos in late October
2. Sign ups - we are currently at only about 25 registrants but that's not all that abnormal for Autocross three weeks ahead.
3. Availability of the volunteer team

I believe its 75% likely. Many are looking forward to it.

We have also been spending a lot of time testing troublesome equipment and designing both replacements and fixes. This is progressing well and we should be in very good shape for next season.

The contract for sponsorship with Flemington has been signed! Better late than never. With negative interest rates I supposed this is a GOOD thing :-). I plan to see if Flemington would like to split the costs of printing T-shirts for those who participated in the program this year. This is a nice thank you to those who participate and support us (not all are members) and good marketing for Flemington and NNJR-PCA.

I will provide a season end summary next month.

Business Manager: [Steve Corodemus]

Third and Fourth quarter bills have been mailed. See attached report for breakdown.

Charity: [Hubert King]

A successful car show / drive-through Event was held in coordination with Concours on Saturday September 12. We raised a total of \$1755 for Cheshire Home. The residents and staff at Cheshire Home welcomed us with checkered flags and balloons lining the driveway for our drive through. More than 30 cars participated. It was an emotional experience for many of us to see the joy that our parade of cars could produce

Below is a summary of Charity Events for 2020 and some suggestions for future fund raising

- 1) Approval of Cheshire Home as our primary charity for future at BOG meeting, March 12, 2020

2) Spring COVID Charity Drive May 2020

	Member Contributions	Matching
Community Food Banks of New Jersey/Feeding America	\$1,245.10	\$2,490.20
NORWESCAP Food Bank/Second Harvest	\$1,200.00	\$2,400.00
Cheshire Home	\$2,050.00	\$9,100.00
Rutherford First-Aid Ambulance Corps	\$510.00	\$1,020.00
Total		\$15,010.00

3) Concours/Charity September 12, 2020

	Registration	Drive-Through Donations
Cheshire Home	\$330	\$1425
Total		\$1755

Future:

- In light of Covid, pursue NJ approval for on-line raffle ticket sales and auction
- Single item raffle (booze?)
- Multi-item auction to replace Charity Event
- Utilize Cheshire Home webportal to solicit direct contributions from our members (Thanksgiving?)
- Club/member donation of iRacing setup for Cheshire Home residents

Concours: [Ellen Hays]

- On September 12 we had a joining Concours/Car Show Charity event in Summit and concluded at Cheshire Home in Ridgefield, NJ.
- Submitted story to Petra on the Sept 12 event.
- Upcoming event on October 18 at Wing Spread Farm in Asbury NJ.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro] no report

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

Historian: [Stu French] no report

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

Below is our Membership and New Member Update for October 2020 providing a combined two-month summary of activity based on August and September.

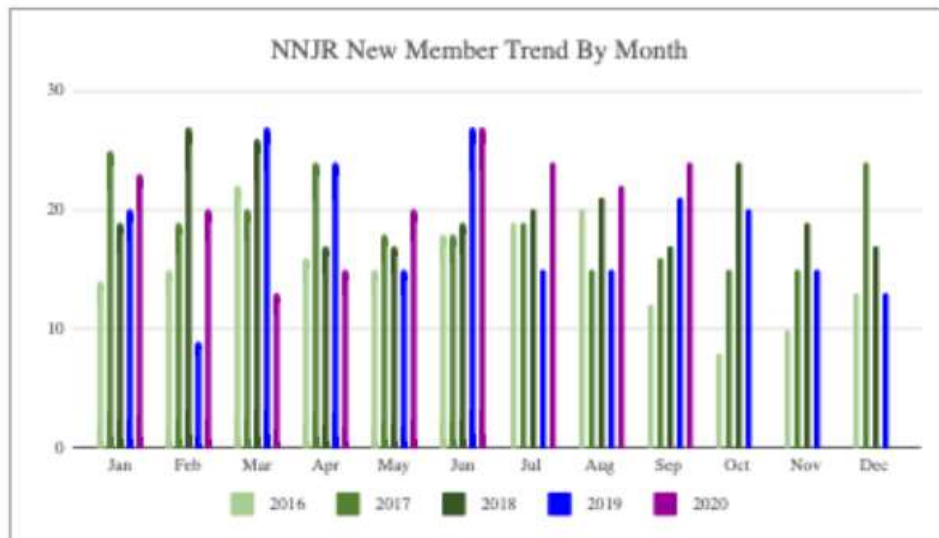
Next New Member Gathering Planning:

