

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

**DATE:** Wednesday, October 5, 2022

**PLACE:** Online, via Zoom

**PRESENT:** Rich Barry, Lester Cheng, Cindy Cristello, Kim Aievoli, Doug Holcomb, Grant Lenahan, Anthony Wartel Kevin Fitzsimmons, Bill Gilbert, Thom Calabro, Craig Mahon, Rudy Samsel, John Vogt, Peter Schneider, , Knute Hancock, Dyke Henson, John Korossy, Jose DeLaCruz

**ABSENT:** Janice Ernsting, Hubert King, Stu French, Nancy Samsel, Petra Swift, Tony Cristello

**CALL TO ORDER:** The meeting was called to order by President, Rich Barry, at 7:35pm.

**APPROVAL of MINUTES:** Bill Gilbert moved to accept the previously distributed draft minutes from both the August 2022 and September 2022 meetings as final. Motion was seconded by Jose DeLaCruz 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. **Yearbooks** – Bill Gilbert reported that while organizing the NNJR Yearbooks held in our Storage facility, several are missing; there are none prior to 1975, nor after 2011, as well as a couple of the interim years (1992? 2007?). Rich will reach out the Stu French and/or Bob Knapik to see what they know.
- B. **Program** – John Korossy reported the November Business Meeting is confirmed for November 15<sup>th</sup> at Total Performance Center in Parsippany. He continues to seek a location for in-person monthly meetings, but has not yet identified a suitable venue. One option worth exploring might be to keep the meeting on a fixed date, but move the location around. It was also suggested that some of our sponsors may be interested in hosting meetings.
- C. **Classic Concours at Paul Miller Porsche** – Kevin Fitzsimmons reported that he is preparing for the upcoming event on Oct 9<sup>th</sup>, and working with PMP to secure porta-johns and police coverage.
- D. **DE Update** – Thom Calabro noted that Lightning registration was down 14%. VIR is undersubscribed as well.
- E. **Dreyfus Rally** – John Vogt noted the Dreyfus Rally was moved up to the 1<sup>st</sup> week in November (November 6<sup>th</sup>) this year to accommodate the Off Road event being pushed out to the 2nd week (November 13<sup>th</sup>)

## 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 June 2022 meeting have been posted to the website.  
NNJR's annual charter has been renewed with the State of NJ.

**Treasurer:** [Kim Aievoli]

The September 2022 Treasurer's Report is attached.

Highlights of the report are as follows:

- Autocross includes income from the Central PA Region PCA and Metlife Stadium.
- Social income and expenses are attributable to successful Wine Tasting and Movie Night events.
- Porscheforums advertisers continue to contribute to a steady stream of income.

Please let me know if you have any questions and/or if you would like to see the detailed transactions for your program.

**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 completed its last event of the year on Sept 24. The turnout was pretty good (better than previous events), and the weather, operations and driving were great. It was a terrific way to end the season on a high note for all involved.

As you probably remember, this season has been challenging. The weather for our first event was beyond awful and the \$\$ results showed it. The second, which we thought would benefit from abutting Parade at Pocono and being fathers' day (hey, Dad gets to go racing, right?) both conspired to be negative to attendance - although the event was a solid success operationally. This final even was up about 10 people, but with end-of the year expenses (moving two trailers of equipment around) we would up just below break-even.

We are beginning out planning for next year with goals of 4 dates vs. 3; better dates (better turnout) avoiding major conflicts with SCCA (better dates) and new marketing ideas. In particular we need to draw better from CPA and RTR regions which ought to be strong since RTR is local, but have been so-so. Along the way s we added Audi club and plan to discuss with them drawing more participants and sharing some of the financial risk. The president of ACNJ is an active NNJR member as well and already a significant volunteer.

With earlier planning and better promotion we hope to raise the average attendance by 10-15, which makes both an operational difference (its taxing to staff an autocross on a large course) and of course a financial one.

**Business Manager:** [Anthony Wartel]

Fourth quarter and final invoices for 2022 Porscheforums ads were mailed out on Friday September 9, 2022 with a due date of October 3, 2022.

Approximately 60% of the invoiced payments have been received as of this day Tuesday October 4, 2022.

One vendor, who has in the past opted for the 10% discount by paying the entire amount billed up front, has not paid any amount to date. The amount due is included in the mailed invoices and total listed above. This same vendor paid late and at the end of the year in 2021.

Although (3) potential leads for new advertisers were followed, no new vendors to date have elected to take an ad in Porscheforums.

**Charity:** [Hubert King]

Gold Tickets continue to sell, with totals now exceeding 60 tickets.

Our thanks to all those who donated at Cruise Night. John Vogt provided an excellent opportunity for us (Betsey, a Cheshire Home representative, and myself) to solicit donations from participants at the SIM trailer. We collected nearly \$800 in one afternoon and had a great opportunity to tell folks about the Cheshire Home mission.

