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

**DATE:** Wednesday, February 3, 2021

**PLACE:** Online, via Zoom

**PRESENT:** Janice Ernsting, Lester Cheng, Cindy Cristello, Rich Barry, Tom Swift, Rudy Samsel, Peter Schneider, Hubert King, Kevin Fitzsimmons, Bill Gilbert, Thom Calabro, Nancy Samsel, Shannon Muller, John Vogt, Tony Cristello, James Coleman, Knute Hancock, Dyke Hensen, John Korossy

**ABSENT:** Bruce Hermsdorf, Grant Lenahan, Anthony Wartel, Craig Mahon, Stu French, Petra Swift,

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

**APPROVAL of MINUTES:** Knute Hancock moved to accept the previously distributed December 2020 and January 2021 draft minutes as final. Motion was seconded by Lester Cheng 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. Presentation of 2021 Budget** – Rich Barry provided an overview of 2020; it was a very challenging year, but the expense savings due to the lack of a printed magazine was a significant benefit and resulted in a surplus position at year end. Lester Cheng walked the BOG through the various programs' budgets. One item of note is that we are looking into producing 2 printed magazines per year to accommodate those members who desire them, but also to enable our sponsors to have club material available in their shops for their customers to read. See Motions Approved during meeting below.

**B. Concours Classic Car Day** –Paul Miller Porsche holds one or more “Classic Car Events” each year as part of their Classic Partner program. One of this year 's events will be a joint event with NNJR targeted for June. A committee will be formed to oversee the event. Details to follow.

**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]

Attached below is the January 2021 Treasurer report. The budget numbers have been updated from Lester's document. Highlights include:

- Admin charges for storage space, Zoom acct's and our PO box.
- Deposit charges for DE for Watkins Glen and Summit Point.
- Standard charges for web and P4US activity.
- Membership income from NNJR clothing sales.

**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]

Preparing for my possible absence, here is a bullet list with status and information on the Autocross program for 2021:

1. Four dates set at Pocono, as reviewed last month. Confirmed with Pocono in a recent Zoom meeting and contract en route.
2. CCC (at MetLife) uncertain for three reasons:
  - a) timing
  - b) Covid
  - c) MetLife has not replied with dates. I need to follow up AGAIN.
3. RTR, CPA regions on board for 2021 season at Pocono. We have three-way Risk, workload and revenue sharing agreement in place
4. Much work ongoing to learn and configure replacement timing/display equipment, and to repair some broken equipment
5. While we hope to secure Flemington Porsche again for sponsorship this year, I have no confirmation yet.

**Business Manager:** [Anthony Wartel] no report

**Charity:** [Hubert King]

Letter to NNJR PCA from: Cheshire Home, Inc., dated January 25, 2021:

Dear NNJR-PCA Members

At Cheshire Home, we rely heavily on the generosity of our donors and supporting organizations as we assist our residents, young men and women who have experienced spinal cord injuries, as they rehabilitate and gain back their independence. We are extremely grateful for our partnership with NNJR PCA and its members.

Thank you for organizing NNJR's initiatives in support of Cheshire Home! Your tireless efforts are immensely appreciated by our staff, Board and (most of all) residents. The funds raised by the Club's end-of-year campaign will allow us to purchase a new standing table

that residents can use during their physical therapy sessions. This new piece of equipment will play a role in many reaching their goals of self-sufficiency.

We are honored to call NNJR PCA members of the Cheshire Home family, and are delighted to share the excitement of this upcoming year, our 40th anniversary!

Sincerely,

George A Zeitler, L.N.H.A.  
Executive Director

**Concours:** [Kevin Fitzsimmons]

An interior cleaning and protecting video and document submitted for PorscheForum.

An additional / optional front suspension strut removal and repair short video provided for consideration to include in a type of Show us what you're working on section of PorscheForum.

Work on Paul Miller Porsche Classic June Concours Event underway. Specifically, a Piston and connecting rod Concours Award trophy engraved sample has been ordered. A few Porsche related options from ETSY for attendees have also been ordered.

**Dealer Liaison & Sponsorship:** [Bill Gilbert] no report

**Driver Education:** [Thom Calabro]

I just received the contract from PittRace. That will be signed and returned by this Friday. The Mid-Winter Driver Meeting and the Instructor Meeting are set for Feb 28 - Instructors, and March 7 -Drivers. The speaker will be Peter Krause. The meetings will be conducted on Zoom.

