

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

**DATE:** Thursday, June 8, 2022

**PLACE:** Online, via Zoom

**PRESENT:** Rich Barry, Lester Cheng, Cindy Cristello, Kim Aievoli, Janice Ernsting Doug Holcomb, Grant Lenahan, Anthony Wartel, Kevin Fitzsimmons, Thom Calabro, Rudy Samsel, Nancy Samsel, Shannon Muller, John Vogt, Peter Schneider, Tony Cristello, Knute Hancock, Dyke Henson, Jose DeLaCruz, Ron Miguel

**ABSENT:** Hubert King, Bill Gilbert, Craig Mahon, Stu French, Petra Swift

**CALL TO ORDER:** The meeting was called to order by President, Rich Barry, at 7:38 pm.

**APPROVAL of MINUTES:** Knute Hancock moved to accept the previously distributed draft minutes as final. Motion was seconded by Grant Lenahan 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. Dennis Thovson Memorial** – Rich thanked those that helped plan the event and noted how nice it was to see so many long time members in attendance.
- B. Printed P4US** – Bruce is finalizing the magazine; holding space for pictures from the 65<sup>th</sup> Anniversary picnic. The plan is to mail to the membership in August.
- C. 65<sup>th</sup> Anniversary Celebration Picnic** – Details have been finalized for the event, and promotion efforts have been underway. Registration has been picking up, although experience shows that [sigh] most folks wait to sign up until closer to the deadline. We will ask our sponsors to publicize the event on their websites or through their regular customer email correspondence.
- D. Program Chair Change** – Shannon Muller will be stepping down as Program Chair and John Korossy will become the new Program Chair effective immediately. Shannon and John are working together to ensure a smooth transition. Many thanks to Shannon for her enthusiastic and innovative enhancements to the program during her tenure!
- E. Nominating Committee Update** – Janice reported that the NC is currently setting up meetings with prospective candidates.

- F. **Budget Update** – Lester noted that we are at the ½ year point. Chairs should review their budgets. Mid-year budget review will be a topic for the next BOG meeting.
- G. **DE Update** – Thom reported that the price inflation we are experiencing has impacted DE attendance; our events are lighter than last year.
- H. **QuickBooks Conversion** – Kim reported that this effort continues to progress but due to the Leaf Saltzman merger, the accounting firm needed to push back the QB migration project by a couple of months. NNJR received an extension for filing out Form 990 (initially due 5/15).

## 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 April, 2022 meeting have been posted to the website.

**Treasurer:** [Kim Aievoli]

The May 2022 Treasurer's Report is attached.

Highlights of the report are as follows:

- PCA National Executive Council approved a region surplus refund for 2021 which amounted to \$9,464 for NNJR. The check was deposited in May.
- Registration for the 65th Anniversary celebration is open and we have had a steady stream of folks signing up.
- The DE and AutoX seasons are underway with associated revenue and expenses
- We continue to have a steady stream of revenue coming from our Porscheforums advertisers.

**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]

Autocross has a 3-event schedule this year, all run in conjunctions with RTR and CPA regions, and all at Pocono. As some of you know, our first event was May 7th and the weather could not possibly have been worse. 36, rainy and windy. The result was very poor attendance and poor financial performance. The reality of Autocross is that the majority of attendees make their decision in the week running up to an event, and with an eye on the weather. We have tried several tactics to mitigate this, with minimal success. This was just as bad as it could get.

The good news is that with unprecedented changes to operational we ran a safe event, kept people out of the “field”, and actually had smiles and thumbs up from all attendees. If only we had more of them. I’m happy to discuss the changes with anyone interested.

Our next event is back at Pocono a week from Sunday, the 19th June. This is Fathers’ day, and it is the day immediately after Parade in the Poconos. At the moment sign up is behind what we would expect for mid June, but it is early. Please pass the word; June is a nice time in the northeast hills - not yet scorching hot, but consistently warm.

We have added an unofficial partner for future events: Audi Club NJ. ACJN will list the event, get the “member’ rate, and drive attendees to us and provide volunteers (we hope).

**Business Manager:** [Anthony Wartel]

Letters were sent out in late May to all Porscheforums advertising vendors requesting updated ad copy for future print issues of the monthly publication.

2nd quarter billing payments continue to come in.

