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

**DATE:** Thursday, March 11, 2021

**PLACE:** Online, via Zoom

**PRESENT:** Janice Ernsting, Cindy Cristello, Rich Barry, Bruce Hensdorf, Rudy Samsel, Peter Schneider, Anthony Wartel, Kevin Fitzsimmons, Bill Gilbert, Craig Mahon, Nancy Samsel, John Vogt, Tony Cristello, James Coleman, Dyke Henson, John Korossy, Jose DeLaCruz, Steve Corodemus

**ABSENT:** Lester Cheng, Tom Swift, Grant Lenahan, Hubert King, Thom Calabro, Stu French, Shannon Muller, Petra Swift, Knute Hancock

**CALL TO ORDER:** The meeting was called to order by President, Janice Ernsting, at 7:33pm

**APPROVAL of MINUTES:** Tony Cristello moved to accept the previously distributed draft minutes as final. Motion was seconded by Craig Mahon 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. BOG Housekeeping** – Due to family obligations, Ellen Hayes will step down to Concours Vice Chair, and Kevin Fitzsimmons will assume the role of Chair. See Motions Passed During the Meeting (below).

**B. Paul Miller Summer Classic Concours Event**

**i. Update:** Kevin Fitzsimmons provided an update on the event plans and the upcoming meeting to be held with the folks from Paul Miller. The event will be Sunday June 6, time TBD; rain or shine. Preregistration will be required for concours entrants.

**ii. Car Badges:** Tony Cristello reported that he, along with Jose DeLaCruz and Peter Schneider, have been working on obtaining replacement grill badges for the club. They have made contact with the firm that supplies the PCA national badges and obtained pricing for the minimum order size of 250 units. These badges will be used for gifts for the PMP concours entrants. The remainder can be sold to members for approximately \$25. We

will retain the inventory of the original badges for use on certain awards. See Motions Passed During the Meeting (below).

- C. **Membership Update:** Rudy and Nancy Samsel reported that the pandemic did not negatively affect primary membership in 2020 – summertime saw a bounceback to normalized levels. Non-renewals remain a concern, and they are actively reaching out to members to discuss. They note that 90% of new members join with a “sports” car; 54% of which are 911s, the balance Boxsters/Caymans. Given the fact that over 2/3 of Porsche production is 4-door vehicles, it becomes imperative that we focus on member retention. The BOG is reminded and encouraged to engage new members and make them feel welcome.
- D. **Charity- Golden Tickets:** Janice reported that an event date is required in order for Cheshire Home to apply for the license to sell the golden tickets. The date of December 15, 2021 has been selected.
- E. **NNJR Audit Update:** Lester Cheng, Rich Barry and Janice Ernsting have met with the new accountant and have agreed on the scope and pricing for the audit. The BOG is reminded that this will be the first such audit as contemplated under our new policy.
- F. **Region Finance 101 Webinar Update:** Janice Ernsting and Lester Cheng attended this webinar that addressed topics including the club’s tax-exempt status, best practices, and avoiding common financial scams. It also addressed Unrelated Business Income Tax (UBIT), and this will be a topic at a post-audit BOG meeting.
- G. **Welcome to the Club Event:** John Vogt went over preliminary plans for what will be our first “big” event since the inception of the pandemic. We will need the town’s cooperation to accommodate travel on Ridgedale Avenue, and he is reaching out to secure this assistance.
- H. **Taycan Tech:** James Coleman reported that Paul Miller Porsche will host a Taycan Tech event on Saturday May 22<sup>nd</sup> from 10am-1pm. Registration will be required and limited to 50 participants as per current COVID regulations.

## 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 January, 2021 meeting have been posted to the website.

**Treasurer:** [Rich Barry]

The February 2021 report is attached. Highlights include:

- DE down payments made to Pitt Race

- Program expenses for speakers and photo night
- Yearly storage for the NNJR Van
- Regular expenses for admin/website/and P4US
- Quarterly Porsche Club membership rebate

**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

1. 4 AX events, all at Pocono and all jointly with RTR/CPA scheduled and contract in process.
2. MetLife has not sent me dates for possible CCC yet, and CCC still seems dicey (input welcome).
3. Have not yet heard from Flemington on sponsorship.

