

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

DATE: Thursday, March 3, 2022

PLACE: Online, via Zoom

PRESENT: Rich Barry, Lester Cheng, Cindy Cristello, Kim Aievoli, Doug Holcomb, Anthony Wartel Hubert King, Kevin Fitzsimmons, Bill Gilbert, Craig Mahon, Rudy Samsel, Nancy Samsel, Shannon Muller, Petra Swift, John Vogt, Peter Schneider, Tony Cristello, Knute Hancock, Dyke Henson, John Korossy, Ron Miguel

ABSENT: Janice Ernsting, Grant Lenahan, Thom Calabro, Stu French

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

APPROVAL of MINUTES: Knute Hancock 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. Review and approval of 2022 budget** –Lester Cheng presented a revised 2022 budget proposal incorporating changes based on feedback and additional financial data received since last month’s meeting. Our 65th anniversary year provides an opportunity to do more for our membership and the updated budget provides the means to accomplish this. See Motions Passed During Meeting below.
- B. P4US review and proposal** – Hubert King shared the results of his conversations with 5 other PCA regions who have shared our struggle in deciding whether to revive our printed magazine. Two possible solutions are:
 - 1. Stick with the digital-only format; potentially adjust advertising rates; potentially increase ad placement on social media platforms, or
 - 2. Consider 1-2 issues per year.

The BOG discussed the merits of each. We will continue to look deeper into that it would take to produce a print issue.

- C. **65th anniversary picnic committee** – Cindy & Tony Cristello are looking to form a committee to help shape the 65th Anniversary Celebration Family Celebration. Kevin Fitzsimmons will run the Concours portion. Jose DeLaCruz will create the art and signage. We need folks to help with registration – the more volunteers; the shorter the work session!
- D. **Chicane shoes offer** – Bill Gilbert relayed an offer from Scott Studer. His company is launching an FIA approved driving shoe and he's like to offer NNJR members a discount of either 20% off, or 15% for the member and 5% directed to our charity. The offer would be limited to a 30-day period and advertised on our website. Details to follow.
- E. **Possible April BOG meeting date shift** – Due to a scheduling conflict, the April meeting may move to March 31st or April 14th. Notification to follow.

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 January 2022 meeting have been posted to the website.

Treasurer: [Kim Aievoli] The January 2022 Treasurer Report is complete. My apologies for being a bit late in the month as it took me a little while to get up and running with the software. Highlights of the report include:

- DE expenses include many of our 2022 track season event deposits.
- Social income is a result of the holiday party and wine tasting event.
- Our first annual audit review and the BOG holiday gathering are included in administrative expenses.
- January brought in PorscheForum ad revenue
- The 2022 budget is not yet approved and therefore is not included in this January Report

The February 2022 Treasurer's Report is attached. Highlights of the report are as follows:

- The P4US advertisers accounted for over income this month.
- Membership income reflects NNJR's Q42021 Region Refund from PCA.
- Driver Education expenses include February's High Performance Driving Seminar featuring Pippa Mann as well as another track deposit for the 2022 season.

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] no report

Business Manager: [Anthony Wartel] First quarter PorscheForum ad payments continue to come in.

One vendor continues to be delinquent for two quarters of last year 2021 and the first quarter of this year 2022.

Calendar: [Doug Holcomb] I've attached a listing of the events as they are represented in the Google calendar through the end of the year. Please let me know of any changes. As Dyke pointed out a few days ago, there are still a number of "Hold for" placeholder entries.

Charity: [Hubert King]

- Received thank you acknowledgement email from Cheshire Home. The new beds we helped fund are now being installed. They will post on social media.
- Initiated process of obtaining 2022 Gold Ticket Raffle license. Target date for sales April 23 at Lightning

Concours: [Kevin Fitzsimmons]

- I have a draft document and video for the March PorscheForum and will have it submitted this weekend.
- Have reached out to our next two Concours Event host regarding coordination/planning of the event.
- Participating in the Porsche Werks Reunion on Friday, March 4 at Amelia Island, FL.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

We recently (Feb. 20th) had our Mid-Winter Instructors Meeting and the High Performance Drivers Seminar. Our speaker was given high marks by both instructors and drivers. Our costs were rather modest compared to previous meetings, since it was not done in person. No travel or hotel costs were incurred.