3rd quarter billing scheduled to be mailed the first week of July.

**Charity:** [Hubert King]

A successful Welcome to the Club event was held on May 15. Thanks to our co-organizers; Concours, New Members, and Rally; for their efforts to bring together a great event that was very well attended. For example, the Rally was nearly twice the number over last year. Also, the New-Member-supplied breakfast set a new standard for good eats. And, importantly, we raised \$1935 for Cheshire Home.

The 65 Year Charity writeup was supplied to editor on May 27

**Concours:** [Kevin Fitzsimmons]

For Porscheforums submission I uploaded a Concours related Welcome to the Club event story, a video and document on a few detailing example areas.

Worked with Dyke on publishing a YouTube video for NNJR website's Concours material.

For the 65th Anniversary print magazine sent Bruce Zahor a Concours history story.

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

**Driver Education:** [Thom Calabro]

We've had three driver ed events to date, and two more are currently open for registration. The attendance has been lower than last year. Based on the current trend, I believe our surplus will be significantly lower than my original forecast. Lightning 1 historically ended on the plus side by a few thousand, this year we finished a negative \$750. Thunderbolt historically ended even to slightly negative, this year minus \$5,500. The Mid-Ohio numbers are not in as yet. On the

bright side, Lime Rock almost always was a moderate to big loser. Like last year, it is looking like we will end with a surplus.

The events themselves have been running well. We had a good turn out for the Track Tour at Thunderbolt. I'm sure we will have a few new drivers attending events from that group. Except for a mechanical failure at Mid-Ohio, which resulted in contact with the tire wall, we have been incident free.

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

**Historian:** [Stu French]

- Article w/ photos of Amelia & PCA Werks (FLA) 3/22 published in P4US, including first time links to both events bc P4US now offered electronically
- Abundant inputs to BoG of past 60th Anniversary presentations, videos & “by-the-Decades” publications in P4US as historical record to aid in preparation of 65th Anniversary celebration
- Two Decades articles still to be published when space permits

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

**May Membership Activities:**

- The Welcome to The Club Concours and Rally was very well attended and judging by how little of the breakfast served remained, everyone left well-fed.
- Rudy's direct mail to all members requesting pictures of their Porsches was an overwhelming success and just proves how proud most Porsche owners are of their car(s).

**New Member Enrollments**

- May's enrollment of 17 new members was the lowest month year-to-date.
- While May YTD enrollments of 104 are down from the 113 achieved YAGO (-8.0% decline), stronger than expected enrollments earlier in 2022 have us currently exceeding our planned enrollments by 8.3%.

**NNJR New Member Trend By Month**

Year	Jan	Feb	Mar	Apr	May	YTD	
<b>2016</b>	14	15	22	16	15	<b>82</b>	
<b>2017</b>	25	19	20	24	18	<b>106</b>	
<b>2018</b>	19	27	26	17	17	<b>106</b>	
<b>2019</b>	20	9	27	24	15	<b>95</b>	
<b>2020</b>	23	20	13	15	20	<b>91</b>	
<b>2021</b>	22	13	26	29	23	<b>113</b>	
<b>2022</b>	<b>20</b>	<b>20</b>	<b>23</b>	<b>24</b>	<b>17</b>	<b>104</b>	<b>-8.0%</b>
<b>YoY Var</b>	<b>-2</b>	<b>7</b>	<b>-3</b>	<b>-5</b>	<b>-6</b>	<b>-9</b>	

