

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

**DATE:** Wednesday, November 2, 2022

**PLACE:** Online, via Zoom

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

**ABSENT:** Hubert King, Stu French

**CALL TO ORDER:** The meeting was called to order by President, Rich Barry, at 7:37pm.

**APPROVAL of MINUTES:** none

**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. **P4US Editor** – Rich Barry announced that Petra Swift has decided to step down from her position of P4US Editor. The BOG extends their thanks for all her work over the years; most notably her transformation to the virtual format at the onset of the pandemic. BOG members are asked to give thought as to how best to fill the role.

B. **QuickBooks Update** – Kim Aievoli reported she has had several successful interactive sessions with Anne, and thus far have successfully imported historical balances and linked our bank account to our PayPal account. They have also reconciled the Treasurer reports to the current balance in QuickBooks. Overall the process has gone well; a few outages were identified stemming from inconsistent spelling, name misalignment, etc.

She is currently working with Scott on our tax returns.

C. **Annual Awards** – The BOG is reminded that annual awards will be given out at the Holiday Party on December 4<sup>th</sup>. Rally, Concours, and DE Chairs are responsible for handling their respective program's awards. Other awards are optional; meaning they are not given if there is not a worthy recipient.

D. **Printed Magazine** – The BOG discussed the desirability of having a printed magazine ready for distribution around the time the 2023 calendar is finalized. Rich will contact Bruce to see if he is able to assist. See Motions Passed During the Meeting below.

**E. Upcoming Events**

1. **New Member Event** – Rudy and Nancy Samsel reported that all is set for this event. Hero cards have been received.
2. **Dreyfus Rally** – John Vogt reported all is set for the final rally of the year.
3. **Off-Road Event** – Peter Schneider reported that all is ready for this event. See details in written report 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 August 2022 and September 2022 meetings have been posted to the website.

**Treasurer:** [Kim Aievoli]

The October 2022 Treasurer's Report is attached.

Highlights of the report are as follows:

- Driver's Ed generated substantial income from the Lightning 2, Mid-Ohio and VIR track events.
- Charity sponsored a donation to the Cheshire Home's 40<sup>th</sup> Year Gala
- Social program activity is comprised of the recent wine tasting event and sales of tickets to the annual NNJR holiday party

**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 finished its season > a month ago, but we are now looking forward to 2023. As of today I received a list of tentative dates from Pocono raceway. I also need to get possible CCC dates from MetLife (we don't have any as of yet). All venues are very, very tight. The most likely initial dates for AX at Pocono are:

June 4 (tentatively held by another event)

July 2

August 6

Most other dates conflict with DE, or a major holiday; July 2 has some danger, as it is part of the broader July 4th holiday time.

We are still awaiting these dates to be cleared by RTR, and are searching for at least one additional date.

We do enter the year with far more reliable equipment and a trained team of volunteers from last year: Justin, Al and Ron.

**Business Manager:** [Anthony Wartel]

Remaining payments for 2022 Porscheforums ads continue to come in. Payments were due October 3, 2022.

(1) vendor is one quarter behind in payments.

(1) vendor is still one year behind.

**Charity:** [Hubert King]

Gold Tickets continue to sell, and last week at VIR, parade laps for charity contributed to sales. The drawing is scheduled mid-December, providing time for additional sales.

Plans and donations for the Cheshire Home 40th Gala have gone very well. For the event to be held November 10, we now have 12 members attending, filling more than one table. As Chair and co-chair, myself and Stuart will be presenting awards to honorees giving NNJR visibility as contributors to Cheshire's success. Our club also has a full-page advertisement in the program bulletin. Charity thanks all those who have donated to Cheshire home during this fall fund drive. Special thanks go to Flying Coolers Racing for their generous donations.

**Concours:** [Kevin Fitzsimmons]

In October we hosted two Concours events, the NNJR Classic Porsche Concours Sponsored by Paul Miller Porsche and the NNJR Wingspread Farms.

I have a draft document and video for the December Porscheforums that I'll upload to Petra this weekend.

Club expenses submitted to Kim.

Nominations for The Charles Mulhern Concours D' Elegance Trophy and the NNJR Concours Championship Series First Place Trophy have been submitted.

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

**Driver Education:** [Thom Calabro]

We ended our 2022 DE season at VIR this past weekend. A very good event, but like most this year the attendance was down a bit. I have signed contracts for the 3 NJMP events, and to date I have verbal commitments for the following:

NJMP Lightning 1	April 22 & 23
Mid-Ohio	May 19, 20, & 21
NJMP T'Bolt	May 26 & 27
WGI 1	August 25, 26, & 27
WGI 2 Advanced	September 18 & 19
NJMP Lightning 2	October 7 & 8
VIR	October 27, 28, & 29

Watkins Glen management has let us down again this year, after promising we would get our July dates back. I am extremely disappointed with the WG management team, as we were promised in 2020 that we would get our July dates back in 2022, after we were good to give up those dates in 2021 to help WGI out. We had a meeting in this September to discuss 2023. He has not returned my call from early last week.