**Business Manager:** [Anthony Wartel]

Contacted two potential new advertisers who reached out to us and are interested in PorscheForus:

1. Doug Trott out of Toronto with an online car auction company
2. RSR Auto Body Painting and Restoration (Pino)

No firm commitments received to date.

Presently pricing (2) printed issues of PorscheForus, a small batch mid-year and a large batch end of year printing. A total of (3) printers have been contacted, two of which come through BOG members' recommendations. Final cost pricing with sample printings will be submitted by the beginning of April.

**Charity:** [Hubert King]

Planning for 2021 Charity has started. The first event will be a combined Concours and Rally at the Welcome to the Club event on May 16. The site of the show will be at Cheshire Home, giving members a chance to learn more about our supported charity. Also, as those who attended drive-thru last year experienced, we will again have an opportunity to interact with clients and staff at the facility. Details of parking, food, and restroom facilities are being worked. We have also started planning for our Fall event and for Golden Ticket sales. Tentatively, we have discussed with Cheshire plans for a joint casino night to be held at their facilities. Further discussions are planned. For the Golden Tickets, I have requested that Cheshire apply for NJ Raffle license with drawing to be held at Cheshire facility on December 15. This plan allows us to proceed with sales prior to defining location for Fall event. In addition, the drawing will be held late in year allowing for sales at Holiday Party.

**Concours:** [Kevin Fitzsimmons]

A "safely removing road salt from your vehicle" video and document submitted for PorscheForus.

Working with Club Committee members on June 6th Paul Miller Porsche event. Meeting scheduled for March 22 11:30 at Paul Miller Porsche to review options and details for the event.

In discussions with Petra and Dyke regarding a type of "Show us what you're working on" section for Porscheforum / Club Website.

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

**Driver Education:** [Thom Calabro]

We just had the Instructor Mid-Winter Meeting, and the Drivers Meeting. This was conducted over Zoom and YouTube, over consecutive Sundays. While the speaker cost was extremely low, the expense was covered by Paul Miller Porsche, thanks to Bill Gilbert's efforts.

Our first DE of the season will be Lightning, at the end of April. Registration is shaping up nicely. We have 147 registered as of 3/10/21. Attendance in 2018 and 2019 (2020 was cancelled) was approximately 190.

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

**Historian:** [Stu French]

- Decade of 90s & 2000 articles submitted for publication in P4US
- Expect to attend Amelia/Werks again in 5/21 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] / **New Member:** [Nancy Samsel]

*[Note: this report submitted after the meeting took place]*

#### ***New Member Gatherings Update***

#### **Our April 17, 2021 "Porsches & Pastries" New Member Event is officially "GO"!**

- The event will be held, Rain or Shine, on Saturday, April 17th from 8:30 - 10:30 am at the Carriage Gate Pool Club Parking Lot located at 64 Dayton Road, Flemington, New Jersey.
- If you haven't heard, effective 6 am this morning, the state of New Jersey further expanded outdoor gathering limits from 50 to 200 people!
- We received our Development's Board approval to use the parking lot the morning of April 17th. We hope we don't need to use it, but the rain date will be Sunday, April 25th. We realize the rain date potentially conflicts with many of you who will still be NJMP that weekend, but with all other April dates are already filled leaving that as our only option. Let's all hope we don't have to use that alternate date.
- Curt Barsi provided the insurance certificate required for the event as well as the Trek described below.