**NNJR 2022 New Member Trend By Month**

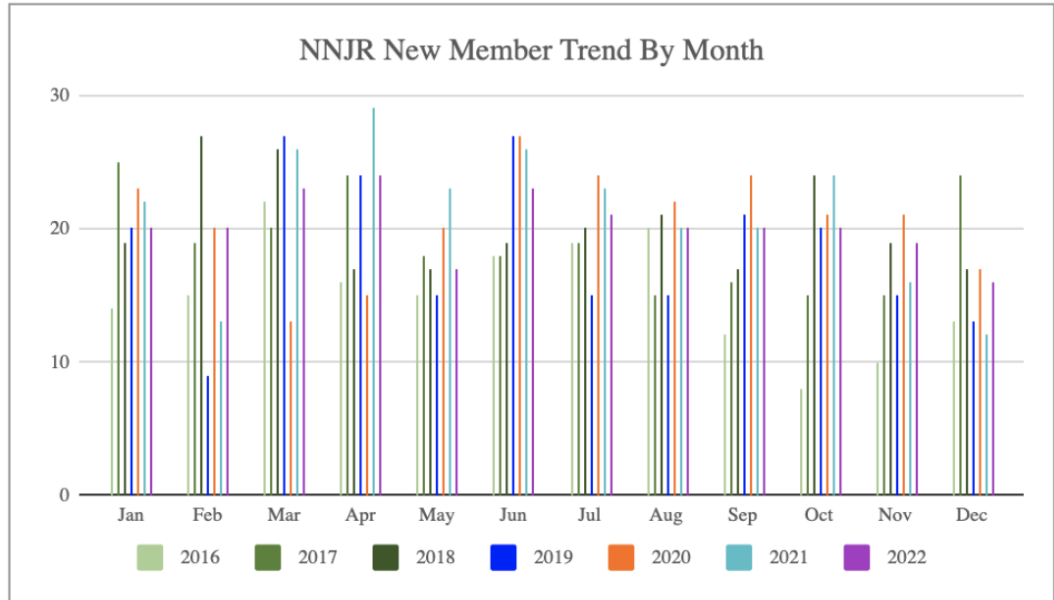
	Jan	Feb	Mar	Apr	May	YTD	
<b>Plan</b>	16	17	22	21	20	<b>96</b>	
<b>Actual</b>	20	20	23	24	17	<b>104</b>	<b>8.3%</b>
	<b>4</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>-3</b>	<b>8</b>	

The table and bar graph below summarizes new members by month for 2016-2022 (Note: numbers highlighted in yellow are our forecasted plan for the balance of the calendar year):

**NNJR Seven Year New Member Trend**

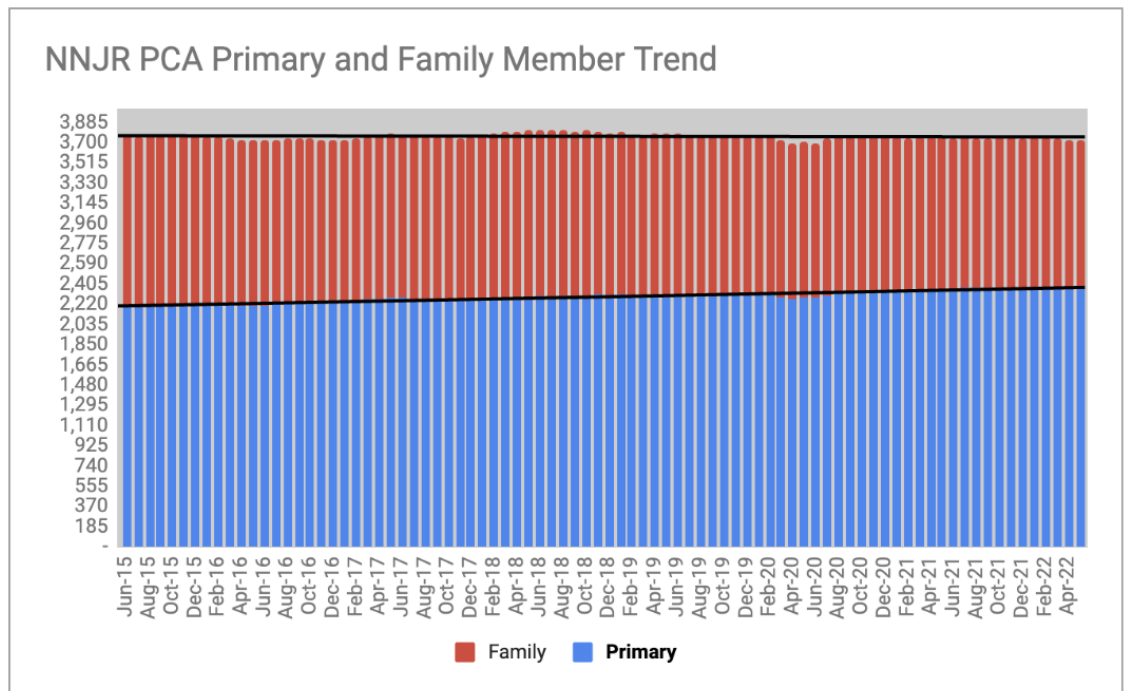
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY	YoY
<b>2016</b>	14	15	22	16	15	18	19	20	12	8	10	13	182	
<b>2017</b>	25	19	20	24	18	18	19	15	16	15	15	24	228	<b>25.3%</b>
<b>2018</b>	19	27	26	17	17	19	20	21	17	24	19	17	243	<b>6.6%</b>
<b>2019</b>	20	9	27	24	15	27	15	15	21	20	15	13	221	<b>-8.4%</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	20	24	16	12	254	<b>2.8%</b>
<b>2022</b>	20	20	23	24	17	<b>23</b>	<b>21</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>16</b>	<b>243</b>	<b>-3.3%</b>
<b>YoY Var</b>	-2	7	-3	-5	-6	-3	-2	0	0	-4	3	4	-11	