- With the October 18 Wingspread Farms Concours officially "A Go", we've reached out to Kevin and Ellen to see determine confirm their openness to actively inviting new members. We don't plan to hold our typical event; just encouragement to come out on what we hope will be a nice fall day to see some very clean Porsches at a nice venue.
- With many traditional holiday venues typically planned for December likely canceled, we're in the process of considering running a virtual December New Member gathering during a weeknight. We will look for dates based on the current NNJR calendar and would like to discuss during November BOG to confirm participants.

New Members: Sign-ups are nearly nine percent year-to-date! August and September continued achieving strong numbers, with 22 and 24 new members, respectively. Despite the lackluster March and April, new member sign-ups year-to-date stand at 188, which represents a nearly nine 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 240 new members for 2020, which is 30 more than our original plan of 190 for a forecasted year-over-year growth of about seven percent. Quite a surprise considering the events of this year!

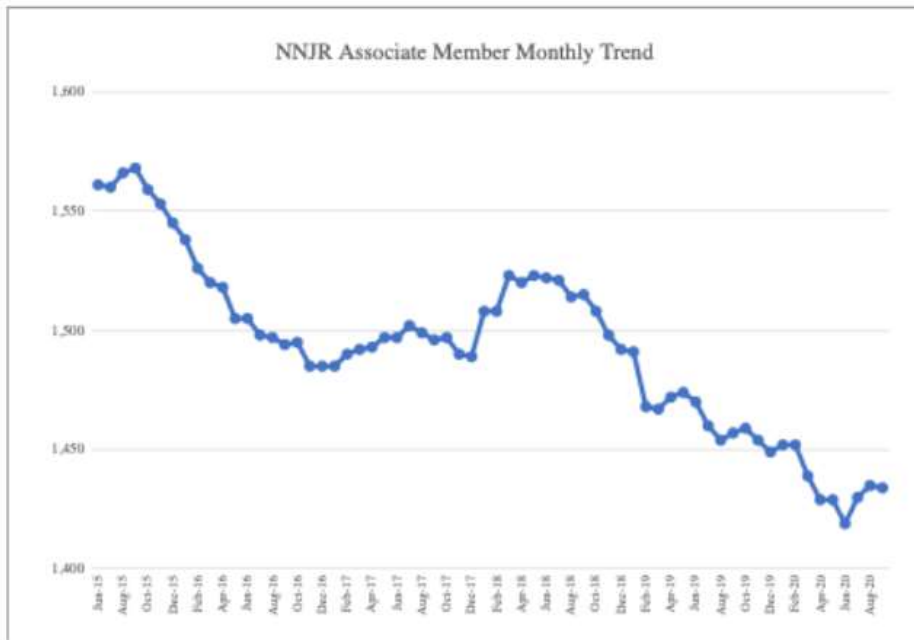
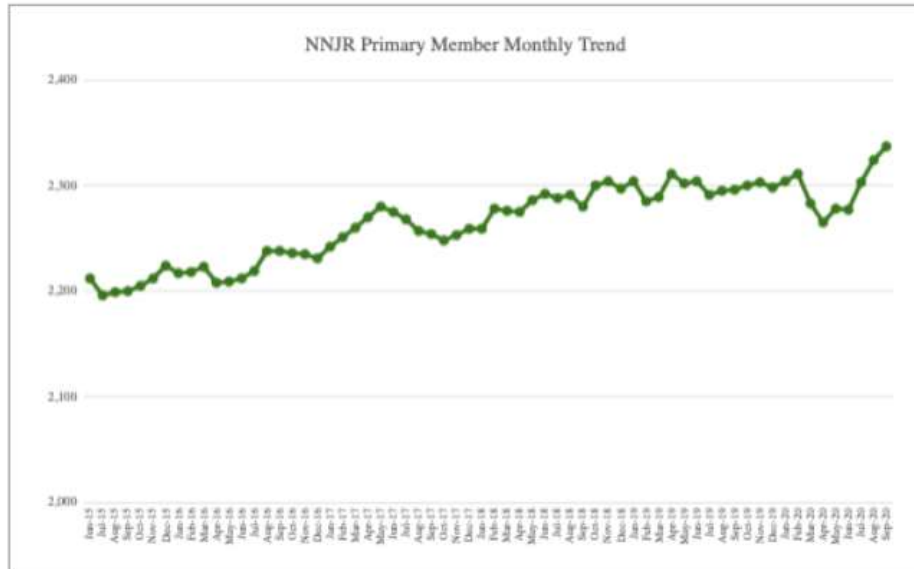
Both the table and bar graph below summarize new members by month for 2016-2020:

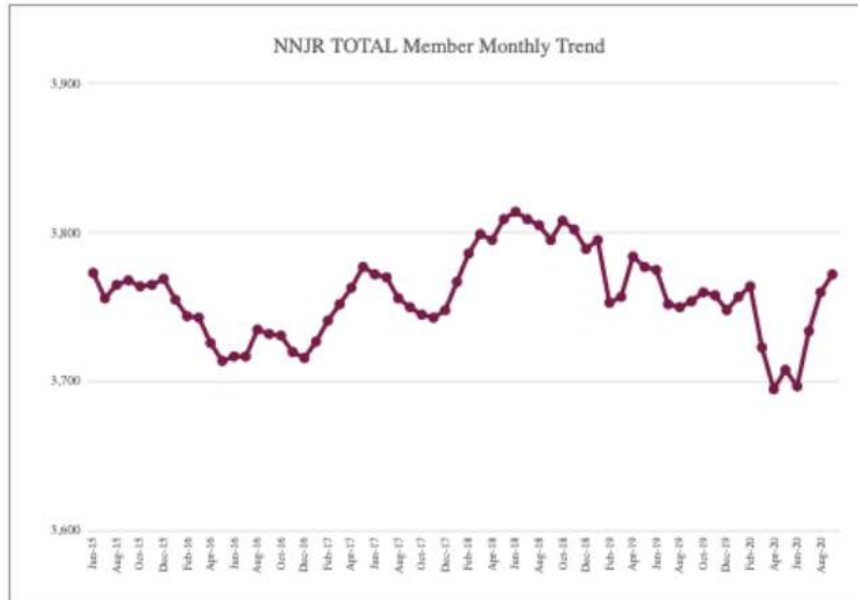
NNJR New Primary Members By Month & Year												
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD	YoY	FY
2016	14	15	22	16	15	18	19	20	12	151		182
2017	25	19	20	24	18	18	19	15	16	174	15.2%	228
2018	19	27	26	17	17	19	20	21	17	183	5.2%	243
2019	20	9	27	24	15	27	15	15	21	173	-5.5%	225
2020	23	20	13	15	20	27	24	22	24	188	8.7%	240



Overall Membership: Primary memberships as of October 1st recovered some of the losses from earlier this year to land at 2,337. Combine that with 1,434 Family and one life member and NNJR's total membership currently stands at 3,772.

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





Transfers: the six transfers in and nine out (net negative three) during August and September all appear to be geography-related, including one to Hawaii.

Non-Renewals: Non-renewals for August and September totaled a lower-than-average 23 and 28, respectively. The non-renewal rate for members with less than two year's tenure remains significantly better than our 2017 benchmark (i.e. 21.7% versus 38%) and in particular, the two-year attrition rate remains (-12.7%) lower.

While signs earlier this year pointed towards increased non-renewals directly due to COVID-19, as of September 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	17.4%	4.3%	4.3%	4.3%	69.6%	100.0%
20 vs. '17	-3.6%	-12.7%	-2.7%	0.3%	18.6%	

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.

While the stronger-than-expected new membership numbers reflect great news, the one downside is the incremental postage cost. Consequently, we're forecasting a negative variance

against our 2020 plan. However, our lower-than-planned food costs (favorable) will be used to offset this.

