

**BOARD OF GOVERNORS MEETING for January, 2022**  
**NORTHERN NEW JERSEY REGION – PORSCHE CLUB OF AMERICA, INC.**

**DATE:** Thursday, January 6, 2022

**PLACE:** Online, via Zoom

**PRESENT:** Rich Barry, Cindy Cristello, Kim Aievoli, Janice Ernsting Doug Holcomb, Grant Lenahan, Anthony Wartel Hubert King, Kevin Fitzsimmons, Bill Gilbert, Thom Calabro, Craig Mahon, Rudy Samsel, Nancy Samsel, John Vogt, Peter Schneider, Tony Cristello Knute Hancock, John Korossy

**ABSENT:** Lester Cheng, Stu French, Shannon Muller, Petra Swift, Dyke Henson

**CALL TO ORDER:** The meeting was called to order by President, Rich Barry, at 7:33pm.

**APPROVAL of MINUTES:** Knute Hancock moved to accept the previously distributed December 2021 draft minutes 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. **2022 Calendar** – Event dates were discussed and captured by Peter Schneider in our Google calendar. Dyke Hensen will update the NNJR Website accordingly. Please send any changes and/or new event dates to Doug Holcomb.
- B. **NNJR's 65<sup>th</sup> Anniversary** – 2022 marks 65 years since NNJR's incorporation as a PCA Region. Bill Gilbert advises that Paul Miller Porsche has expressed interest in hosting/sponsoring activities.
- C. **Parade** – Parade will be held June 12-18 at the Kalahari Resort in the Poconos!
- D. **NNJR Van** - Thom Calabro reports the need for some maintenance items (suspension, battery, etc.). See Motions Passed During Meeting below.

**REPORTS:**

**I. Officers' reports:** [as submitted in advance; *updates during/after the meeting in italics*]

**President:** [Rich Barry] see Agenda above

**Vice President:** [Lester Cheng] no report

**Secretary:** [Cindy Cristello] Minutes from the October 2021 meeting have been posted to the website.

**Treasurer:** [Kim Aievoli]

[Report by 2021 Treasurer Rich Barry]: The final report of 2021 is complete. Please note that not all 2021 money made it into the accounts before new years eve. So categories such as social, off-road, and rally will see 2021 money reported in the January 2022 report.

Highlights of December include:

- The DE budget covered costs for Peter Krause speaking at VIR and the down payment for Mid-Ohio 2022
- The P4US advertisers continue to make good on invoices - and December brought in over 8k in 2021 ad revenue.
- Charity made large donations to food banks and the Cheshire home as discussed.
- Our NNJR van got some well deserved maintenance
- The social team put on a fantastic holiday party.
- We reimbursed Peter for expenses from the successful off-road event in November.

It's been my pleasure to serve as your Treasurer these last two years and I am turning the job over to the very capable Kim Van Pala Aievoli.

Please let me know if you have any questions. Kim and I will reconcile the 2021 budgets against expenses once the January report is complete. That will help us in our February budget planning meeting.

**Past President:** [Janice Ernsting] no report

**II. Board and committee reports:** [as submitted in advance; *updates during/after the meeting in italics*]

**Autocross:** [Grant Lenahan]

Last year we had an abbreviated season with 4 planned events and three actual, all at Pocono. We had to cancel the last event due to lack of signup, mostly attributed to weather and the lateness of the date. We will therefore not repeat any late October events.

Our goal for his year is NOT settled. We recently reviewed dates and goals and sent our requests to Pocono. Some of the dates are solid, others we are awaiting a reply. So we may need to plan for some contingencies.

This year we hope to have ~ 5 events, again all at Pocono. The CCC remains an open issue with Covid re-surgng. Our tentative schedule is as follows:

May 7th (Saturday) - coincident with RTR's large Pocono event including DE

June 19 (Sunday) - this could dovetail with Parade

Possible event the day before Parade (at Pocono) this year likely June 11th (no confirmation)

Looking for one or two more dates in July or early August or early September - we need to avoid conflicts with DE, especially WGI-1.

I don't know what Pocono can give us today.

I am investigating sponsorship again this year. Flemington did not come through last year, but it was a very unusual year.

We also plan to replace some of the more repair -intensive old equipment including our 20-25 year old displays with ones that are new, and have integrated wifi. This ought to speed setup and eliminate many timing issues that have plagued us. When I repaired one of our displays parts were no longer available and RaceAmerica didnt even know such old -re-production units existed in the field. No wonder I was spending a lot of time on them.

