

-- --

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

DATE: Thursday, June 3, 2021

PLACE: Online, via Zoom

PRESENT: Janice Ernsting, Cindy Cristello, Rich Barry, Tom Swift, Bruce Hensdorf, Rudy Samsel, Peter Schneider, Grant Lenahan, Anthony Wartel, Kevin Fitzsimmons, Bill Gilbert, Thom Calabro, Craig Mahon, Nancy Samsel, Shannon Muller, Petra Swift, John Vogt, Tony Cristello, James Coleman, Knute Hancock, Dyke Henson, John Korossy, Jose DeLaCruz

ABSENT: Lester Cheng, Hubert King, Stu French,

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

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes of the May 2021 meeting as final. Motion was seconded by Bill Gilbert 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. Miscellaneous updates:

- i. The June 30 BOG meeting will be the mid-year review.
- ii. We are in the process of filing the tax return for 2020.
- iii. Janice will find out if the Brick Academy will be open for a potential in-person BOG meeting in September.
- iv. The WTTC event was very successful; approximately \$2700 was raised for Cheshire Home.
- v. Thom Calabro reported our first Pittrance DE had lighter turnout, but enjoyed by those who attended; the track is challenging with many blind apexes. The facility is beautiful and owned by a couple who were very complimentary of NNJR and the overall operation of our event. We are hoping for a more favorable date next year and possibly holding a 3 day event.

- B. **Classic Car Show at Paul Miller Porsche** – June 6. Kevin Fitzsimmons reported that everything is set for the event Sunday. Weather forecast is favorable, and a good turnout is expected with close to 100 participants registered.
- C. **Cruise “Day”** is scheduled for Sunday, June 27th (Rain date June 28th). Volunteers are needed – especially for ramp transportation/set-up and break-down, and garbage removal. Local police will direct traffic in/out of the park. Volunteers will be needed to coordinate parking. Volunteers will be coordinated through the SignUpGenius app.
- D. **Social Media Update** – NNJR needs a Social Media chair to help establish / maintain / expand our presence in the digital environment. BOG members are asked to give thought to potential candidates. This might be an opportunity for a newer, tech-savvy member. Janie will reach out to the PCA National Social Media chair and some fellow Club Presidents for additional suggestions.

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]

As expected with the warmer weather and lots of events planned, the checkbook has been busy. Here are some highlights before the full report is sent next week:

- We paid for the DE events at Pitt Race and Thunderbolt.
- We paid for damage incurred at NJMP and we got reimbursed by the drivers
- AutoX had its first event and we covered the costs for that and reimbursed the organizers
- Our quarterly check from PCA national arrived.
- Motorsport.reg deposited funds from our DE and Autox events.
- We reimbursed John for the Rally trophies he ordered.
- The 2020 Taxes are in process and we should have results soon. We have filed for an extension in case you're looking at the calendar!

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]

Autocross ran its first of four scheduled events at Pocono. As has become our SOP, we run it jointly with CPA and RTR regions, sharing work, risk and (surplus) revenues, if any. Our first event roughly broke even after expenses - which included some equipment emergency repair.

The event was an overall success despite very difficult weather that limited attendance and made both equipment setup and keeping it running and undamaged; a time consuming task. Yet we all got 7-8 runs and seemed to have a good, if cold and damp, time. 7 of 8 runs were in the dry or “mostly” dry.

We have upcoming events in July (25th) and September and October. The Car Control clinic has not been scheduled, but I do plan to check again with MetLife.

This year our costs are higher for two reasons:

1. Pocono costs have gone up modestly
2. Ambulance fees are significant, but deemed necessary

At this point we do not have commitment from Flemington for sponsorship. I reached out again every weeks ago and need to again. At the time i reached out here was an unexpected change at the top of the Flemington group which may have complicated things

Business Manager: [Anthony Wartel]

Porcheforus advertising quarterly billing to go out week of June 7, 2021

(2) potential new advertisers contacted, one located in Toronto, Canada. No commitments made at this time.

Numerous advertising vendors are requesting paper editions of Porscheorus.

Charity: [Hubert King]

A very successful and fun “Welcome to the Club” event was held on May 16 in collaboration with Concours and Rally, and with significant help from club member Stuart Milstein. With perfect weather in our favor, we held a car show at Madison High School, adjacent to our charity, Cheshire Home. Both staff and clients from the home were in attendance and everyone seemed to have a great time amongst the beautiful cars. In addition to this bridge building between club and charity, we collected significant donations, over \$2700. At the conclusion of the show, a contingent headed off on a rally. In an inspired start, our Rally Masters had each car circle through Cheshire where we handed off model cars, destined for the clients, and received rally instructions. Cheshire Home clients helped send us off, shouting encouragement and giving friendly waves. A happy group arrived at the end point, Long Valley Brew Pub, where winners were selected and we groaned at the, sometimes, obscure answers to our Rally Master’s questions.

Concours: [Kevin Fitzsimmons]

We had 58 participants at the Madison High School parking lot for the May 16th Welcome to the Club Cheshire Home Charity/Concours/Rally . Youth Judges picked their Top 3 vehicles and NNJR judges evaluated the entire field using Street/French light scoring.

Participation in the PCA Werks Amelia Island event with a 2nd Place in the 964/993 class.