All track contracts have been signed for the upcoming season, with the exception of PittRace. This should be received and signed this month.

I'm currently looking to arrange some sort of social gathering at Lightning 1. Paul Miller Porsche has graciously offered to sponsor this.

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

Historian: [Stu French] no report

- Updated NNJR History section within P4US with notable 2021 accomplishments
- Attending Amelia & PCA Werks (FLA) 3/22, providing article w/ images of NNJR members displaying vehicles

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

Nancy and Rudy plan to attend the March 6 Cars & Coffee at Porsche Englewood and the Gathering of the Faithful on March 13 at High Marques.

Rudy's in the process of connecting with Kevin about a possible Concours/New Member event in April - TBD.

New Member Enrollments

2022 is off to a strong start with January and February each achieving twenty new members. The forty total new members are up fourteen percent versus the same period YAGO.

February enrollments typically vary wildly as a function of weather. This year's achievement is consistent with milder Februarys in years past:

NNJR February New Member Enrollments By Year & Weather

	Min	Avg	Max	Precip	Newbies
2016	4	37	65	3.5	15
2017	19	41	73	0.9	19
2018	14	41	77	4.6	27
2019	7	37	69	1.5	9
2020	11	39	62	2.7	20
2021	14	32	52	2.7	13
2022	9	36	68	2.5	20

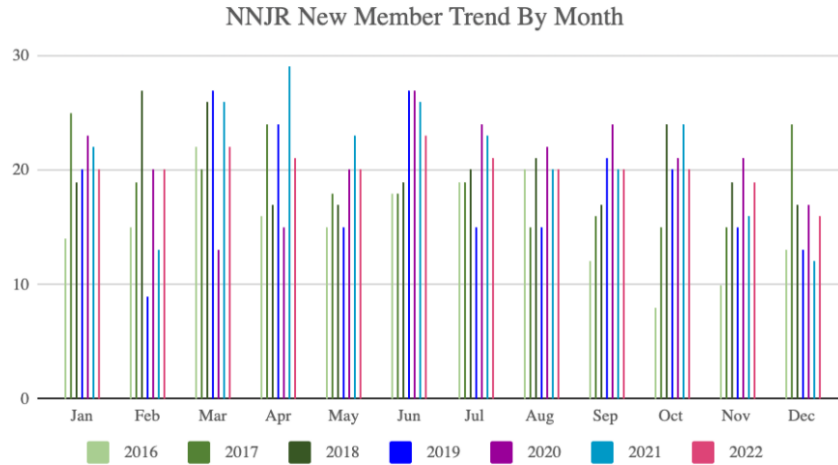
This year did not achieve the typical Christmas gift membership "bump" we've witnessed in prior years.

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 (Note: numbers highlighted in yellow are our forecasted plan for the balance of the calendar year):

NNJR Seven Year Member Trend														2020	YoY
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	13	26	29	23	26	23	20	20	24	16	12	254	2.8%	
2022	20	20	22	21	20	23	21	20	20	20	19	16	242	14.3%	
YoY Var	4	3	0	0	0	0	0	0	0	0	0	0	7		