**Business Manager:** [Anthony Wartel]

4th quarter payments for Porscheorus ads were due December 15, 2021.

To date NNJR has collected revenue for 2021 Porscheorus ads. (4) vendors are behind in payments. Presently there are (21) vendors advertising in Porscheorus.

1st. quarter billing for 2022 ads to be mailed by the end of next week, January 14.

**Charity:** [Hubert King]

2021 was a good year for Charity

We supported Cheshire Home with three fundraising events: Welcome to Club Show/Rally (\$2500), Gold Ticket Raffle (\$10,350) and Fall Fund drive for new-technology beds (\$31,070). In addition, we supported local food Banks: Norwescap and CFBNJ through combined contributions of \$1000.

To gain recognition for NNJR efforts, a picture and caption were submitted to Panorama "From the Regions" section. We also nominated NNJR for a Porsche Club of America Public Service Award.

Thanks to all the volunteers that helped make this a great year.

We hope to return to an in-person fund raiser in Fall 2022, Casino Night and Auction.

**Concours:** [Kevin Fitzsimmons]

Submitted a document and video for the January PorscheForum.

December NNJR Concours trophy award expenses submitted.

Submitted 2022 Budget estimate

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

**Driver Education:** [Thom Calabro]

The dates for 2022 Driver Ed events are as follows:

<b>Event</b>	<b>Date</b>
Lightning 1	April 23-24
Mid-Ohio	May 21-23
Thunderbolt	May 28-29
PittRace	July 11-13
Lime Rock	August 1-2
Summit Point	Aug 15-16
Watkins Glen 1	August 26-28
Watkins Glen 2	September 19-20
Lightning 2	October 8-9
VIR	October 28-3

Some of the contracts have been signed. Still waiting for Summit Point, PittRace, and VIR. Mid-Ohio will be run (split) with the Mid-Ohio Region. Mid-Ohio and WGI 2 will be Advanced - Solo events. Thunderbolt has historically been a Fri/Sat event, this year it will be Sat/Sun.

Still working on getting a speaker for our Winter Drivers and Instructors Meetings

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

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

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

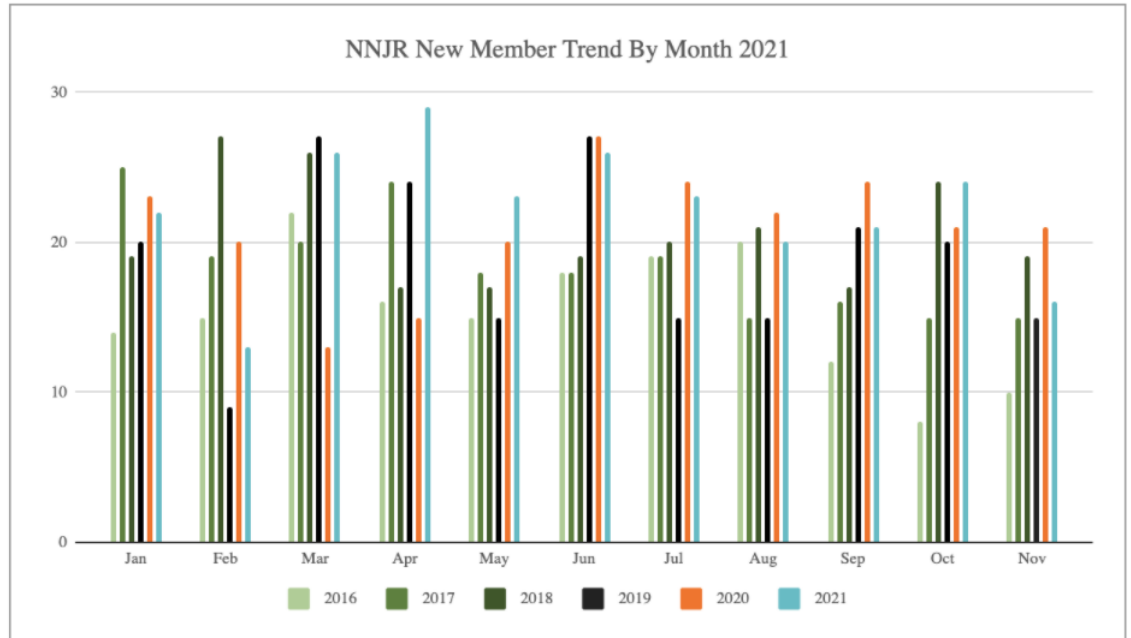
*New Member Enrollments*

- *2021 New Member signups achieved a modest three percent growth over the same period last year.*
- Unfortunately, after posting twenty-plus new member signups for nine of the first ten months of 2021, November and December achieved lackluster enrollments of only 16 and 12 for November and December, respectively.
- This year did not achieve the typical Christmas gift membership "bump" we've witnessed in prior years.
- January will be a good indicator of whether there is latent demand or if this is the start of a longer-term trend.

