

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

DATE: Thursday, May 6, 2021

PLACE: Online, via Zoom

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

ABSENT: Bruce Hermsdorf, Grant Lenahan, Craig Mahon, Stu French

CALL TO ORDER: The meeting was called to order by President, Janice Ernsting, at 7:35pm

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes as final. Motion was seconded by James Coleman 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. Housekeeping items: (Janice)

- i. Social Media Chair:** Jeff Krol has stepped down from this position. While Dyke, Shannon and Bill have been assisting on a temporary basis, this position needs to be filled. Social Media has become the dominant means of communication, and we need someone to assist in exploring various channels (IG, Twitter, etc.). The BOG is asked to think about whether they know any qualified candidates; perhaps among the newer membership base who might be heavier SM users.
- ii. RegionFocus emails:** Janice receives and forwards these to the relevant chairs and asks to be advised if anyone already receives these directly.
- iii. In-Person meetings:** Discussion on frequency of virtual and (when permissible) physical meetings. Consensus was to meet in person on a quarterly basis, and continue the virtual meetings on the other months.

- iv. **Holiday Party:** The Highlawn Pavilion is under new ownership. Social will connect with the new management in hopes of securing our ‘regular’ date. We will need to consider the current and expected Covid protocols when making a decision.
- v. **New Member update:** A round of applause for the efforts put forth by Nancy and Rudy – membership is up 27%!

B. **Approval of Nominating Committee and Chair for selection of 2022 Officers:** Pursuant to the guidelines set forth in our Bylaws, Janice has appointed the following members to serve on the Nominating Committee:

Tom Swift, Chair
Lou Hudyman
Shannon Muller
Anthony Wartel
Alan Zambarano

See Motions Passed During Meeting below.

- C. **Procedures for Expense Reimbursement:** Rich Barry reviewed the policy of requiring receipts in order to receive reimbursement. This is especially important for cash transactions, as we will be undergoing an audit. Generally, cash transactions are discouraged. If you order something online, your order confirmation may be used. Pictures of receipts are acceptable. Assistance is available if something requires advance payment – please reach out to Rich.
- D. **Porscheorus Update:** As we begin to contemplate the production of a printed magazine, Anthony Wartel reported that of the print shops that were solicited to quote, the best price came from that of our original printer. The Communication Sub-Committee will review and recommend a frequency for printed P4US copies, focusing on our advertisers’ desire to have club material available in their shops.
- E. **Charity Update:** Hubert reported that logistics are in place for the May 16 WTTC event. Gathering will be at the Madison High School, and the Rally will commence with a “drive-by” the Cheshire Home.

Cheshire Home runs an annual Casino Night Fundraising Event (see details in the Charity Report below), and discussion ensued around the merits of NNJR “joining” their event in place of our traditional Tricky Tray. The event is scheduled for Saturday October 23, 6:30-10:30pm as the Ukranian Center.

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 March 2021 meeting have been posted to the website.

Treasurer: [Rich Barry]

April was a busy month. Highlights included:

- We paid the 2nd and final payment for our first DE of the year at NJMP.
- We covered costs from the new member welcome gathering held by Nancy and Rudy.
- We paid for new loaner helmets for DE and Autocross.
- We received our quarterly portion of membership fees from national.
- We received payments from vendors for P4US ads.
- We took in \$210 from the parade laps at Lightning.

Attached below is the full treasurer report for April of 2021. Please contact me if you have any questions.

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]

The Autocross season begins Saturday with our first event at Pocono East Course. All of our AX events this year are at Pocono and run jointly with CPA and Riesentoter regions. This is necessary for staffing and financial viability.

While registration is closed i encourage any Board members who wish to attend to email me and join us.

Our next event is July 19. We have tow additional events - all info is on the website which I keep current.

I have been in periodic contact with Flemington Porsche over this year's sponsorship. I think Bill was also planning to check with them. At this time there is no commitment, and with the owner's passing, our relationship is uncertain.

I have asked MetLife to provide me with possible CCC dates later this year. Have no reply, except "we don't have any yet".