Plans are underway for the October Wingspread Farm concours. Like last year, we will be there with Cheshire Home representatives (maybe residents if we can negotiate uneven pavement).

Our Fall Fundraiser is built around the Cheshire Home's 40th year gala. We have started advertising the event to NNJR members via social media and in P4US. Our target is to host a 10-person table at the Gala and, also, to solicit donations from members who do not wish to attend.

**Concours:** [Kevin Fitzsimmons]

I have a draft document and video for the November Porscheforums that I'll be uploading to Petra.

The setting for the September 17th Cruise night was spectacular. Thank you John for the tremendous effort you made organizing and coordinating. Multiple Concours participants expressed their gratitude for the event.

Communicating with Paul Miller (Jennifer and Ed) regarding this Sunday's Classic event. (vendor Jose Portable Toilet + off duty Police coverage).

Thank you NNJR Social Media Team members for the promotional effort you made for the upcoming Paul Miller event (Matt, Ron, Douglas, John, and Dyke)

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

Date	Event Venue
10/9/2022 (Sunday) 9:00 NNJR Concours #4  Registration link: <a href="https://nnjr-pca.com/product/nnjr-porsche-classic-concours-car-show/">https://nnjr-pca.com/product/nnjr-porsche-classic-concours-car-show/</a>	NNJR Classic Porsche Concours Sponsored by Paul Miller Porsche 3419 US-46, Parsippany-Troy Hills, NJ 07054
October 16 (Sunday) 9:00 NNJR Concours #5  Registration link: <a href="https://nnjr-pca.com/product/nnjr-wind-spread-farm-concours-car-show/">https://nnjr-pca.com/product/nnjr-wind-spread-farm-concours-car-show/</a>	Wingspread Farms 8 Woolverton Rd, Asbury, NJ 08802
November 20 (Sunday) 1:00 PM Workshop #3	ID Signs & Graphics 75 Romanelli Ave, South Hackensack, NJ 07606

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

**Driver Education:** [Thom Calabro]

Our 2022 attendance has continued to be down, with the exception of Watkins Glen 1. I believe WGI 2 suffered due to being too close to the WGI 1 date. There was only a 3 week separation. I had a meeting with the president of Watkins Glen. I told him how much the switch from late July to late August for WGI 1 has hurt us. I didn't get a hard and fast promise that our 2023 date will change, but he did say he would work on it. I do not have all the \$ numbers for Lightning 2, nor VIR, but it is looking like we will have a relatively modest surplus this season. Based on this, I would like to discuss whether we should have our traditional VIR dinner, a scaled back cocktail hour, or nothing.

Below is a comparison of 2022 to 2021 DE attendance.

DE Attendance Comparison			
	2021	2022	Percent down
LRP	115	99	13.9%
NJMP 1	167	143	14.4%
NJMP 2	126	112	11.1%
NJMP 3	120	103	14.2%
PittRace	79	53	32.9%
Summit	63	54	14.3%
WGI 1	212	212	0.0%
WGI 2	100	73	27.0%
Mid-Ohio*	84	69	17.9%
VIR**	175	154	12.0%

Note \*: Mid-Ohio number is 2019

Note \*\*: VIR 2022 registration is still open

Thom

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

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

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

### ***September 2022 Membership Activities:***

- While we had a great time participating with several new members in the "Cruise Night/ Drive-In/Concours" event, we did not sign up any new members at it.

### ***October 2022 Planned Activities:***

- We plan to attend the Classic Concours at Paul Miller on October 9.
- We are registered for the Zone 1 / Zone 2 Boardwalk Reunion October 15-16, so unfortunately, we will not be back in time to participate in the Wing Spread Farms Concours.

### ***Upcoming New Member Activities:***

- Still awaiting confirmation from Raj at PMP to schedule a New Member gathering for either Saturday, November 5, or Saturday, November 12, 2022, from 9:30 am to 11:30 am. We hope to finally pinpoint a date when we see Raj at PMP on Sunday.

### ***Concours Automated Scoring Software - CarShowPro.com***

- After confirming that each car must be pre-registered to use the People's Choice voting software, Kevin and I agreed it didn't make sense for either September's Cruise Night or October Concours Events as more planning will be required to make it a success. We will look at the potential feasibility for the 2023 Concours season.

### ***New Member Enrollments***

- September's enrollment of 22 new members was two more than the 20 planned.
- While September YTD enrollments of 187 are down from the 202 achieved YAGO (-7.4% decline YoY), we continue to track nearly four percent ahead of the plan nine months into 2022.
- Our "9+3" new member forecast of 242 exceeds the 2022 plan of 235 members but represents a potential decline of (-3.3%) from YAGO.