Overall these changes versus plan have our budget highly favorable YTD through October 5th

Program: [Shannon Muller]

Last night we had a blast with Tim Pappas, of Black Swan Racing, as a Webinar guest with Dyke as Moderator. No surprise it was thoroughly entertaining. Thanks for putting so much effort into making it a great night. <https://youtube/0W7NFtoDc5c>

If you missed it, make time to watch it. Tim's lifelong passion for Porsche's, his Winning Porsche Racing career and his amazing Porsche collection has something for everyone to enjoy.

Next up:

WEBINAR WITH MARK HARSTON OF PORSCHE NORTH AMERICA
THURSDAY, OCTOBER 8TH AT 7:30 pm, NNJR YouTube Channel

Mark Harston, will speak with Us about Club & Porsche Activities.

Mark will be joined by:

- Michael Tam, Product Manager, Sports Cars PCNA. He will cover 992 and 718 topics and
- Calvin Kim, Product Spokesman, Taycan PCNA. He will cover Taycan and Panamera products

Tune in with your questions.

Soon to be scheduled, hopefully before the end of October:

Dennis Machio, Track Director, Monticello Motor Club

https://www.monticellomotorclub.com/our_team/dennis-macchio/

Finally, I was contacted by Kip Z. of the IMRRC up at Watkins Glen. The IMRRC sincerely appreciated our NNJR Donation following our Webinar in July.

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

Rally/Trek: [John Vogt]

The Rally season has been a road of potholes. Let's hope that next year opens up to allow us to play together again. The Porsches at the Drive In planted the seed for what could be a regular event for the future, Covid or not. A big thanks to all that made it go smoothly through the experiment.

Social: [Tony Cristello]

Sadly, the necessary precautions and social gathering limitations due to Covid-19 will preclude our ability to hold our traditional Holiday Party scheduled for Friday December 4th. We have

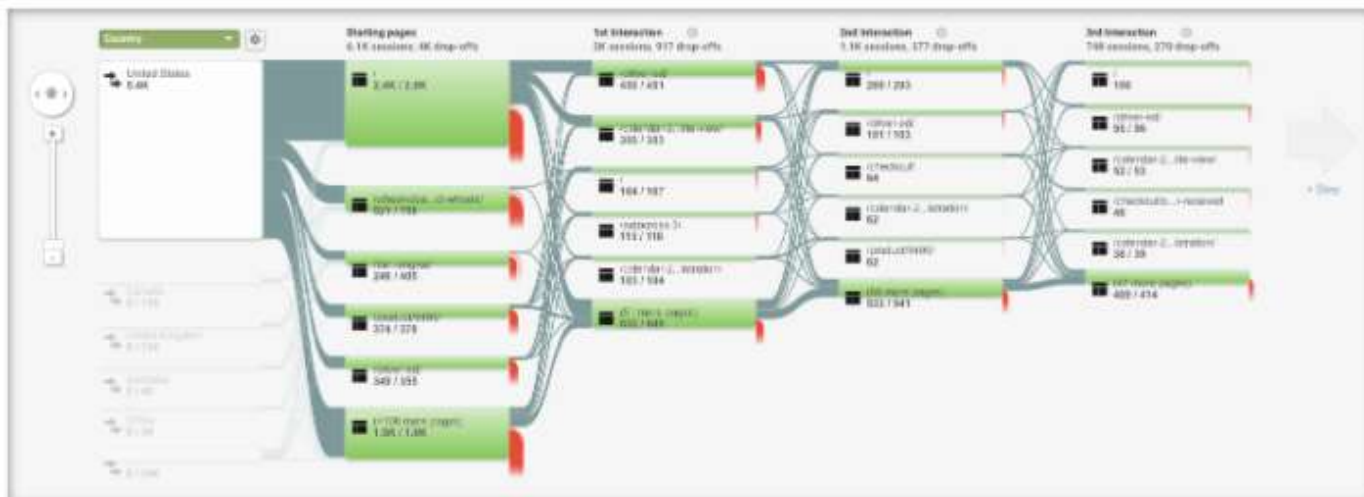
been in contact with the Highlawn Pavilion to roll our deposit forward and reschedule the event to Friday, December 5, 2021.