We could try to run an event at Pocono is the lot behind the Garages. It is at least inexpensive.

Saturday's event has 72 registered and ought to generate some revenue. That said, we also had two displays inexplicably fail over the winter (they are 20 years old after all) which is proving for a frantic and expensive run-up to the event. Fortunately i am familiar with a soldering iron and deriving nonexistent schematics.

Business Manager: [Anthony Wartel]

A total of (5) printers were contacted for quotes on printing Porscheforus in the event NNJR elects to mail out hard copies of the newsletter at times throughout the year. Contact information for two of the printers came from BoG members, one was NNJR's printer before Porscheforus went full digital online, and two are from my workplace, a school.

Pricing was based on parameters of printing 2500-3000 copies for a mailing to all members and advertisers, or 500 copies for a limited distribution. Samples were received from (3) of the printers, including back copies of Porscheforus. The two printers that did not send samples did however receive hard copies of Porscheforus prior to submitting a quote. Quotes received included a separate price for mailing services, excluding postage.

Preliminary pricing for a full issue of 44 pages plus the cover range from \$1.70/copy plus postage on up to \$2.10/copy plus postage for an order of 3000 copies, and from \$3.35/copy plus postage on up to \$7.50/copy plus postage for an order of 500 copies. Based on past invoices of postage, each copy could cost \$.40. Printers charge in the range of \$.12/copy to provide mailing services. Therefore depending on the actual cost of postage today, we would need to add at least \$.52 cents to the prices per copy above for all issues mailed.

Charity: [Hubert King]

- 1) Upcoming Welcome to Club Event with proceeds going to Cheshire Home. May 16.
Venue is adjacent to Cheshire Home and Rally will include drive through of facility.
- 2) Planning Fall Event with Cheshire. Target date Saturday October 23, 2021 6:30-10:30

Casino Night/Auction

- Venue: UACCNJ, Whippany
- Format: Casino Night/Auction, full meal and open bar
- Expenditures
 - Hall rental
 - Casino service
 - Catering food/bar

Total Expenses 2019: \$16,500

- Revenue
 - Entrance Fees
- Dinner and casino \$125/each
- Dinner and Poker tournament \$175/each
- Dinner and VIP Poker Tournament \$200/each
 - Poker Tournament winning prizes: \$500, \$300, \$200
 - Sales of Chips/Tricky Tray
 - Cash 50/50 raffle

Gross Revenue 2019: \$34,000

- NNJR Golden Ticket sales (drawing December 15)

Concours: [Kevin Fitzsimmons]

A Spark Plug and Coil Pack change with deep cleaning of underbody panels video and document submitted for PorscheForum.

Additional air cleaner change repair short video provided for to include the Club website.

Concours Judges meeting held April 24th.

Welcome to the Club Car Show/Charity/Rally committee planning meetings held. As of Dyke's May 5th report 14 registered participants.

NNJR Paul Miller June Concours Event featuring Classic Porsche Car underway. Two additional (makes a total of three) piston and connecting rod Concours Award trophies to be delivered next week. As of Dyke's May 5th report 32 registered participants.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

We just had our first DE of the season, Lightning 1. The number of registrants was quite good. Last month I incorrectly stated that 2018 and 2019 had approximately 190 drivers, and as of the reporting Lightning 1 was at 147. Lightning 2018 and 2019 actually had 153 and 154 attendees. Lightning 2021 had 167, with two or three Track Tour attendees added at the track. The Track Tour went very well. I can see more than a few of the 12 drivers attending future events. There was one single car impact incident at Lightning. The driver was unharmed. I spoke with him the Tuesday after, he was fine.

Registration for our next DE at PittRace is a bit disappointing, only 85. We are partnering for MOR-PCA for the Mid-Ohio DE. We are currently at 101. Lime Rock DE is at 99. Lime Rock UNMUFFLED is at 18, but I hope to get some of the first day drivers to sign up, after I explain how much track time they will get. Bruce Coopersmith, Pres of Hudson Valley Region, just allowed me to post the Lime Rock ad on their Facebook page, so we may draw some of their members. Thunderbolt is currently at 142.