I am in contact with the Northern Ohio Region to see if we can swap our Mid-Ohio dates with theirs, May 5-7. It would give us a bit more room between Mid-Ohio and T'Bolt.

I have told Summit Point and PittRace that we would not be booking 2023 dates unless we get a weekend. I have contacted the Potomac Region to see if we could partner, or join them, for their last weekend in June at PittRace. Still waiting to hear back.

**DE Registrar / Club Racing:** [Craig Mahon]

I am in the process of tabulating the 2022 Driver Ed registration and attendee data with historical comparisons. I will distribute it later this week.

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

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

*New Member "Hero Cards" are now available!*

The new two-sided cards just arrived from the printer. Rudy dropped off samples at Paul Miller (left with Ed and Jennifer) and High Marques. We ordered an initial quantity of 1,000 but can easily order more once needed. We plan to have extras at the New Member gathering if you'd like to grab some for yourself. We will make minor changes before we print the next batch once needed.

***October 2022 Membership Activities:***

- We had a great time participating with several new members in the Zone 1 / Zone 2 Boardwalk and the Paul Miller Classic Car Show.

***November 2022 Planned Activities:***

- Everything is in place for our next New Member Gathering Saturday, November 5, at Paul Miller Porsche from 9:30 - 11:30 am. In addition to providing space, Paul Miller Porsche graciously agreed to provide door prizes.
- We plan to attend the Dreyfus Rally on Sunday, November 6, and are actively recruiting newbies to join the fun.
- Rudy plans to attend the annual meeting slated for November 15.

***New Member Enrollments***

- October's enrollment of 26 new members was two more than the 20 planned.
- While October YTD enrollments of 213 are down from the 226 achieved YAGO (-5.8% decline YoY), we continue to track over four percent ahead of the plan ten 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 2022 New Member Trend: Plan vs. Actual By Month**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	YTD
<b>Plan</b>	16	17	22	21	20	23	21	20	20	24	<b>204</b>
<b>Actual</b>	20	20	23	24	17	26	19	16	22	26	<b>213</b> 4.4%
	4	3	1	3	-3	3	-2	-4	2	2	9

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

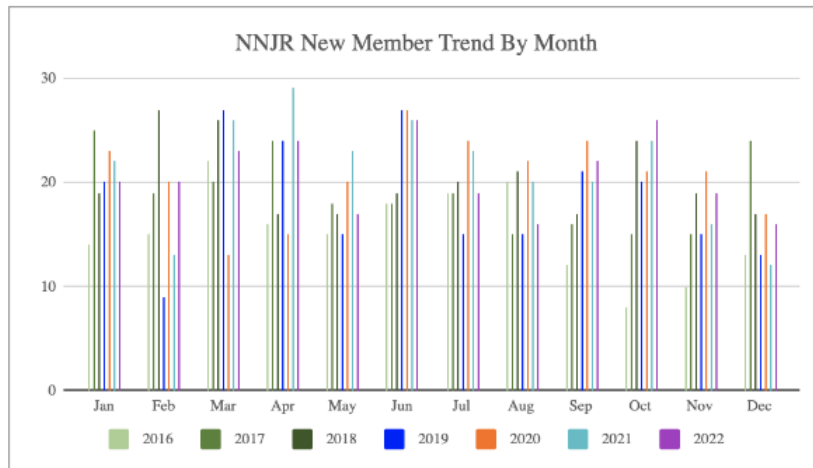
Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	YTD
<b>2016</b>	14	15	22	16	15	18	19	20	12	8	<b>159</b>
<b>2017</b>	25	19	20	24	18	18	19	15	16	15	<b>189</b>
<b>2018</b>	19	27	26	17	17	19	20	21	17	24	<b>207</b>
<b>2019</b>	20	9	27	24	15	27	15	15	21	20	<b>193</b>
<b>2020</b>	23	20	13	15	20	27	24	22	24	21	<b>209</b>
<b>2021</b>	22	13	26	29	23	26	23	20	20	24	<b>226</b>
<b>2022</b>	20	20	23	24	17	26	19	16	22	26	<b>213</b> -5.8%
<b>YoY Var</b>	-2	7	-3	-5	-6	0	-4	-4	-4	2	-13