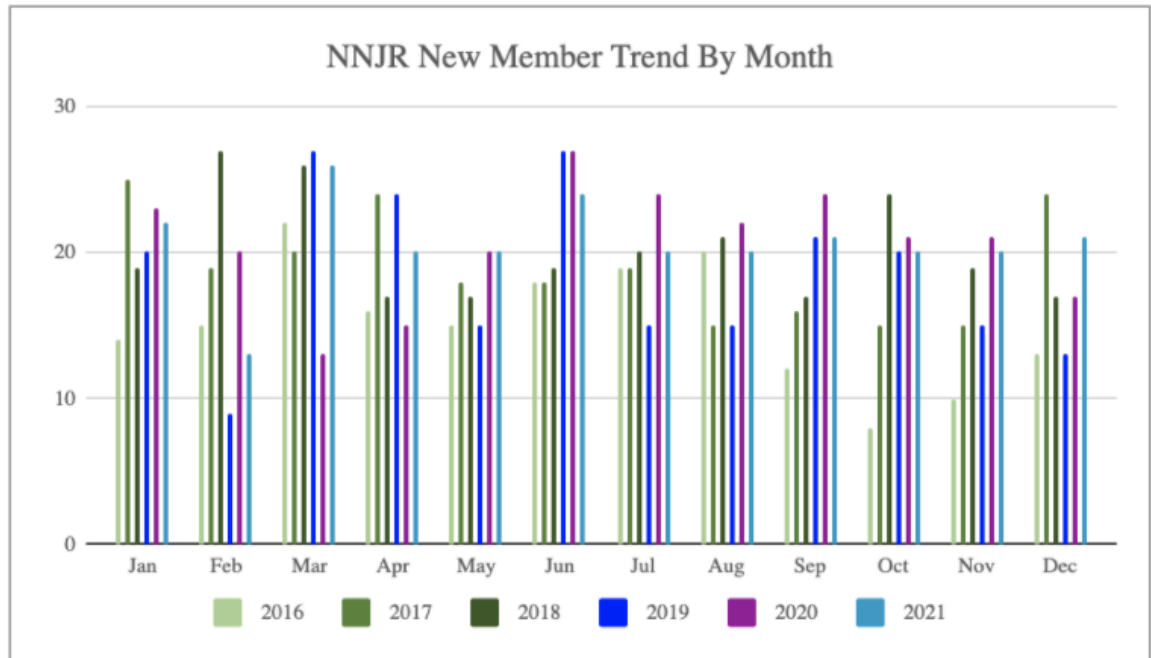
- While we have use of the Pool Club parking lot, unfortunately, we do not have access to the club's bathrooms but have approval from the Club's board to rent and place a Port-A-Potty on the property that day.
- Peter Schneider graciously offered to put together an informal Trek route from our Pool Club that traverses several great back roads from our neighborhood to the Van Zand Airport located just over the Delaware River into Bucks County. This will be a scenic ride showing off several great roads of Hunterdon County, the only remaining *real* covered bridge in New Jersey, as well as the arguably more scenic PA-side of the Delaware River. Great job, Peter!
- We plan to offer attendees who are comfortable a continental breakfast spread similar to what we've had at our PMP New Member gatherings supplied by Bagel Garden in Bridgewater.
- As mentioned in our original proposal, the parking lot has a capacity of 58 regular and two handicapped spaces. Given that attendees will not be working on their cars and will be masked, we will move forward with allowing all of the spaces to be used for the event (i.e. we will not double-space as we don't see a reason to do so and there is no government mandate to force that.)
- Given the parking lot constraint, our email invite to BOG members and Newbies *will be restricted to an e-mail reservation system of the first 50 cars*. We will include BOG members on the invite and as with any other event, if you plan to attend, please print and complete the COVID Waiver we will include. ***IMPORTANT: PLEASE LET US KNOW AS SOON AS POSSIBLE WHETHER YOU PLAN TO ATTEND OR NOT SO THAT WE CAN OFFER AS MANY SPACES TO NEW MEMBERS.*** Our fallback plan is to have BOG members park on our street and walk over to the pool club a short distance away.
- The directions in the email will instruct everyone to RSVP, preferably with the form completed and attached. We will assign reservation/confirmation numbers to ensure we have an accurate count and once filled, we will alert all of the invitees the event has been filled. That said, we will provide them with the Trek instructions if they would still like to do that part of the event at their leisure.
- Anecdotally, It's clear to us that many members are "itching" for activities to get out and drive to a destination, so to date we've purposely have kept the event off of the website and the calendar to minimize the number of walk-ins.
- If anyone would like to help direct cars at the start of the event, please let Rudy know at your earliest convenience.