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

**E-communications:** [John Korossy]

Here is a proposed Dashboard email campaign:

Target Send Date : Feb 8

Campaign Contents:

- 1) President's Message
- 2) Upcoming Events/Reminders\*
- 3) Other - [Slide Night recap? What else? Suggestions needed from BOG]

\*NNJR Events to list in email:

Feb

16th: Monthly mtg w link to calendar

23rd :-Program [Topic TBD?]

Mar

7th: High Performance Driving Seminar

14th: Virtual Concours

2021 HPDE Program: DE Event Reg Opens Feb 27th - Lightning 1

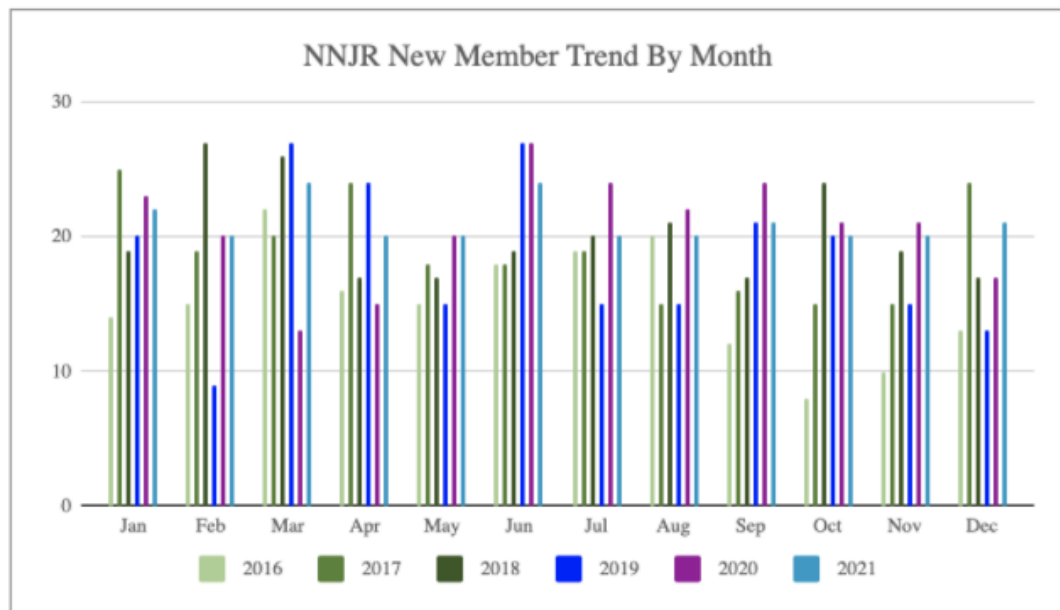
**Historian:** [Stu French] no report

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

**New Member Gatherings:** Unfortunately, the continued outdoor limit of 25 people really ties our hands in terms of trying to host some sort of in-person new member gathering (e.g., a New Member Cars and Coffee) effectively. We continue to monitor COVID rules and will plan accordingly as soon as there are more favorable changes.

**New Members:** New member growth for 2020 increased by nearly twelve percent over 2019! In addition to that COVID-Averse trend, January started 2021 strongly with 22 new members, which is on par with the prior year. For budgeting purposes, we're forecasting 2021 will see an estimated 250 new members join NNJR.