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**

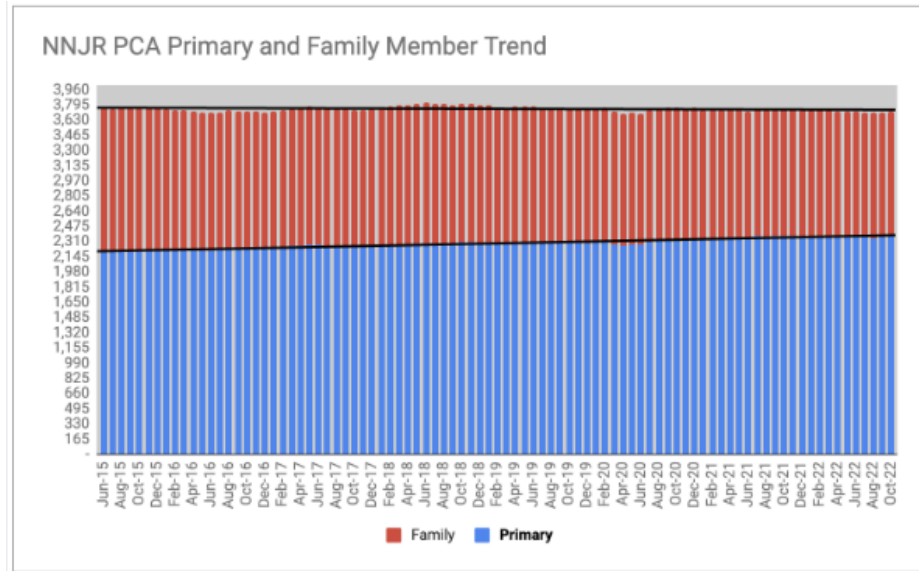
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY	YoY
<b>2016</b>	14	15	22	16	15	18	19	20	12	8	10	13	182	
<b>2017</b>	25	19	20	24	18	18	19	15	16	15	15	24	228	<b>25.3%</b>
<b>2018</b>	19	27	26	17	17	19	20	21	17	24	19	17	243	<b>6.6%</b>
<b>2019</b>	20	9	27	24	15	27	15	15	21	20	15	13	221	<b>-8.4%</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	26	19	16	22	26	19	16	<b>248</b>	<b>-3.3%</b>
<b>YoY Var</b>	-2	7	-3	-5	-6	0	-4	-4	2	2	3	4	-6	

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



**Overall Membership**

Primary memberships, as of November 1, 2022, stand at 2,372. Combine that with 1,356 family (associate) members, and NNJR's total membership currently remains steady at 3,728:



**Transfers**

Year-to-date, NNJR experienced fourteen (15) transfers in and fifty (50) out, for a net loss of thirty-five (-35) primary members so far in 2022. Geographic moves, mostly related to retirements, continue to be the primary driver of this outflow.

**Off-Road event Report:** [Peter Schneider]

The annual Pine Barren Off-Road Excursion is scheduled for November 13th.

Online Registration was closed two weeks ago. We have 55 teams attending the event, totaling 135 individuals, including staff. The 55 teams include 3 vehicles from Paul Miller Porsche.

T-Shirts have been ordered (via IDSIGNS) and all catering arrangements have been finalized.

Onsite Registration will start at 9am and First Car Out will be at 10AM. Lunch will be around 12:30 and the event should be over by 3pm.

Once again we will be visiting two sand pits and the sand trails of Whitebog Village and BTB State Forest.

We are currently under budget.

**Program:** [John Korossy]

Annual Business Meeting w/ Guest Speaker confirmed at TPC in Parsippany, NJ, November 15<sup>th</sup>

Annual Business Meeting begins 7:30pm, followed at approx. 7:45pm by Guest Speaker Jonathan Weizman, Principal/Owner TPC

Rental chairs and table to be arranged by NNJR (vendor contacted and pricing received). Refreshments (beer, soda, water) to be provided by NNJR (funded from Program budget). Conservative estimated cost of \$400.00 for 45 attendees

Virtual (Zoom) arrangements to be created for remote attendees.

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

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

The biggest and last rally of the year will be coming on Sunday Nov 6. The annual Dreyfus Cup Rally is traveling on some of the most scenic roads of west Jersey. The destination is Tiptons Tavern in Harmony NJ. I hope Bog can join in on the fun. If you can't do the adventure try to come for breakfast.

**Social:** [Tony Cristello]

The wine tasting was attended by over 100 people and was a great success. Special thanks to Bill and Kathy for EACH writing articles for P4US!!

Planning continues for our Holiday Party on December 4th - almost 40 people are registered to date, and we made our second installment payment. We will continue to promote and encourage additional registration. Note that all attendees will also receive a special gift!

**Social Media:** [Ron Miguel]

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

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

#### **Facebook**

- Membership on the private Facebook group grew from 883 to 892 members in the month
- This month members were most engaged on Fridays and Saturdays
- The public Facebook page saw a slightly more engagement and visitor traffic over September.

#### **Instagram**

- Instagram followers grew from 144 to 145 followers as of October 31.

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

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

### **MOTIONS PASSED DURING MEETING:**

1. Bill Gilbert moved that we target a March distribution for a printed magazine with the expectation that the 2023 budget will provide for expenditures consistent with those for our 2022 printed edition. Motion was seconded by Craig Mahon and carried by majority vote.

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** none

**NEXT MEETING:** TBD

**FUTURE MEETINGS:** TBD

**ADJOURNMENT:** Upon a motion made by Grant Lenahan, and seconded by John Vogt, the meeting was adjourned at 8:28pm.

Respectfully submitted,

Cindy Cristello, Secretary