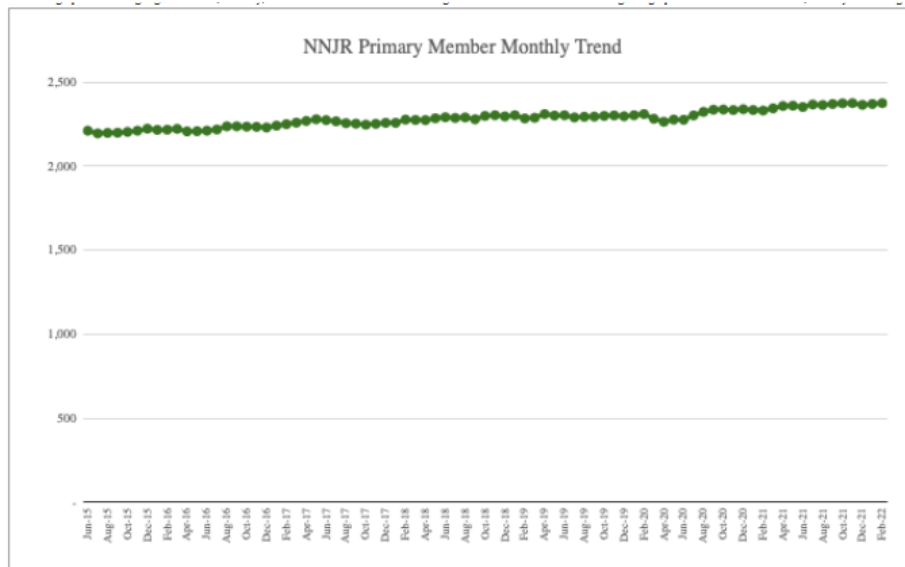
The following graph provides a visual representation of the table above:

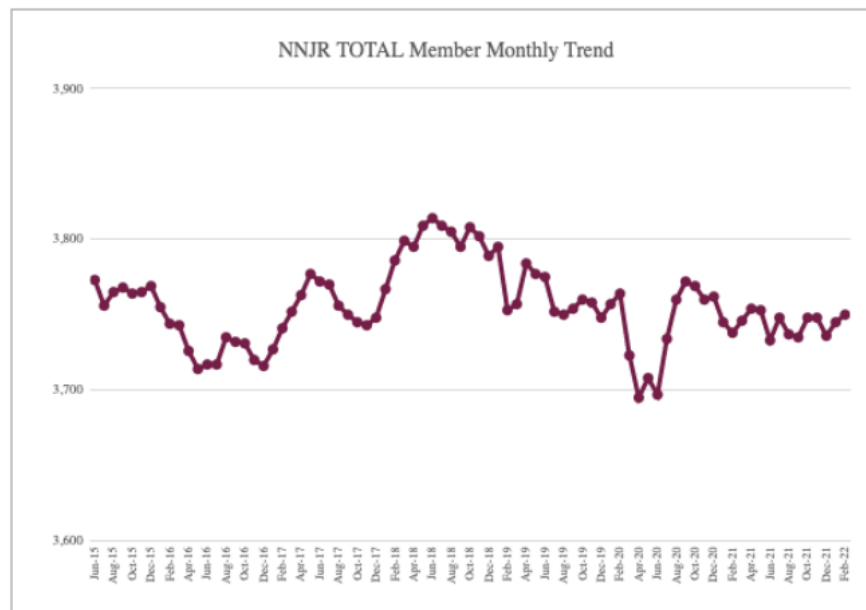
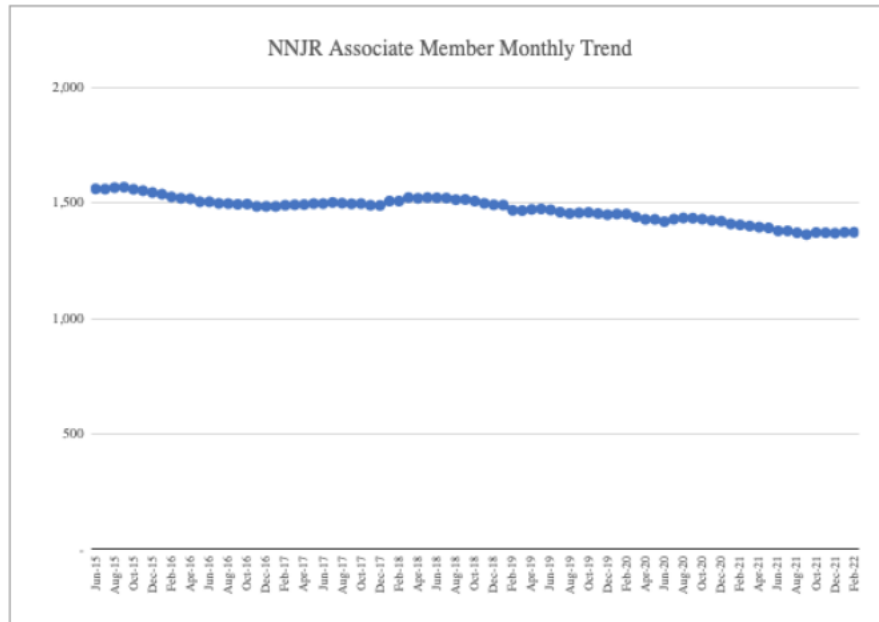