Worked with Cindy/Tony/ Bill in collaborating on the upcoming June 6th NNJR Porsche Classic Concours & Car Show Sponsored by Paul Miller Porsche. Dyke has been providing updated information regarding registrations (currently over 70). Put together an aerial view MAP of the Paul Miller Porsche lot to aid with placement of participant vehicles. Visited Paul Miller

Porsche to drop off a couple of tables for the Event and reviewed with Jenn and Raj car placement and logistical information such as spectators using the 99 Cherry Hill Road parking lot.

Concours Judges Meeting held Wednesday, June 2nd to review the Judging at the upcoming June 6th Event. We have 12 volunteers to assist with activities : (directing participant Porsche vehicles into their parking spots arranged by class/type, pre-judging activities, judging, post judging activities, awards) ,

Submission of article for Porscheforum (preparing your vehicle for a show for example Werks).

Working with Bill regarding possible Flemington Porsche/Ray Catena Concours venue options for the September 19 (Sunday) slot

Submitted expenses to Richard Barry.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

As reported last month, PittRace attendance was a bit disappointing. We had 82 drivers signed up. With last minute cancellations and no shows, we wound up with 76. I believe one of the reasons for the poor turnout was that Lightning was two weeks before, and Thunderbolt less than two weeks after. I'll see if we can move the date next year. The good news is that the enthusiasm for the track, and the facilities, was very good. I asked the drivers if they would like to see a 3 day, instead of a 2 day DE next year, a vast majority said yes. A good number of the drivers were out of region.

Thunderbolt was next on the rotation. 125 drivers checked-in. A little bit of rain on Friday. Saturday started very wet. We combined Red and Black from the start. A couple of completely dry runs were made just before lunch. At lunchtime the sky opened up with a deluge. We finished with one run after lunch.

Lime Rock and Lime Rock Unmuffled are next on the agenda. Sign-ups for both are relatively good.

The DE Program is running slightly in the red. A big reason for this is we are only one student per instructor. At the upcoming Lime Rock DE we may have to turn away 11 students. With the number of people vaccinated, we are considering 2 students per instructor when necessary. This would be on a voluntary basis, for both instructors and students.

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

Historian: [Stu French]

- Submission of article from 5/21 Amelia/Werks/Brumos Concours capturing abundant photos of NNJR participants & NJ attendees
- Expect to attend 2021 French Lick Parade in 7/21, also capturing NNJR participants/attendees
- Decade of 90s & 2000 articles submitted for publication in P4US

Membership: [Rudy Samsel] / **New Member:** [Nancy Samsel] no report

Program: [Shannon Muller]

There is no Monthly Meeting Webinar set for June due to Cruise Night.

There are 2 speaker's for July, dates not yet confirmed:

Ray Shaffer, of Porsche Classic USA, and
Parker Thompson, Porsche GT3 Cup Challenge Race Car Driver.

Please send me any discussion topics you would like Ray to speak about.
All topics need to be discussed/approved of ahead of time per Ray's request.

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

Rally/Trek: [John Vogt]

The Rally program was off to a great start with our Welcome To the Club Rally. I will be doing the check out drives for or up coming Summer Sizzle Rally ,more to come as we approach that. The Cruise Night is now Cruise Day coming on June 27 Sunday with rain date of Monday the 28th. The event with the hope of great weather should be epic

Social: [Tony Cristello]

We are hoping to receive the grille badges in time for the June 6 event. In the event of [further] shipping delays, they will be mailed out.

Technical: [James Coleman and Knute Hancock] no report

Webmaster: [Dyke Henson]

The NNR-PCA website has performed well for the last month.
Our calendars are current.
Our online registration system has been working well, with only a few issues with users that were quickly remedied. We have 94 online active online customers registered on the site.

<i>Product(s)</i>	SUM of Person Count
Classic Concours & Car Show -	82
Taycan vs Hybrid(Board Members limit 10)	4
Taycan vs. Hybrid NNJR-Members	47
Welcome to the Club CAR SHOW and RALLY CHARITY EVENT FOR CHESHIRE HOME	57
Grand Total	190

Social Media

As has been mentioned, Jeff Kroll is no longer active, and we would like to find a new volunteer. I have reached out to Ron Migel via email, who is a new member and has the technical background to handle the expansion of our Social Media channels. I will let everyone know when he responds.

As I have mentioned, other regions have set up separate Facebook Group pages by activity such a DE and Autocross groups. I think that is an effective and easy way to keep members up to date

with current information, and activity chairs could support their group...it's very easy to maintain a FB group.

Social Media and Website as an advertising channel for our supporters

Moving forward with our supporters and I think we should be expanding their presence on social media and the website. If I were selling advertising space, I would be letting all our supporters know about the potential to reach over 2,000 potential customers a month with our website and our Facebook group, a month.

Protected download pages

Speaking of reaching out. I think we should consider moving Porsche4Us digital editions to an "open" page on our Website for our supporters. Today we have 70 "subscribers" that have registered to download our P4U. We have over 2,000 visits a month to our website, with over 75% "new" visitors, that is a significantly larger audience for our supporters to be reaching with their P4Us advertisements. The attached PDF's give more details on our site's traffic and visitors, the paths they take on the site. and the pages and content that garners the most attention.

MOTIONS PASSED DURING MEETING: none

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, August 5, 2021

FUTURE MEETINGS: Wednesday, September 1; Wednesday, October 6; Thursday, November 4; December TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Anthony Wartel, the meeting was adjourned at 8:34pm.

Respectfully submitted,

Cindy Cristello, Secretary