

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

DATE: Sunday, December 11, 2022

PLACE: Cristello residence, Clifton, NJ

PRESENT: Rich Barry, Lester Cheng, Cindy Cristello, Doug Holcomb, Grant Lenahan, Anthony Wartel, Hubert King, Bill Gilbert, Thom Calabro, Petra Swift, Tony Cristello John Vogt, Peter Schneider, Knute Hancock, John Korossy, Jose DeLaCruz, Ron Miguel

ABSENT: Kim Aievoli, Janice Ernsting, Kevin Fitzsimmons Craig Mahon, Stu French, Rudy Samsel, Nancy Samsel, , Dyke Hensen

CALL TO ORDER: The meeting was called to order by President, Rich Barry, at 4:31pm.

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes from both the October 2022 and November 2022 meetings as final. Motion was seconded by Lester Cheng 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. Thanks for 2022 / BOG Changes: Rich Barry thanked the BOG for their dedication and good work in 2022, and announced some changes for 2023:

1. Glen Ochten will become the Tech Chair
2. Knute Hancock will become the Historian
3. Stu French will step down from the BOG
4. Hank Menkes will become Concours Chair; Alan Zambarano will be Vice-Chair
5. Kevin Fitzsimmons will step down from the BOG
6. Petra Swift has expressed a desire to step down from the BOG – we are in need of a new P4US Editor.

B. 2023 Budget – Lester Cheng asked Program Chairs to begin preparing their 2023 budgets for review by the EC in mid-January. We will seek to formally approve the budget at the February BOG meeting.

C. New Event Marketing process – Efforts are underway to create a more streamlined process for communicating event details across all our media – more to come on this in January.

- D. **Return of the Car Control Clinic** – Grant Lenahan reported that we will host a Car Control Clinic on April 30th at MetLife Stadium. Dates for Pocono Autocrosses have been confirmed and will be distributed shortly.
- E. **Holiday Party** – Our event at The Highlawn was enjoyed by 155 attendees; one of the highest levels to date. Many attendees stated they enjoyed the afternoon format; while others asked when we could return to a nighttime event. Following a BOG discussion on the merits of a Friday evening vs. Sunday afternoon party, it was decided that we would survey recent Social event attendees to determine whether a strong preference exists either way to guide our planning efforts. It may be that we alternate

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] no report.

Treasurer: [Kim Aievoli]

The November 2022 Treasurer's Report is attached.

Highlights of the report are as follows:

- We received the third quarter PCA region refund
- Rally income and expenses represent several successful events this fall
- DE expenses are from our last event of the year at VIR
- Paul Miller Porsche gave a generous donation to our OffRoad 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] no report

Business Manager: [Anthony Wartel]

(2) vendors are behind in payments with promises to send in final payments by the end of the month. One is for the entire year and the other owes for the fourth quarter.

2023 first quarter voices for PorscheForus ads will be mailed out the week of January 16.

Charity: [Hubert King]

Charity for 2022 will set another record. Despite worrisome inflation impacts on all of our household budgets and uncertain circumstances in the financial markets, our membership rallied to the cause of supporting Cheshire Home. We've had several opportunities to participate throughout the year: Welcome to the Club, Cruise Night, Cheshire 40th Gala, and

Gold Ticket Raffle. With sales for raffle tickets still ongoing until the drawing next week on December 14th, we can project that our total this year will exceed \$63,000. We intend to submit an application before year end for a PCA national award for Community Service.

Concours: [Kevin Fitzsimmons]

I sent Dyke a video How To which he has uploaded to the Club website here <https://mnjr-pca.com/997-do-it-yourself-oil-change/>

I have uploaded a document for the December PorscheForum that and sent a note to Petra.

