

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

DATE: Thursday, March 31, 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, Shannon Muller, John Vogt, Peter Schneider, Tony Cristello, Knute Hancock, Dyke Henson, John Korossy, Ron Miguel

ABSENT: Lester Cheng, Stu French, Petra Swift

CALL TO ORDER: The meeting was called to order by President, Rich Barry, at 7:34 pm.

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed March 2022 draft minutes as final. Motion was seconded by Peter Schneider 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. PORSCHEFORUS Special Print Edition(s): With the assistance of Bruce Zahor, a club member with related experience who volunteered to oversee the process, we are planning to produce a printed magazine commemorating NNJR's 65th Anniversary year. Bruce is working with Petra on the layout which is currently expected to include:

- A 5-year look back on Club activities since the 60th Anniversary;
- Sections devoted to each major activity; with lots of photos;
- (maybe?) Pictures of cars from each of NNJR's 65 years; and
- Photos from the 65th Anniversary celebration event.

Chairs will be asked to assist with content.

B. Accounting software transition from Quicken to QuickBooks: Treasurer Kim Aievoli is recommending that NNJR switch from using Quicken to Quickbooks for our accounting software. She polled 6 similarly sized PCA regions and of those that responded, 4/4 (including Metro NY) collectively reported a better all-around experience with the QuickBooks platform. Other advantages include an increased level of available support; synergies with our Tax Accountant (as

the firm also uses Quickbooks, data can be shared electronically). A 30 day free trial is available which Kim will subscribe to. Monthly usage will be \$40/month. She has also identified a resource who can assist with transferring historical data from the old to new platforms at a rate of \$140/hour; total cost estimate of \$2240.00. We would seek to transfer 8 years of data to the new platform. See Motions Passed During Meeting below.

- C. New Member WTTC Concours / Rally Event:** Nancy Samsel described the upcoming event and expressed concerns about the mandating an entry fee vs. providing the opportunity for participants to make a donation to our charity. This (latter) approach is consistent with last year's event structure, therefore we will work this years event in the same manner.
- D. 65th Anniversary Celebration Picnic:** Cindy Cristello provided an update on the picnic event. Registration is expected to open May 1st. Assistance is needed in advance to help Bill secure sponsors, and day-of to help with registration and concours parking.

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 February 2022 meeting have been posted to the website.

Treasurer: [Kim Aievoli]

Highlights of March treasury activity include:

- The DE budget covered costs of Lightening 1 and the Limerock down payment.
- Furthermore, we continue to sell the beautiful NNJR grill badges.

Given that the April BOG meeting is taking place a bit earlier this month, the March Treasurer Report will be distributed following the end of the month.

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]

PorscheForus advertisement invoices for the 2nd quarter of 2022 were mailed to all vendors on March 29, 2022, with a due date of April 25, 2022. A portion of the total billed represents amounts which remain outstanding from the 1st quarter of 2022.

Two vendors are behind in their payments to NNJR from the last quarter of 2021. Reminder invoices were also mailed to these vendors this week along with copies of all checks each have sent in to date.

Charity: [Hubert King]

Gold ticket license in process, expect to print and sell at Lightning late April.

We have received approval for use of Madison High School parking lot for Sunday May 15 Welcome to the Club Show and Rally. Plans are underway for Cheshire drive-through and rally similar to last year's event.

Use of the Ukrainian center for our Fall Fundraiser is contingent on their continuing use of facility for relief efforts. Distributed their appeal for contributions using the NNJR Facebook page. They are asking for monetary donations.

Concours: [Kevin Fitzsimmons]

I have a draft waterless wash / rinseless wash document and video for the April PorscheFest that I'll upload to Petra this weekend.

For the 65th Anniversary "People's Choice" working with Cindy and Jose regarding placard options for interested parties to tell us about their car story.

Have reached out to the Paterek Brothers regarding coordination/planning of the April Concours workshop event.

Worked with Dyke on publishing/updating some of the NNJR website's Concours material.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

The contract for the social at Lightning 1 has been signed. We will have 2 hrs of an international cheese table, pasta station, beer, wine, and soft drinks on Saturday, April 23rd. The costs will all be covered by Paul Miller Porsche. Thank you Bill Gilbert for securing the sponsorship.