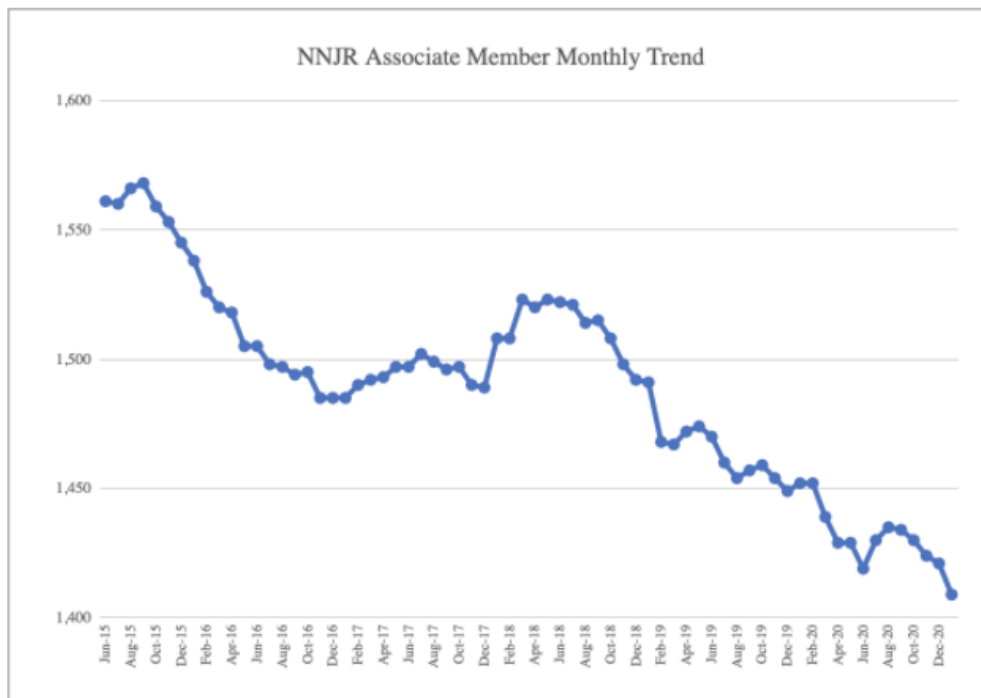
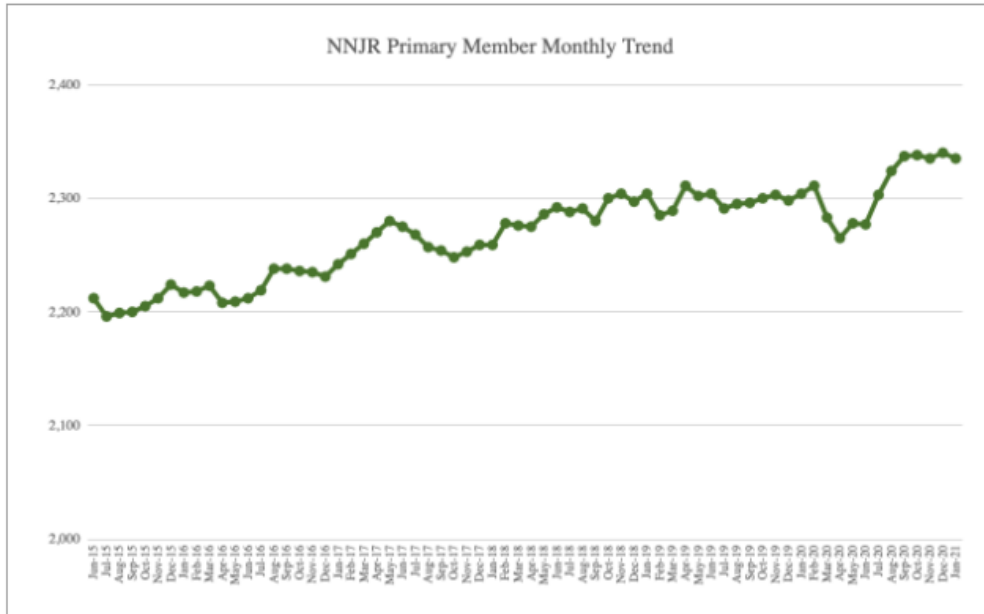
Both the table and bar graph below summarize new members by month for 2016-2021:



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%
2021	22	20	24	20	20	24	20	20	21	20	20	21	252	2.0%
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 February 3rd remained steady at 2,335. Combine that with 1,409 family and one life member and NNJR's total membership currently stands at 3,745.

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





Transfers: Interestingly, NNJR realized only one transfer in and five out for January. All seem to be geographic in nature

Non-Renewals: Non-renewals for December totaled 39. Unfortunately in our efforts to reach out to these members clearly had a negative over the low rates achieved in months prior. Nancy is actively re-reaching out to these individuals and we fully expect to reverse January's numbers.