I have prepared for the Holiday Party Concours awards Sunday.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

I had a conversation with Watkins Glen Management. I have been assured verbally, and by email, that our Watkins Glen 1 dates will move to the end of July in 2024. I have been conversing with representatives from Potomac, Alleghany, North Country, and Upper Canada Regions for the 2023 DE season. Based on these conversations, this is the proposed 2023 DE schedule:

Venue	Dates	Days
NJMP Lightning 1	April 22 & 23	Sat/Sun
Mid-Ohio Solo w/MOR	May 19, 20, & 21	Fri/Sat/Sun
NJMP T'Bot	May 26 & 27	Fri/Sat
Lime Rock	June 26 & 27	Mon/Tues
Summit with Potomac PCA	July 7 Solo Groups	Fri
Summit with Potomac PCA	July 8 & 9 Open to all	Sat/Sun
PittRace with Alleghany PCA	July 20 Solo Groups	Fri
PittRace with Alleghany PCA	July 29 & 30 Open to all	Sat/Sun
WG 1	August 25, 26, & 27	Fri/Sat/Sun
WG 2 Solo	September 18 & 19	Mon/Tues
NJMP Lightning 2	October 7 & 8	Sat/Sun
VR	October 27, 28, & 29	Fri/Sat/Sun

All of the dates in black would be NNJR contracted events. The events in red would be contracted by the clubs listed. We would have no financial obligation, nor would we receive financial benefit, from the events in red. As in 2022, the Mid-Ohio DE will be run with the Mid-Ohio Region. I contacted the management at Summit Point and PittRace, prior to contacting the various regions, requesting weekend dates, but neither track was able to accommodate the request.

Contracts for NJMP, Lime Rock, and Mid-Ohio have been signed. Fortunately only minor increases - 5% or less. They have each agreed to delay payment of deposits until January 2023.

Currently I am working on booking a speaker for the Driver's HPDE and Instructor's Mid-Winter Meeting.

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

Historian: [Stu French] no report

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

New Member "Hero Cards" Update

We plan to bring a supply of the NNJR/PCA Hero Cards to the in-person December BOG for anyone wanting a supply of their own. We ordered an initial quantity of 1,000 but can easily order more once needed. We will make minor changes before we print the next batch once needed. This dashboard below provides insights into people who scanned the QR code printed on the cards.



October 2022 Membership Activities:

- The New Member Gathering Saturday, November 5, at Paul Miller Porsche from 9:30 - 11:30 am was the best-attended yet, with approximately 40 new members in attendance in addition to their family members. In addition to providing space, Paul Miller Porsche graciously agreed to provide door prizes.
- We were pleased to see a fair number of Newbies attend this year's Dreyfus Rally.
- Rudy plans to attend the annual meeting slated for November 15.

Upcoming Activities:

- We plan to hold the next new member gathering in either late February or Early March at PMP, contingent on when we all hammer out the 2023 NNJR calendar.

New Member Enrollments

- October's enrollment of 19 new members achieved our planned target for the month.
- While November YTD enrollments of 232 are down from the 242 achieved YAGO (-4.1% decline YoY), we continue to track over four percent ahead of the plan ten months into 2022.
- Our latest new member forecast of 248 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	Nov	YTD
Plan	16	17	22	21	20	23	21	20	20	24	19	223
Actual	20	20	23	24	17	26	19	16	22	25	19	232
	4	3	1	3	-3	3	-2	-4	2	2	0	9

4.0%

NNJR New Member Trend By Year (by Month)

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	YTD
2016	14	15	22	16	15	18	19	20	12	8	10	169
2017	25	19	20	24	18	18	19	15	16	15	15	204
2018	19	27	26	17	17	19	20	21	17	24	19	226
2019	20	9	27	24	15	27	15	15	21	20	15	208
2020	23	20	13	15	20	27	24	22	24	21	21	230
2021	22	13	26	29	23	26	23	20	20	24	16	242
2022	20	20	23	24	17	26	19	16	22	25	19	232
YoY Var	-2	7	-3	-5	-6	0	-4	-4	-4	2	3	-10