The table and bar graph below summarizes new members by month for 2016-2021:

<b>NNJR Six Year Member Trend</b>														
<b>Year</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>2020</b>	<b>YoY</b>
<b>2016</b>	14	15	22	16	15	18	19	20	12	8	10	13	182	
<b>2017</b>	25	19	20	24	18	18	19	15	16	15	15	24	228	<b>25.3%</b>
<b>2018</b>	19	27	26	17	17	19	20	21	17	24	19	17	243	<b>6.6%</b>
<b>2019</b>	20	9	27	24	15	27	15	15	21	20	15	13	221	<b>-8.4%</b>
<b>2020</b>	23	20	13	15	20	27	24	22	24	21	21	17	247	<b>11.8%</b>
<b>2021</b>	22	13	26	29	23	26	23	20	21	24	16	12	255	<b>3.2%</b>
<b>YoY Var</b>	-1	-7	13	14	3	-1	-1	-2	-3	3	-5	-5	8	
													<b>Monthly Avg 2021 =</b>	<b>22</b>

The following graph provides a visual representation of the table above:

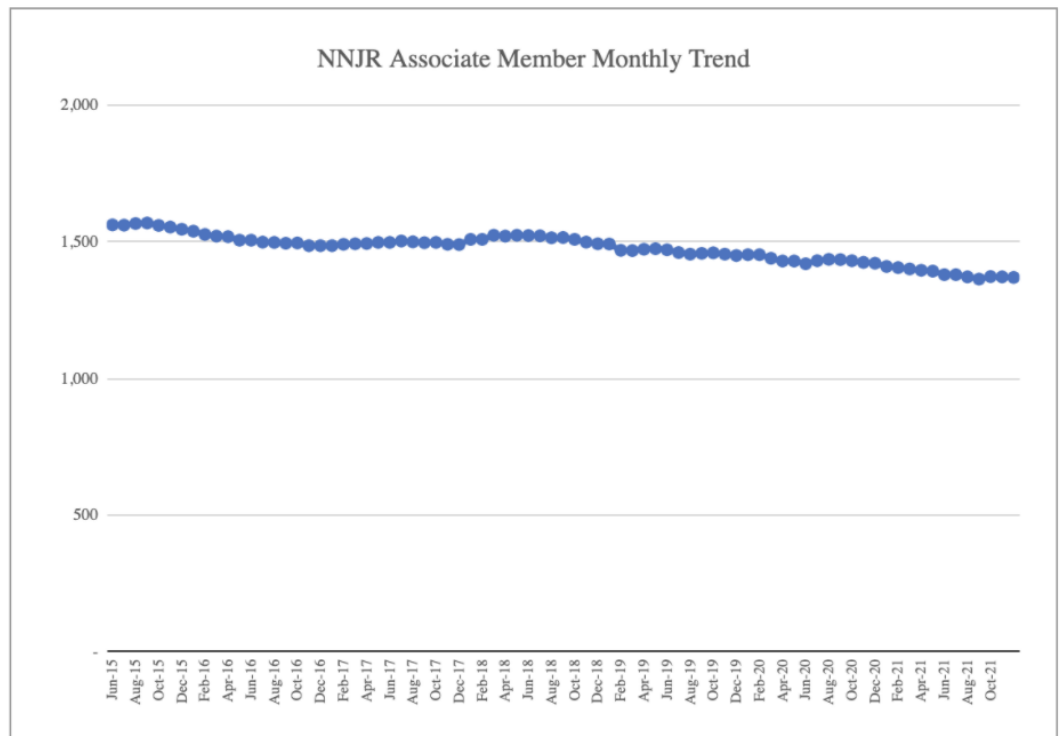
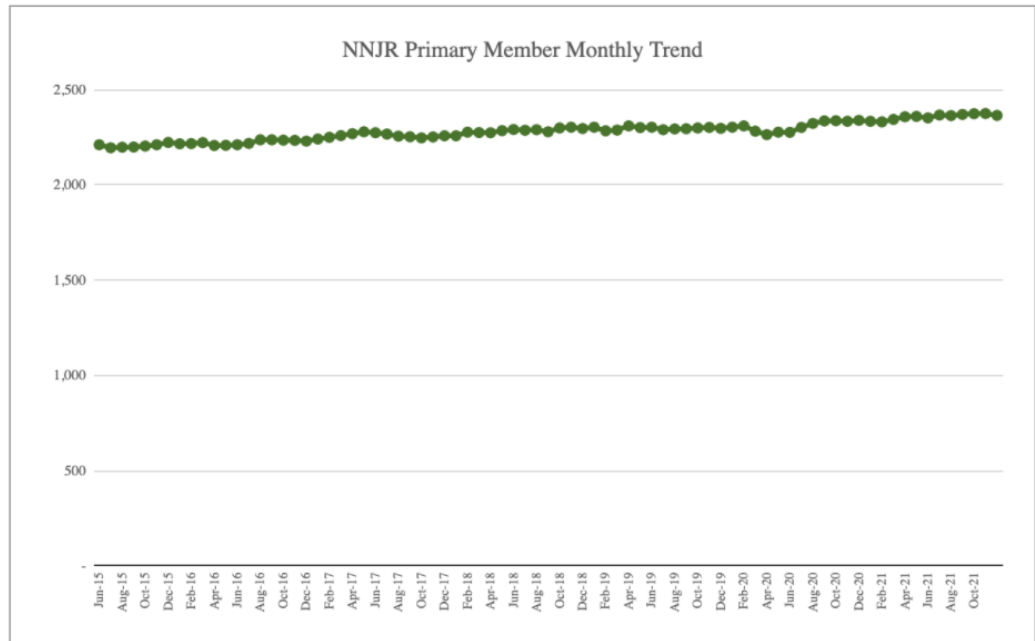