The van now has new shocks. These were replaced because of a terrible ride on all but smooth surfaces. The battery has been totally discharging after only 2 or 3 weeks sitting in storage. The shop was not able to locate an electrical draw that could have been the cause of the issue. They suggested that the battery could be the issue. I was able to get the battery replaced under warranty at no charge. As a precautionary move, I had the shop install a battery cutoff switch.

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

Historian: [Stu French] no report

Article w/ photos of Amelia & PCA Werks (FLA) 3/22 submitted to Petra S for publication, including links to events because P4US is offered electronically

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

Program: [Shannon Muller]

The March Monthly Webinar was our 2nd Virtual Tour of the Brumos Collection in Jacksonville, FL.

Brandon and Lester discussed Brumos' new exhibits, how they take on projects and make purchases and shared some awesome stories you would not hear anywhere else.

The April Monthly Webinar will be an informative discussion with Rudy Samsel regarding all facets of the Porsche used car market.

Details available on the website and Facebook pages.

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

Rally/Trek: [John Vogt]

We are working on destinations for our Rally/Trek this year. The pathways will form themselves. More to come as things evolve.

Social: [Tony Cristello]

Planning for the 65th Anniversary Celebration is well underway. The contract has been signed with the venue. Registration is expected to open on May 1st. We are still seeking additional sponsorship.

Social Media: [Ron Miguel]

This slide deck contains more detail, but a quick summary:

- The social media properties show steady growth.
- Facebook:
 - o Membership on the private Facebook group page grew from 811 to 820 members in the month
 - o Our members were most active on Mondays and Wednesdays, with less activity on Fridays.
 - o The public Facebook page continues with a steady stream of visitors
- Instagram
 - o Instagram followers grew from 121 to 128 followers as of March 31.

Technical: [Knute Hancock] no report

Webmaster: [Dyke Henson]

NNJR-PCA.com

Website Traffic was down last month, which was a little bit of a surprise as I was expecting an uptick this past month. The NNR-PCA.com website performed well last month with no technical issues, with the exception of the addition of the National Goodie store.

Custom Pop-ups

You may have noticed that there is a new "popup" window. This is an updated Popup system that is supported by the WordPress platform. It allows us to put pop-ups on any (or all) pages and set the number of times the message is shown to a user. If you don't block "cookies" from our site, you should have only seen it once. If you block cookies, you will see the popup until it expires.

NNJR Online Store

We only have one "local" product on our site, the NNJR Grill Badges, which we have sold around 20. We have successfully integrated the store purchases with the NNJR Quicken system so now all the orders (transactions) are now logged automatically. Nice work Kim.

Addition of the National Goodie store

The implementation from the NNJR-PCA website to the PCA.org National Goodie store worked flawlessly, but the implementation of the store on the PCA.org confused some of our members. I looked into it and indeed the implementation of the national store IS confusing and offers many "traps" for the first-time user. When our users get "frustrated", we are the ones that are obliged to answer their questions. I documented the issues and they can all be fixed in a couple of hours of work of National's team when setting up the their implementation. I know as I had worked around all the issues when we implemented our online system. PCA National could look at our implementation and set up to eliminate all the issues, or pay me \$10,000 and I will fix it for them :-)

Email

No issues were reported with the NNJR email system

Calendars

All calendars appear to be up to date.

Attached are the summary traffic reports from the site for the month of March and "all users" and "returning users" paths through the site. As normal, the Calendar and DE pages get the most traffic, but it was great to see 175 direct traffic sessions linking to the 65th Anniversary Picnic coming in 3rd.

MOTIONS PASSED DURING MEETING:

1. Bill Gilbert made a motion to approve expenditures of (i) up to \$2500 to facilitate the transfer of NNJR's financial data, and (ii) up to \$1200/year in subscription fees for the new accounting platform. Motion was seconded by Shannon Muller and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, May 5, 2022

FUTURE MEETINGS: 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 Grant Lenahan, the meeting was adjourned at 8:37pm.

Respectfully submitted,

Cindy Cristello, Secretary