VIR has not opened yet, but should be a good event. I've been speaking with Rich de Asis from the Niagara Region. Every year they pick a long distance track and go as a group. They will be joining us at VIR this year. Rich said 20 to 40 members usually would go.

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

Historian: [Stu French] no report

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

PCA Website Changes Affect New Member Process In April

- If you're not aware, PCA National launched a revamped website in mid-April. While it looks great, some of the *CSV file downloading capability Nancy relies on to feed her

email blasts lagged behind the implementation of the new site, hampering her normal efforts to encourage members to renew. As you'll see in the renewal update below, this had a negative impact on April's renewal rate.

- Nancy confirmed with National earlier this week that the downloading capability we both rely on should be available again this week.
- Pursuant to PCA's RPM, Nancy submitted for the \$500 New Member Meeting rebate incentive to National.

New Member Gatherings Update

- By every account, our April 17, 2021, Outdoor "Porsches & Pastries" Cars&Coffee type New Member Gathering was a big success. We provided full details in our email dated April 19 (Cindy, please let us know if you need to reforward for the minutes). The key takeaway was that despite holding the event in Flemington, we were quite surprised by the number of people who traveled over an hour for the event, especially one with an 8:30 am start time. It was clearly a signal people are looking for destinations to just get out and drive their Porsche.
- COVID-19 restrictions caused us to incur several incremental, unplanned costs. Namely, a Port-A-Potty for \$225 and two portable tables for \$85. For convenience, we will keep the tables stored at our residence with our other NNJR supplies but will plan to return them to the club when we hand over membership duties to our replacements. With restrictions easing, we will be able to use the Pool Club's bathrooms in the future.

Welcome To The Club Event Attendance

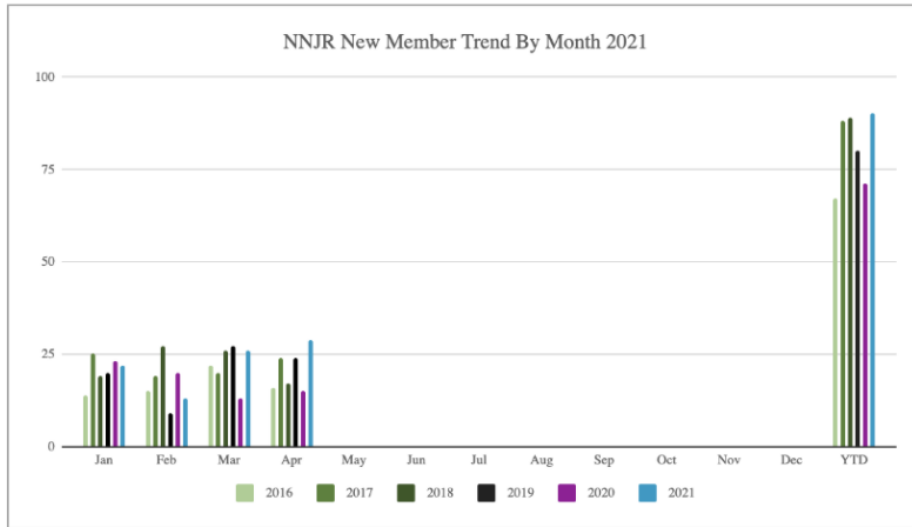
- Sadly, we have a funeral to attend in Buffalo on May 15, so we will not attend the Welcome To The Club Event Planned that same day.

New Member Enrollments

- Q1 2021 New Member signups are up 27% over the same period last year! In April NNJR received 29 new members. **That is the highest one-month total achieved by NNJR dating back to 2016 (as far back as Rudy has data for)!**
- With 90 new member enrollments through the first four months of 2021, we're well on our way to meet our overall forecast of 250 Newbies by year-end.
- Both the table and bar graph below summarizes new members by month for 2016-2021:

NNJR New Primary Members By Month & Year

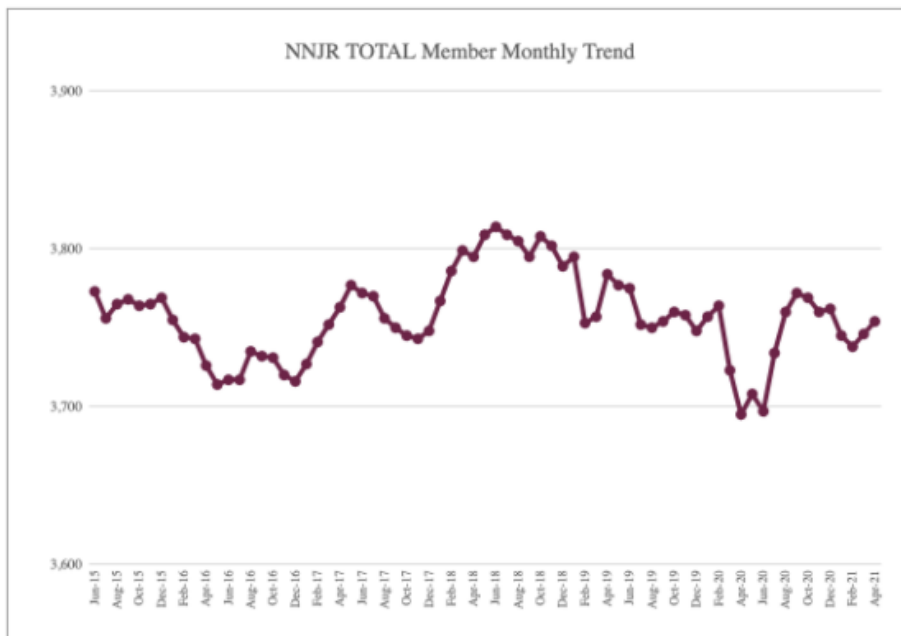
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD	YoY	FY
2016	14	15	22	16									67		182
2017	25	19	20	24									88	31.3%	228
2018	19	27	26	17									89	1.1%	243
2019	20	9	27	24									80	-10.1%	225
2020	23	20	13	15									71	-11.3%	247
2021	22	13	26	29									90	26.8%	250

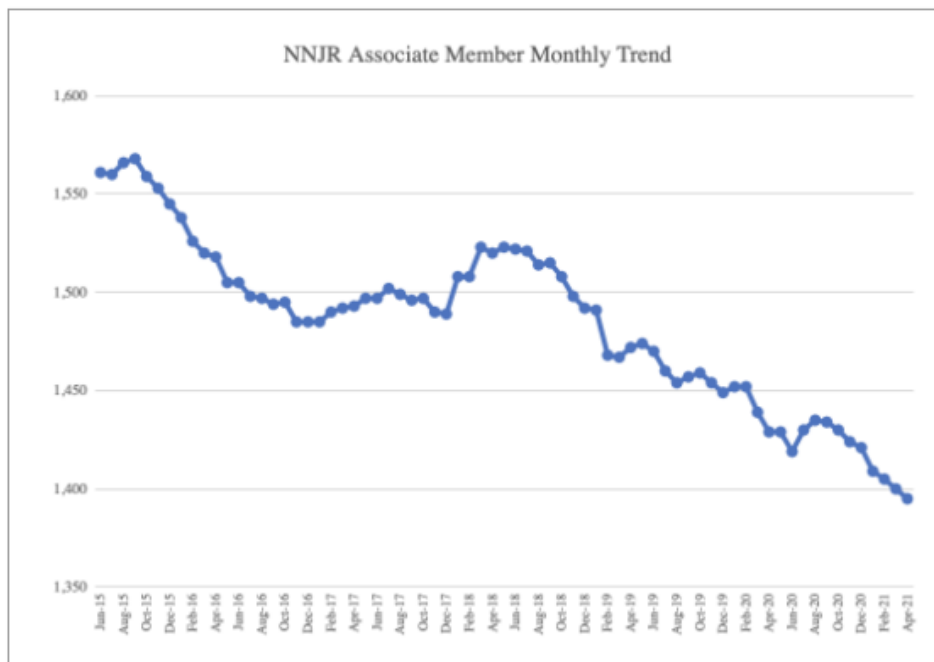
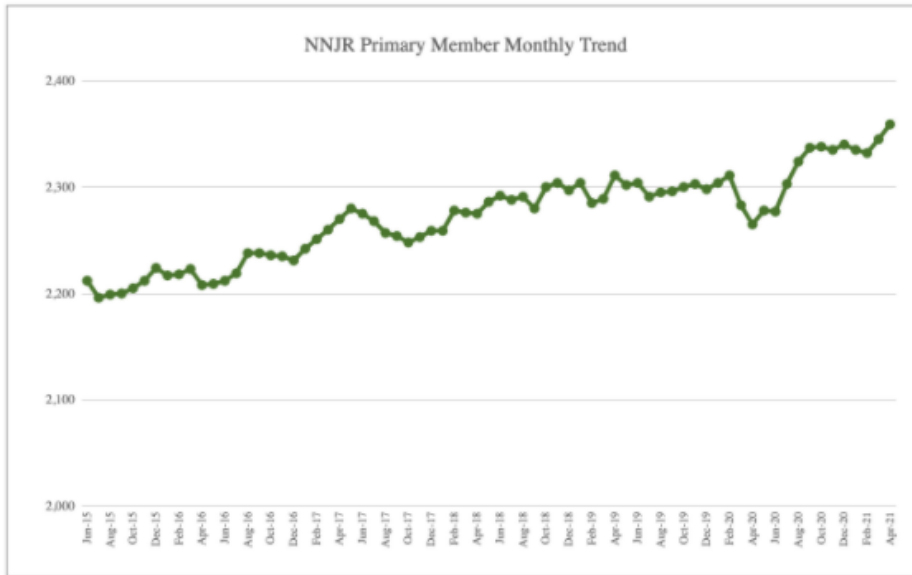