Technical: [James Coleman and Knute Hancock] no report

Webmaster: [Dyke Henson]

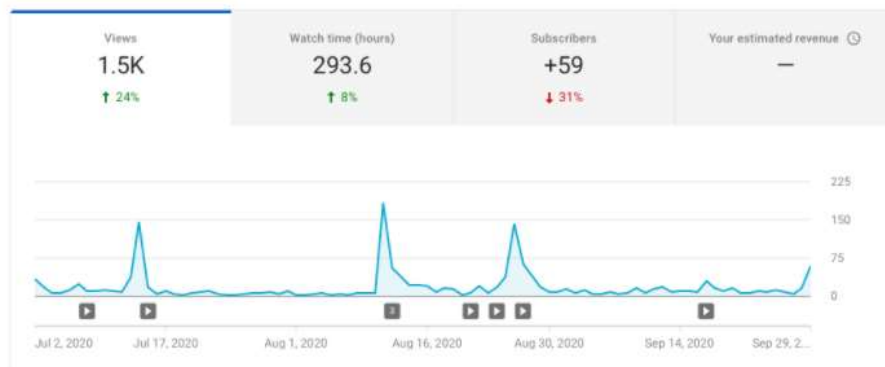
Traffic is up and the site is running as designed. Our mix returning viewers vs. new users was also up, so more members are visiting the site. I have attached site traffic to this email.









We had no down time since last month. DE and Calendars are still the most accessed pages, but as you can see (click to expand) the "events" sign up page is becoming very active.



Our YouTube Channel Traffic is WAY up, driven by the terrific job of the NNJR Rebel Outpost Broadcasting studio (aka the Muller's kitchen and dining room) and our Virtual Monthly meetings, and Bill Gilbert's track presentations. If you haven't seen the last few streaming meetings, you should check them out here. I am pleased with the integration we have done with our YouTube Channel, Facebook Group, and the website.

Your channel got 1,544 views in the last 90 days



	Overview	Reach	Engagement	Audience	Revenue
1		Evening with Hurley Haywood Aug 12, 2020			19:38 (30.9%) 264
2		History of Watkins Glen International Jul 15, 2020			17:01 (25.8%) 170
3		Peterson Museum Virtual Tour Aug 27, 2020			20:45 (31.6%) 163
4		Editor Peter Stout Jul 8, 2020			7:09 (11.3%) 78
5		Brumos Collection with Brandon Starks Jun 30, 2020			14:25 (17.4%) 74
6		More Smiles Per Mile - NNJR Jun 26, 2019			1:05 (39.9%) 72
7		Ross Bentley Webinar May 19, 2020			14:11 (17.9%) 70
8		Watkins Glen with Selected Reference Points and Notes Aug 21, 2020			3:44 (77.3%) 57

I have added help buttons on the site for people who are looking to download the ePorscheForum, as well as those that are using the online purchasing system. I do have to follow up with members that don't understand why they can't use their PCA National user name and password to do both.

I have added new reporting capabilities, and I can now provide an on-line report area and interactive pivot table in Google Docs for those that want to slice and dice the event data. These reports do include member's email addresses, so I need to monitor closely anybody that has access. (I can). There will not be any credit card or payment data. Let me know if you are interested.

The contact us system is running very well. Thanks to all the track chairs that quickly answer member questions that get forwarded to your email. You all are making us all look really good!

I would still like more people to discover the "what's new" content where we post upcoming events and other updates.

Other than that...we are doing very well and the site has been stable. We continue to improve it based on user traffic and feedback.

MOTIONS PASSED DURING MEETING:

1. James Coleman made a motion to approve the appointment of Steve Corodemus as Election Chair for the November Business Meeting. Motion was seconded by Knute Hancock and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, November 5, 2020

FUTURE MEETINGS: December TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Rich Barry, the meeting was adjourned at 8:25pm.

Respectfully submitted,

Cindy Cristello, Secretary