**New Member Growth: Q1 2021 New Member signups are up nearly nine percent over the same period last year!** In March NNJR received 26 new members, which made up for the lack-luster, weather-related achievement of only 13 sign-ups. While 61 new members YTD is nicely up over last year, it's still three behind our plan for 2021. We don't see this as an issue and we continue to forecast 250 new members for all of 2021.

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

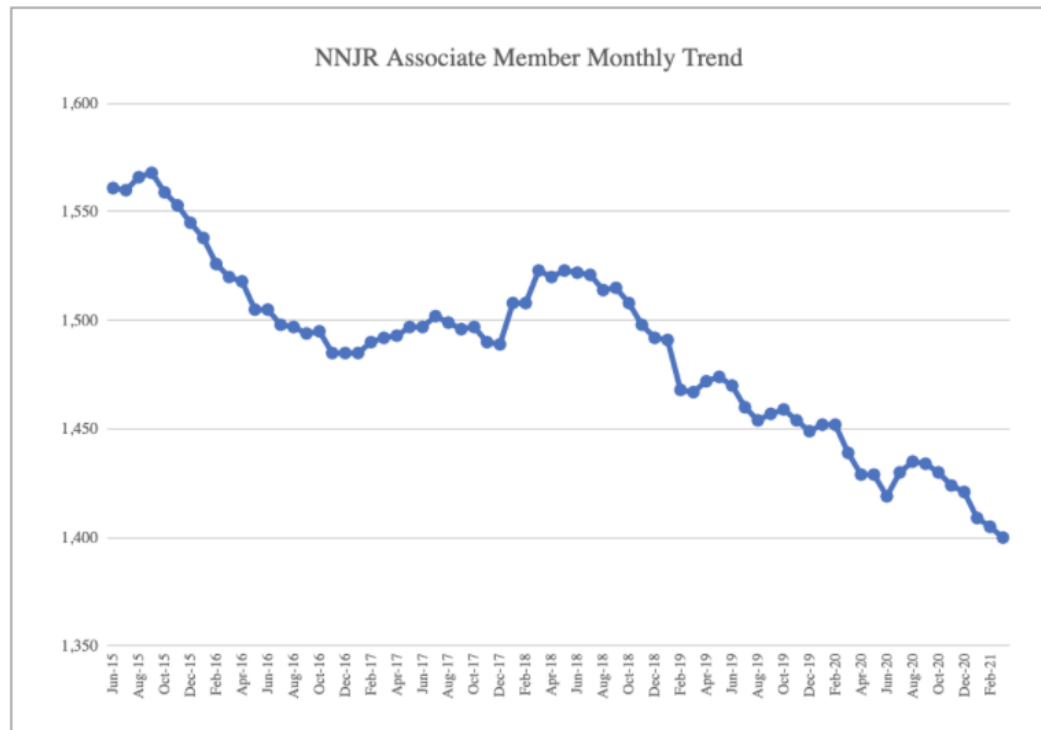
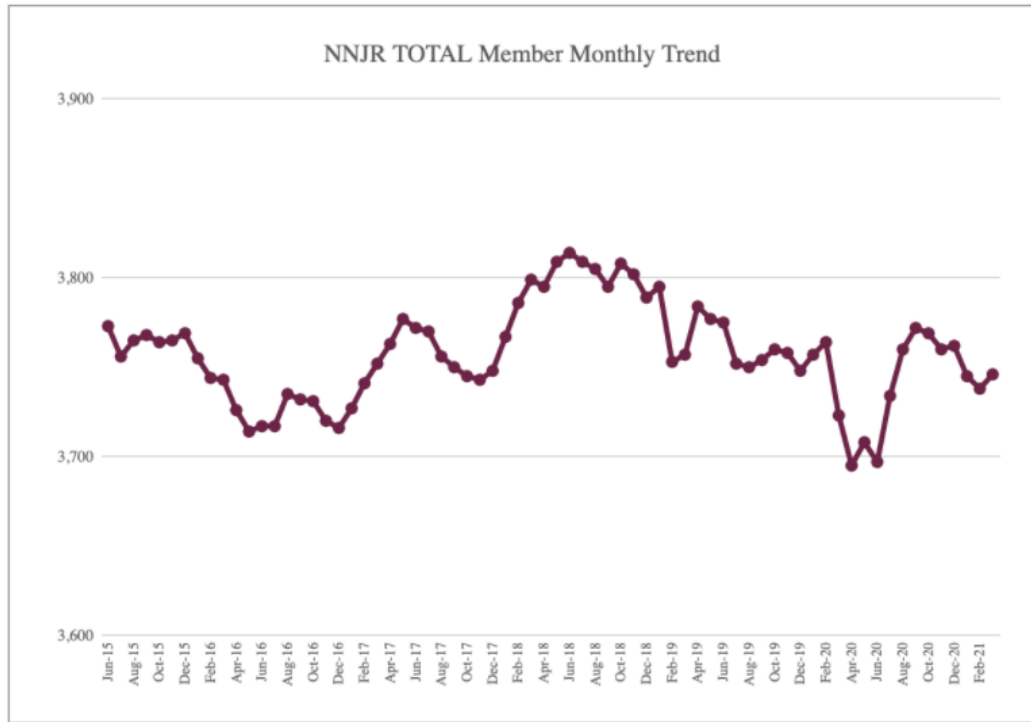
**NNJR New Primary Members By Month & Year**