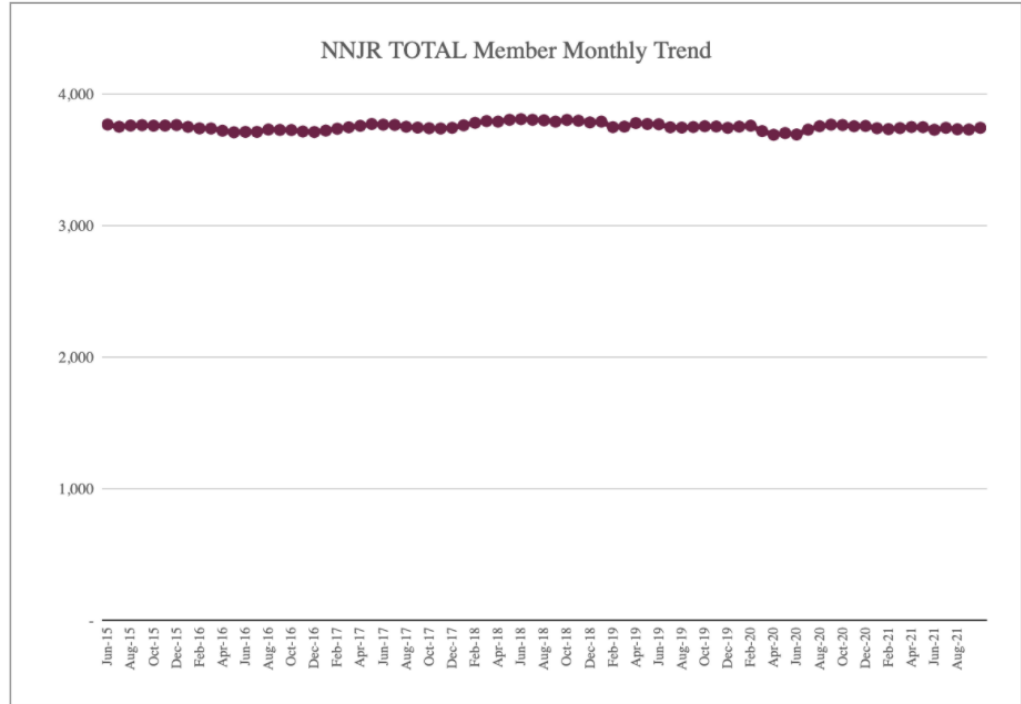
*Overall Membership*

Seven consecutive months of twenty-plus new member enrollments pushed total Primary memberships as of January 1, 2022, remained steady at 2,366. Combine that with

1,369 family and one life member, and NNJR's total membership currently remains steady at 3,736.