**NNJR New Member Trend By Year By Month**

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	YTD
2016	14	15	22	16	15	18	19	20	12	151
2017	25	19	20	24	18	18	19	15	16	174
2018	19	27	26	17	17	19	20	21	17	183
2019	20	9	27	24	15	27	15	15	21	173
2020	23	20	13	15	20	27	24	22	24	188
2021	22	13	26	29	23	26	23	20	20	202
2022	20	20	23	24	17	26	19	16	22	187 -7.4%
YoY Var	-2	7	-3	-5	-6	0	-4	-4	-4	-15

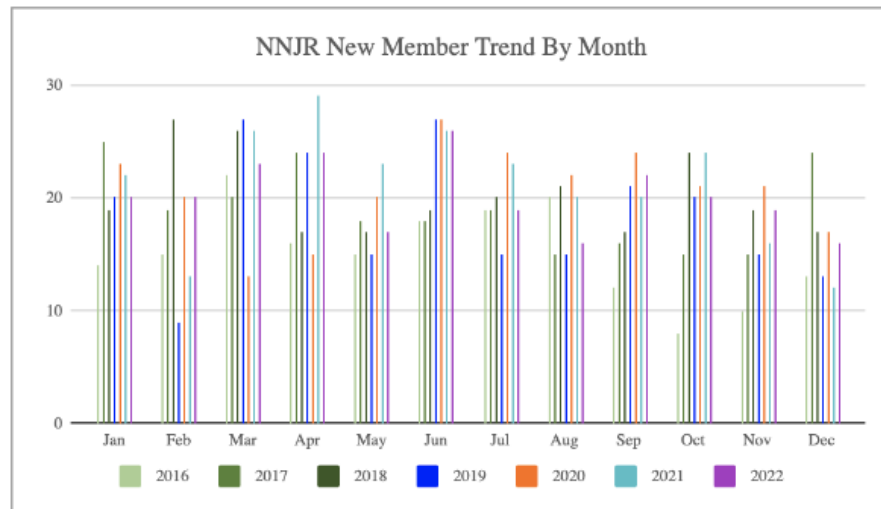
**NNJR 2022 New Member Trend: Plan vs. Actual By Month**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD
Plan	16	17	22	21	20	23	21	20	20	180
Actual	20	20	23	24	17	26	19	16	22	187 3.9%
	4	3	1	3	-3	3	-2	-4	2	7

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):

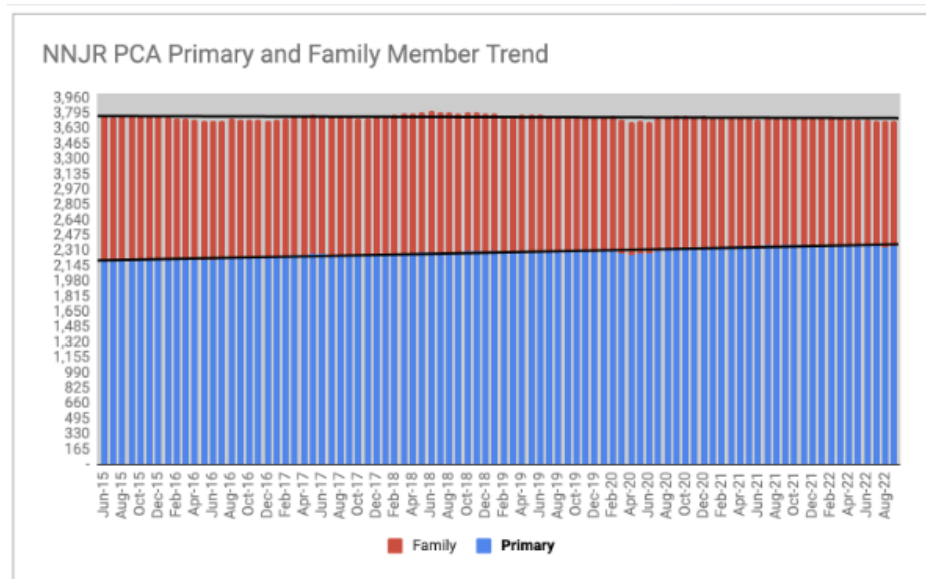
NNJR Seven Year New Member Trend														
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY	YoY
2016	14	15	22	16	15	18	19	20	12	8	10	13	182	
2017	25	19	20	24	18	18	19	15	16	15	15	24	228	25.3%
2018	19	27	26	17	17	19	20	21	17	24	19	17	243	6.6%
2019	20	9	27	24	15	27	15	15	21	20	15	13	221	-8.4%
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	23	24	17	26	19	16	22	20	19	16	242	-3.3%
YoY Var	-2	7	-3	-5	-6	0	-4	-4	2	-4	3	4	-12	

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



### Overall Membership

Primary memberships, as of October 1, 2022, stand at 2,361. Combine that with 1,353 family (associate) members, and NNJR's total membership currently remains steady at 3,714:



### ***Transfers***

Year-to-date, NNJR experienced fourteen (14) transfers in and forty-five (45) out, for a net loss of thirty-one (-31) primary members so far in 2022. Geographic moves, mostly related to retirements, continue to be the primary driver of this outflow. In the latest month, all three of the transfers out were to Florida-based chapters.