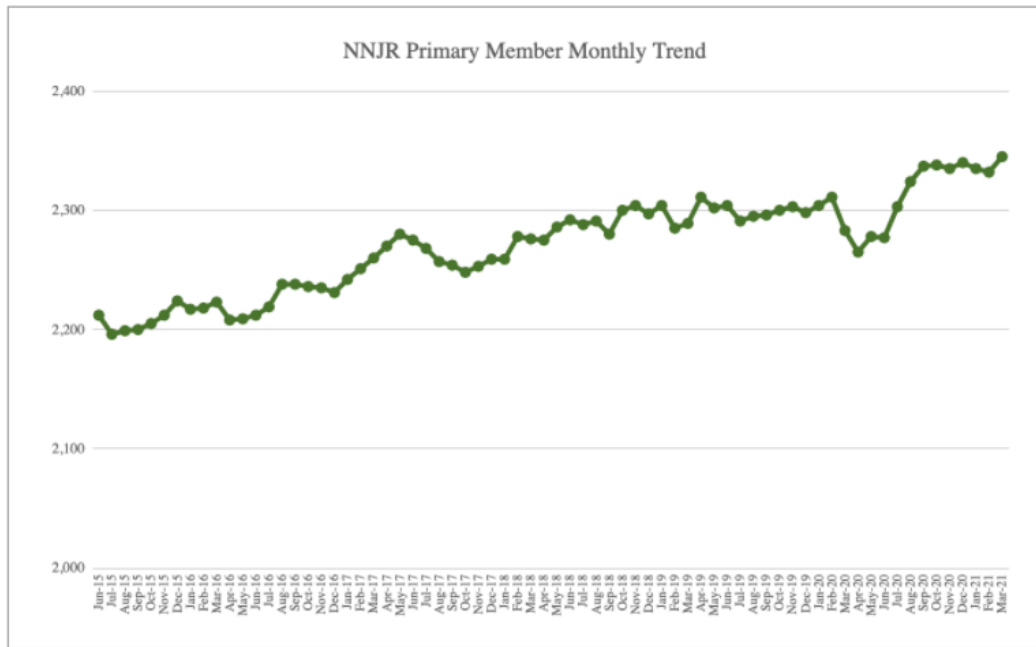
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD	YoY	FY
2016	14	15	22										51		182
2017	25	19	20										64	25.5%	228
2018	19	27	26										72	12.5%	243
2019	20	9	27										56	-22.2%	225
2020	23	20	13										56	0.0%	247
2021	22	13	26										61	8.9%	250



**Overall Membership:** Primary memberships as of April 1st remained steady at 2,345. Combine that with 1,400 family and one life member and NNJR's total membership currently stands at 3,746.