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



**Overall Membership**

Primary memberships as of June 1, 2022 stand at 2,367. Combine that with 1,360 family (associate) members, and NNJR's total membership currently remains steady at 3,727.



**Transfers**

Year-to-date, NNJR experienced six transfers in and thirty out, for a net loss of (-24) primary members so far in 2022. Geographic moves, mostly related to retirements, continue to be the primary driver of this outflow.

**Program:** [Shannon Muller]

In May I hosted Ron Gordon to discuss the final push to the Porsche Parade which begins this Sunday, June 12th and runs through Saturday, June 18th.

There is no monthly meeting scheduled for June due to the Anniversary Picnic and July's monthly meeting has not been scheduled yet.

Please look for further Program event details on the Website and FB Page.

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

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

The WTTC Rally was well received by all. The start of the rally around the drive to the Cheshire home and giving out the model cars gave everyone a good clue of the people in rehab. The roads lead the group to the feast at The Long Valley Brew Pub, and was a great start to the season.

The Summer Sizzle Rally will head north west July 17. It will be a great adventure!

**Social:** [Tony Cristello]

Preparation for the 65th Anniversary Celebration Picnic continues...we need folks to sign up!

**Social Media:** [Ron Miguel]

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

The social media properties showed a slight slowing in growth.

Facebook

- Membership on the private Facebook group page grew from 828 to 840 members in the month
- Our members were most active on Sundays and Mondays, with less activity all other days.
- The public Facebook page was very active throughout the month

Instagram

- Instagram followers grew from 129 to 131 followers as of May 31.

**Technical:** [Knute Hancock] no report

**Webmaster:** [Dyke Henson]

We had the expected uptick in users as expected as the season ramps up.

The site performed well, though we did experience a few short-duration outages.

We also had some software updates that created some tricky, hard-to-diagnose issues caused by tightened security requirements and our Store's "redirect" page functions.

PayPal started to view site redirects as potential "hacks" affecting NNJR Webstore that affected the "view cart" function, only!. Other updates of the underlying platform forced us to update the calendar to restore full functionality.

Custom Pop-ups worked well to drive traffic to events, though it is a feature that can be easily overused to the detriment of site visitors.

NNJR online Store:

The 65th Anniversary Picnic sign-up event has multiple price points and options that use drop-down boxes to allow event-goers to pick Adult-Child registration as well as Shirt size, Beverage Bands, and Volunteer. One long-time member who didn't understand they needed to use the drop-down boxes to generate an order became frustrated. I updated the event, and our help page for variable-priced events, letting users know they needed to use the dropdown boxes to create a price before they could place an order into their shopping cart.

One out of four links on the website (from the calendar) didn't automatically update, so some, but not all users that tried to register from the calendar event were directed to the add-on T-Shirt link instead. This was also fixed with the calendar software update.

I continue to update our online help and add explicit instructions to events on how to place an order. I am hoping it was a small number of users (I know of 3) who experienced issues, all have been contacted and their orders have been added correctly.

**MOTIONS PASSED DURING MEETING:** none

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** none

**NEXT MEETING:** Thursday, July 7, 2022

**FUTURE MEETINGS:** 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 Peter Schneider, the meeting was adjourned at 8:18pm.

Respectfully submitted,

Cindy Cristello, Secretary