**NNJR Non-Renewals By Years In PCA**

*Source: PCA Monthly Admin Reports*

Year	1 Year	2 Years	3 Years	4 Years	< 5 Years	
<b>2017</b>	21.0%	17.0%	7.0%	4.0%	51.0%	100.0%
<b>2018</b>	18.0%	10.8%	8.2%	5.1%	57.9%	100.0%
<b>2019</b>	21.8%	7.8%	9.1%	5.1%	56.2%	100.0%
<b>2020</b>	16.6%	6.8%	10.0%	6.6%	60.0%	100.0%
<b>2021</b>	17.9%	12.8%	5.1%	2.6%	61.5%	100.0%

**NNJR Non-Renewals By Years In PCA**

*Source: PCA Monthly Admin Reports*

Year	1 Year	2 Years	3 Years	4 Years	< 5 Years	
<b>2017</b>						
<b>2018</b>	57	34	26	16	183	316
<b>2019</b>	86	31	36	20	222	395
<b>2020</b>	68	28	41	27	246	410
<b>2021</b>	7	5	2	1	24	39

Spend vs. Budget: Our January Monthly (shaded light blue) and YTD (shaded green) assume our 2021 budget approval. Please note the postage and T-shirt spent dollars reflect drawn-down from refreshed inventory during 4Q2020:

**Program:** [Shannon Muller]

On Jan. 12th Dom Miliano and John Vogt hosted the 1st Virtual Slide Night via Zoom. The decades long held tradition was very well attended. Dom and John were full of great commentary, funny stories and gave great feedback to each contestant. Dom received more pic submissions than ever before and John and Dom put a lot of time and effort into it and it really showed. Thanks Dom and John. Will post the Winners in P4US. It was an interesting evening.

On Tuesday, February 16th Marshall Knutson will present his favorite super car pics and Rich Barry will be the Moderator.

My March speaker is still tentative. I hope to confirm by Friday and will update the calendar.

Addendum from Dom Miliano (slide night host): *The annual "slide night" broke all records for entrants. In the past, 20 to 25 participants was a big night. This time, because of the virtual nature and the focus on Porsche only, we had 45 participants. The quality of images submitted was very high - a surprise to me in the "everybody has a cell phone camera" era.*

*The decades-long tradition was upheld although in its new pure digital and virtual format.*

*I expect that this will be the way we will do this next time - i.e., submit images well ahead of time and limiting the entries to Porsche only.*

*Thanks to Shannon for moral and technical support and John Vogt for his co-judging role.*

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

**Rally/Trek:** [John Vogt]

Nothing to report on Rally

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

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

This year's NNJR Annual Swap Meet was sponsored by Euro-Tire, in a ZOOM Virtual format. There were 42 registered buyers and 16 registered sellers; one of the early buyer registrants was Tom Gorsuch, current PCA President. The actual active attendance and participation count was 31. The Swap Meet ran about two hours from 10:30 to 12:30 PM on Jan. 17, 2021

Major credit goes to Bill Gilbert for his technical expertise in the management of this workshop; he controlled meeting admissions, arranged the presentation order and the timing of presentations. He set a up a virtual catalog of items for sell, and made it available to participants, 2 hours before the 10:30 AM kickoff.

Sellers were allowed approximately 5 minutes for a description, presentation, and the answering of questions. Bill also set up 12 breakout rooms so that buyers and sellers could get together to haggle; as it turned out the rooms were not needed. Buyers and sellers exchanged emails and phone numbers on chat.

Given the conditions and the medium used, we would rate the Swap Meet a resounding success. How much was actually sold and bought is unknown.

At present, there are no planned activities from this Committee for February, March or April.

**Webmaster:** [Dyke Hensen]

The NNR-PCA website has performed well for the last month. We added a feature for "banners" on the home page and launched our first recruitment campaign designed to have members update their National PCA profile with their current emails to ensure they were receiving our Digital P4US. We had 209 visitors "click-through" bringing them to the National account registration site. Hopefully, many of those visitors updated their profile email accounts.

It's that time of year again where I asked all the activity chairs to review their pages and make sure the information on your pages is correct. Any changes needed, just let me know. I plan to enter our site into the National Contest again this year so please help make it the best it can be with current content.

Our calendars are current.

Our emails should all be up to date.

Our Youtube channel continues to get lots of views. If you haven't seen the last few streaming meetings, you should check them out here

**MOTIONS PASSED DURING MEETING:** Cindy Cristello moved to accept the 2021 budget as proposed and modified during the meeting. Bruce Hensdorf seconded the motion, and it carried by majority vote.

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** BOG members are reminded to continue to send calendar updates to Peter Schneider.

**NEXT MEETING:** Thursday, March 11, 2021

**FUTURE MEETINGS:** 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 Knute Hancock, and seconded by Dyke Hensen, the meeting was adjourned at 8:39 pm.

Respectfully submitted,

Cindy Cristello, Secretary