The three graphs below highlight the Total, Primary, and Associate Member trends dating back to June 2015. Note how the green graph continues to show a slow, steadily increasing trend.





**Transfers**

NNJR experienced two transfers in and five out, for a net loss of (3) primary members in December. For all of 2021, transfers in totaled 22 while transfers out was (72) for a net loss of (50) as geographic moves continue to be the primary driver of this outflow.

**Spend vs. Budget**

Our 2021 *\*TENTATIVE\** (shaded green) cash flows are based upon our approved budget for 2021. We are double-checking our numbers for the year, but if these hold true our total spend will be favorable to our budget for the following reasons:

- The actual 2021 new membership of 255 was only five people higher than our conservative plan of 250 for the year.
- The take rate of T-shirts was lower in the back half of 2021 than expected.
- We did not purchase door prizes for the October new member gathering.
- We did not actively promote the proposed dealer incentive originally budgeted for due to COVID-19.

**Program:** [Shannon Muller]

Program had some tremendous, informative, and fun speakers last year. Some Program 2021 YouTube Webinar Highlights:

- Slide Night with Dom M.
- Supercar Photos with Rich B. and Marshall Knuteson
- Vu Nguyen from PCA discussing all things related to Porsche Parades
- Race Car Driver, Christina Neilsen, CEO of Accelerating Change
- Ross Bently, everyone knows Ross
- Parker Thompson, Race Car driver in the Carrera Cup Series
- Dennis Macchio from Monticello Motor Club

Here is the link to our YouTube Videos, check them out if you missed any.: [https://www.youtube.com/channel/UCBUXy-zYhmzP5FgBJV\\_3RZw/videos](https://www.youtube.com/channel/UCBUXy-zYhmzP5FgBJV_3RZw/videos) . And this is a shameless plug, please hit the Subscribe Button if you have not already done so. FYI, we currently have 347 Subscribers to our channel and our 2 most popular videos have had over 1550 views combined.

We held 2 in person meetings at the VFW in Morris Plains. Unfortunately, they were not well attended which made the cost per attendee rather high. But we can try again this year if there is interest.

Happy to report that Program will come in under budget. Most of our Speakers did so for free and a few had the Club make a donation to a Charity on their behalf. Thank you to everyone that gave me their time and/or a lead on a speaker. Big shoutout to Rudy and Nancy. Rudy had the patience of a Saint when I screwed up Zoom details!

Monthly Meetings/Program 2022:

- The Plan is to continue to host Virtual Meetings on the 3rd Tuesday of the Month starting at 7:30 pm.
- However, dates are all contingent on speaker availability, so they will change.
- Unfortunately, Matt will no longer have time to do the live YouTube stream for our Webinars. Instead, we will hold at least the Tuesday, January 18th Meeting beginning at 7:30 via Zoom. Zoom call details are already in the calendar.
- After speaking with Rich, I propose that the Agenda for the 1st meeting of 2022 be a BOG update with any available Activity Chairs or EC folks. If you are free and can join the call, it would be great to give a 5/10 minute overview of any plans you have for 2022.

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

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



We are planning another year of back road fun and maybe a trek or two. The rally team will use the same helpers as previous years. This year Peter Schneider will be a co-chair with me, Eric and Pat Sjogren will be helping with some route planning and sign up. This crew is a well-oiled machine and will continue to bring smiles to our members.

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

**Technical:** [Knute Hancock]

Technical will have a swap meet on Saturday, January 29, 10AM until it is over. The swap meet is at Eurotire.

**Webmaster:** [Dyke Henson] no report

**MOTIONS PASSED DURING MEETING:** Bill Gilbert made a motion to authorize expenditures up to \$800 for maintenance items for the van. Motion was seconded by Craig Mahon and carried by majority vote.

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** none

**NEXT MEETING:** Thursday, February 3, 2022

**FUTURE MEETINGS:** Thursday March 3, Thursday April 7, Thursday May 5, Thursday June 2, Thursday July 7, Thursday August 4, Wednesday August 31, Thursday September 29, Thursday November 3, December TBD

**ADJOURNMENT:** Upon a motion made by Knute Hancock, and seconded by John Vogt, the meeting was adjourned at 8:59pm.

Respectfully submitted,

Cindy Cristello, Secretary