Overall Membership

Primary memberships as of March 1, 2022 stand at 2,376. For those following along that ties November of last year for the highest number achieved. Combine that with 1,373 family and one life member, and NNJR's total membership currently remains steady at 3,750.

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

Year-to-date, NNJR experienced five transfers in and twelve out, for a net loss of (-7) primary members so far in 2022. Geographic moves continue to be the primary driver of this outflow.

Program: [Shannon Muller]

On February 9th Ron Gordon, head of the 2022 PCA Parade, and Maggie Garnett, who heads up the Junior Porsche program at the Parade.

Ron went through all facets of the upcoming Porsche Parade: Registration, activities, schedules, water park and hotel details, dining plans, parking and volunteering options.

I look forward to attending. The Juniors program portion of the Parade schedule sounds amazing.

March's Monthly Meeting is scheduled for Tuesday, March 15th at 7:30 pm. It will be our 2nd Virtual Tour of The Brumos Collection in Florida hosted by Brandon Starks. Date may change. <https://www.thebrumoscollection.com/>

I have 2 potential April speakers. Will post details on the calendar.

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

Rally/Trek: [John Vogt]

The Rally/Trek season is about to begin. The rally team is hard at work finding new roads to explore, and making up jokes and riddles to keep us laughing. The hardest thing to find is what makes our Rallies so popular- the destination. One would think with the restaurants so destroyed by close downs that they would be desperate for us to help. This is NOT the case. The owners say that they can't make any promises because they can't get the help. This has been a universal statement, and they ask us not to come. Finding a venue that holds our ever growing group, and that is cost effective is difficult, but we will make this happen. I have more ideas up my sleeve.

The Gathering Of The Faithfull is coming up on Sunday March 13 , this is a tradition that has been handed down for decades. NNJR has kept this alive . We will have a "season opener" to gather with our old and new friends and family. This is a chance for ALL BOG to gather enjoy a Social time, greet new members, talk about our upcoming events, how to prep for Concours, our great Track events, how to learn about the Technical aspects of our cars, Autocross, our 65 year history, the goodies from our PX, our great Programs. and our upcoming Charity Rally/Concours. I invite each of the Chairs to give a little talk to get everyone excited about the Fun of the new year. Let's hope for a clear day to show off some of our hardware. Please come and enjoy a good breakfast and a good time

Social: [Tony Cristello]

- Venue has been secured for 65th Anniversary Celebration event. Contract execution pending. Next steps include securing sponsorship and organizing event committee.

Social Media: [Ron Miguel]

This slide deck contains more detail, but a quick summary: The social media properties show steady growth.

Facebook:

- Membership on the private Facebook group page grew from 800 to 811 members in the month
- Our members tended to view content consistently regardless of the day of week
- The public Facebook page shows a slow, but steady stream of visitors

Instagram:

- Instagram followers and follow requests are slow and steady, with 121 followers as of February 28.

Technical: [Knute Hancock] no report

Webmaster: [Dyke Henson] no report

MOTIONS PASSED DURING MEETING:

1. Bill Gilbert moved to accept the revised budget as presented by Lester Cheng (spreadsheet shared with BOG members during the virtual meeting). Motion was seconded by Knute Hancock and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: TBD: Thursday, [March 31 or April 14], 2022

FUTURE MEETINGS: 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 Dyke Hensen, the meeting was adjourned at 8:51pm.

Respectfully submitted,

Cindy Cristello, Secretary