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 four out for March. All seem to be geographic in nature.

**Non-Renewals: Get this: Non-renewals for March WERE ZERO!** That's according to the latest report from National, so we hope that is not in error. If that holds true, it's an early indicator that people are bullish on getting back to doing things enough to remember to renew their membership. Nancy's personalized email reminders throughout the month continue to play a key role in keeping the non-renewal rate so low.

**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%
2021	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	
2017						
2018	57	34	26	16	183	316
2019	86	31	36	20	222	395
2020	68	28	41	27	246	410
2021	7	5	2	1	24	39



**Spend vs. Budget:** Our March 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 cost for April's gathering from the budgeted door prizes line item. While we are overspent versus our YTD plan, we fully expect to be back to favorable by May and continue to forecast an overall spend of our budget for 2021.

**Program:** [Shannon Muller]

Christina Nielsen, (who races IMSA with Team Hardpoint, and co-drives with Earl Bamber and Katherine Legge) was tentatively scheduled to be our Speaker on Tuesday, March 16th with a back-up date of Tuesday, March 30th.

Christina now needs to be at the Track on those dates so the dates she is checking on now are: April 6th or 7th.

Instead, on Thursday, March 18th starting at 7:30 pm, Vu Nguyen from PCA will be our March speaker.

Vu plans to discuss the upcoming Porsche Parade in Indiana, Amelia Island, the growth rate of PCA Membership in 2020 and Club plans as they slowly move away from COVID restrictions.

Ross Bentley is set for Tuesday, April 27th instead of Tuesday, April 20th. Ross also needs to be at the Track.

Thank you, Rich Barry, for moderating the February SuperCar pic night with Marshall Knutson!! Marshall's supercar photos and the stories behind were incredible. Marshall is a walking encyclopedia of car knowledge.

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

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

The Welcome to The Club Rally is designed and ready to go. We will land at the Long Valley Brew Pub with great indoor and outdoor dining, after a run through beautiful back roads. The take off at the Cheshire Home has to be ironed out so that it absorbs all the participants. We hope that the town cooperates with ideas that could make it work.

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

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

No planned events for March

**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.
- Our Youtube channel continues to get good traffic.
- The site performance and page loading has been good.
- We plan to enter the website contest for 2012
- PDFs of or analytic reports are attached.

This month I plan to build a beta page for "New Users". I want to spend a little time with Nancy and Rudy to get some of the most common questions organized. I would like to have a welcome video and provide them with their own Gallery for their cars. Remember when we got our first Porsche?

We will add and some selected "How to" or FAQ tips that link them directly to pages on the website. We have most of the information already on ours or the PCA National website. I plan to use links to direct new users to section on our or national's website that can help them. With links to existing content, I'm hoping it's not a lot of work to build and maintain.

I hope to address things like:

- How do I sign up for an event?
- What is a DE, a Concours, etc?
- How do I get "sign up" for monthly meetings?
- How can I get technical help?

**MOTIONS PASSED DURING MEETING:**

1. Bill Gilbert made a motion to approve the change in Concours Chair from Ellen Hayes to Kevin Fitzsimmons. Motion was seconded by James Coleman and carried by majority vote.
2. James Coleman made a motion to approve up to \$5500 for the purchase of NNJR car badges. Motion was seconded by Peter Schneider and carried by majority vote.

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** none

**NEXT MEETING:** Thursday, April 1, 2021

**FUTURE MEETINGS:** 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 James Coleman, and seconded by Bill Gilbert, the meeting was adjourned at 8:49 pm.

Respectfully submitted,

Cindy Cristello, Secretary