Overall Membership

March and April's strong enrollments pushed total Primary memberships as of May 1st remained steady to a new of 2,359. Combine that with 1,395 family and one life member, and NNJR's total membership currently remains steady at 3,754.

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





Transfers - NNJR experienced three transfers in and six out, for a net loss of three primary members. Florida and Arizona (retirements?) were the drivers of the exodus.

Non-Renewals - After achieving zero non-renewals in March, the aforementioned issues with our inability to download data accurately was the assignable cause for 48 non-renewals during the month. Despite that hiccup, non-renewals, particularly among members who joined in the past eighteen months remain better than expected:

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	87	31	35	20	221	394
2020	68	28	41	27	246	410
2021	16	9	10	4	80	119

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	22.0%	7.8%	8.9%	5.1%	56.2%	100.0%
2020	16.6%	6.8%	10.0%	6.6%	60.0%	100.0%
2021	13.3%	7.5%	8.3%	3.3%	67.5%	100.0%

Spend vs. Budget

Our April Monthly (shaded light blue) and YTD (shaded green) are based upon our approved budget for 2021. Please note the postage and T-shirt spent dollars reflect drawn-down from refreshed inventory during 4Q2020. We will offset the aforementioned Port-A-Potty and Portable tables cost for April's gathering from the budgeted door prizes line item. While we are slightly overspent versus our YTD plan, we fully expect to be back to favorable by the end of May and continue to forecast an overall spend of our budgeted amount for 2021:

Program: [Shannon Muller]

On April 20th at 1:00 pm, vs. our usual start time of 7:30 pm, Christina Neilsen joined Rich Barry and I.

We had a \$100 give away for the best question and NNJR Member Fred Applebaum won.

Christina spoke about driving the 12 Hours at Sebring, her favorite tracks around the World and Danish trivia.

Christina is CEO of her Company, Accelerating Change which is working to provide Women educational, automotive-centric events, to help develop skills and confidence in the automotive industry.

On April 27th, Ross Bentley was our Speaker for our April Meeting with Bill G. as Moderator.

Ross got excellent questions throughout the Webinar. Topics included, popularity of Ross's podcasts, traveling to Race Track's during COVID, his vision for the future of Coaching/Instructing including lead/follow.