### **Program:** [John Korossy]

Open BOG discussion planned for October 5 BOG meeting

As discussed on previous BOG meeting, the planning for November Annual Business / Election meeting is priority item.

- Target Date (November 9th) and location (tbd) to be discussed Oct 5<sup>th</sup>
- Both in-person and virtual attendance to be discussed as well

Also to be considered is a meeting for October - if we plan to return to second Wed schedule - this would need to occur Oct 12th.

- This may not be enough lead-time.

Further discussion on in-person, virtual, and location options to be covered on Oct 5th

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

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

The Cruise Night /Movie Night ETC.went off without a hitch. I put together a story for Porscheforums and will send it to Petra.

The Oktoberfest Rally was well attended and all enjoyed the Black Forest Inn . A write up will also be heading to Petra.

The Dryfus Cup Rally will be Nov 6 and we are excited for our last rally and its new destination

**Social:** [Tony Cristello]

The 49th Wine tasting (50th anniversary but we missed 2020 due to COVID) was held Sunday at Paul Miller Porsche and attended by over 100 members. The theme was "Les Vins de Bourgogne" in memory of Dennis (& Marlys) Thovson. We thank PMP for their generous sponsorship and our friends at ShopRite Sunrise Catering for an fantastic meal!

Planning continues for the Holiday Party to be held Sunday December 4th at The Highlawn. Registration will open on October 15th.

**Social Media:** [Ron Miguel]

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

The social media properties showed a growth in members and followers, but a decline in engagement.

**Facebook**

- Membership on the private Facebook group grew from 874 to 883 members in the month
- This month members were most engaged on Monday's and Tuesdays.
- The public Facebook page saw a significant decrease in visitor traffic relative to the month of August.
- The charts do not reflect actions taken on the private group to remove a handful of posts and non-PCA members who posted competing events or advertisements for non-NNJR advertiser businesses.

Instagram followers grew from 139 to 144 followers as of September 30

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

**Webmaster:** [Dyke Henson]

**Website Summary**

- The NNJR-PCA site and email performed well with no issues reported.
- Overall site traffic was up
- Online registration traffic continues to increase

**NNJR Email**

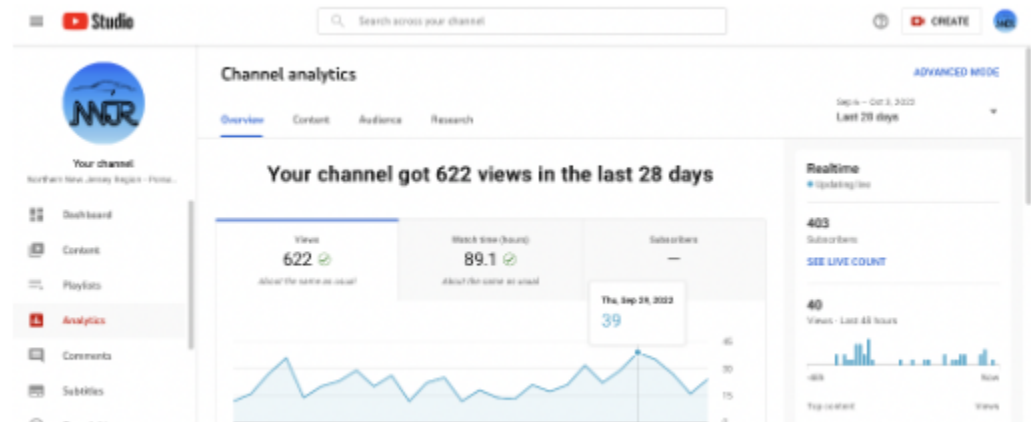
- No issues encountered or reported

**NNJR YouTube**

Our YouTube channel's content and audience continue to grow. Attached are some interesting analytics on the NNJR YouTube audience and the content being viewed. Many thanks to Bill, Kevin, and others that have created original content for our site.



This is a summary of the activity on the YouTube Channel, more detail is in the attachment below



**MOTIONS PASSED DURING MEETING:** none

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** none

**NEXT MEETING:** Wednesday, November 2, 2022

**FUTURE MEETINGS:** December TBD

**ADJOURNMENT:** Upon a motion made by Grant Lenahan, and seconded by Dyke Hensen, the meeting was adjourned at 8:38pm.

Respectfully submitted,

Cindy Cristello, Secretary