Unfortunately, there won't be any Program Speaker Webinars for the month of May. The NNJR calendar for May is busy, so folks won't miss it.

Waiting to hear back from Mark Hartson about a date and time for Ray Shaffer in June or July.

Publications-P4US Editor in Chief: [Petra Swift]

Rally/Trek: [John Vogt]

The Welcome To The club Rally is ready to go ! I purchased Small Porsche models to be given to the rally parade entrants that will hand them to residents of Cheshire Home, then the directions will be handed to them so that participants will have to view the charity. The route will head west to the Long Valley Brew Pub where we will once again mingle with our Porsche family. Cruise Night is officially on!!! More to come about that soon

Social: [Tony Cristello]

The recent relaxation of Covid restrictions bodes well for our 3rd quarter 2021 planned events; Wine Tasting at PMP will be Sunday October 17th. Planning will commence shortly.

We received word that the Highlawn Pavilion has been sold to the Frungilio Catering group. They returned our deposit check which was supposed to be holding our Friday December 3rd date, so we are working on determining if we can still secure that date/venue at our price point. More to come.

Technical: [James Coleman and Knute Hancock]

This committee has scheduled it's first technical event of the year, starting with the annual Paul Miller Porsche new model tech workshop. The date is May 22nd from 10:30am to 1:00pm. The Taycan will be review and compared to a Porsche Hybrid. Currently registration is limited to member attendance of 50 and BOG attendance of 10. Current registrations, respectively are 29 and 5. There are some recent statements from Governor Murphy's office relative restrictions. The indication is that Mask restrictions will remain in place for inside gatherings, but the restriction for both inside and outside gatherings will be removed on May 19th. That remains to be seen.

Webmaster: [Dyke Henson]

- The NNR-PCA website has performed well for the last month.
- Our calendars are current.
- Our emails should all be up to date.
- The site performance and page loading has been good.
- PDFs of or analytic reports are attached.

We added new events to the event registration page and the sign-up process has been going well. We have taken about 70 member orders. We did have some mistakes and I have followed up with individuals that seemed to reserve multiple spots, like 5 and 6 when they were only signing up for 1 or 2. Funny thing, when an event is free, people make mistakes of adding additional users, but when they are charged for an event, miraculously they don't seem to make the same mistakes.

I did find a reporting package portal I have been looking for, but the pricing was ridiculous for our volumes, so I'll be updating this link so you can see the current attendances by the event.

(I have sent the actual live spreadsheet to Activity Chairs)

Current Event registration (excluding DE and AutoX)

NNJR Porsche Classic Concours & Car Show	32
Taycan vs Hybrid(Board Members limit 10)	5
Welcome to the Club CAR SHOW -CHARITY	14
Workshop: Taycan vs. Hybrid NNJR-Members	28
Grand Total	77

New Users: I still need to spend a little time with Nancy and Rudy to get some of the most common questions organized. Maybe video and provide them with their own Gallery for their cars. Remember when we got our first Porsche?

YouTube How DIY videos: Kevin Fitzsimmons has created excellent DIY videos for NNJR YouTube channel, if you can, check them out. Thanks Kevin.

[NNJR YouTube Playlists](#)

Social Media: Jeff Kroll is no longer acting as chair, and we would like to find a new volunteer.

I have noticed some clubs that have set up separate Facebook Group pages by activity such as DE and Autocross groups. I think that is an effective and easy way to keep members up to date current information, and activity chairs could support their group...it's very easy to maintain a FB group.

We have not moved forward with Instagram and we have not finalized any plans for supporters to advertise on our social media and Website platforms, which was left with the "business managers" 2 years ago. I provided recommendations on how it could be handled effectively, but that is not my lane. I manage the electrons, not our supporters.

MOTIONS PASSED DURING MEETING: Peter Schneider moved to approve the President's appointment of the Nominating Committee. Motion was seconded by Knute Hancock and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Wednesday, June 30, 2021

FUTURE MEETINGS: 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 John Vogt, the meeting was adjourned at 9:00pm.

Respectfully submitted,

Cindy Cristello, Secretary