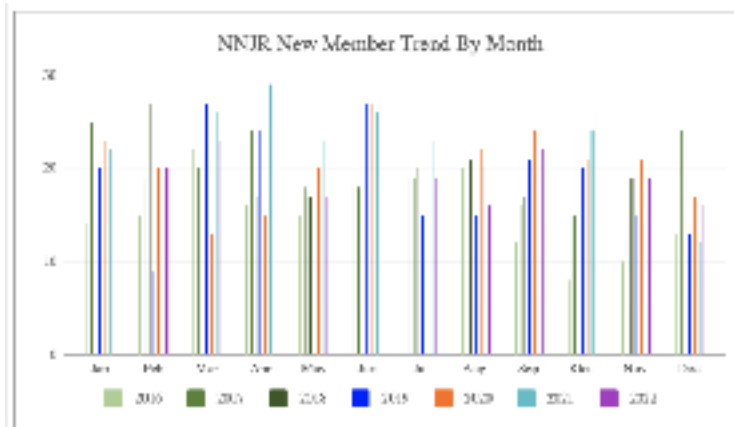
-4.1%

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

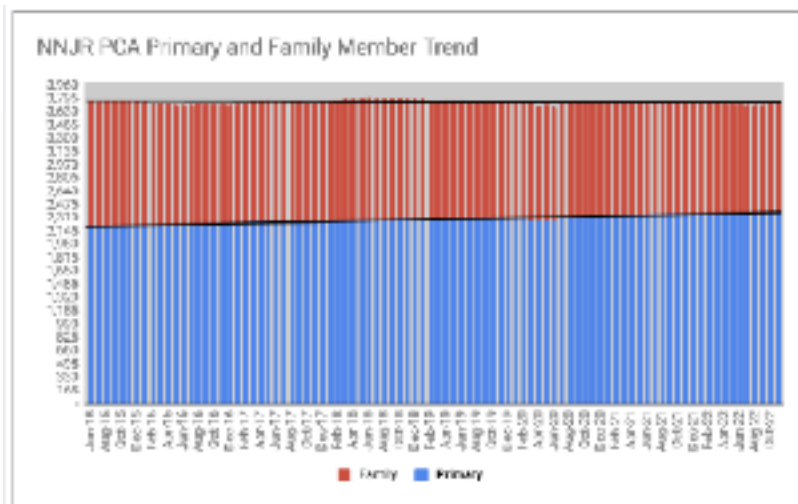
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY	YoY
2016	14	15	22	16	15	18	19	20	12	8	10	13	182	
2017	25	19	20	24	18	18	19	15	16	15	15	24	228	25.3%
2018	19	27	26	17	17	19	20	21	17	24	19	17	243	6.6%
2019	20	9	27	24	15	27	15	15	21	20	15	13	221	-8.4%
2020	23	20	13	15	20	27	24	22	24	21	21	17	247	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	26	19	16	248	-3.3%
YoY Var	-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 December 1, 2022, stand at 2,375. Combine that with 1,352 family (associate) members, and NNJR's total membership currently remains steady at 3,727:



Transfers

Year-to-date, NNJR experienced seventeen (17) transfers in and fifty-six (56) out, for a net loss of thirty-nine (-39) primary members so far in 2022. Geographic moves, mostly related to retirements, continue to be the primary driver of this outflow.

Program: [John Korossy] no report

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

Rally/Trek: [John Vogt]

The season is over, we are still waiting for some of the lost entrants to come in for their DEAD LAST BUT FINISHED TROPHIES. The response to the events was great even though gas had doubled, people wanted an excuse to drive their cars and socialize with our Porsche family. We had our usual regulars and many newbies that are now hooked. Thanks to the crew that made the events happen, Team Schnieder, Team Sjogren, and all others that lent a hand. Next year is already on a roll of planning the Magical Mystery Tour.

Social: [Tony Cristello] no report

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 892 to 898, briefly touching 900 members in the month
- This month members were most engaged on Mondays and Tuesdays
- The public Facebook page saw a slight decline in engagement and visitor traffic over October

Instagram

- Instagram followers grew from 145 to 153 followers as of November 30

Technical: [Knute Hancock] no report

Webmaster: [Dyke Henson] no report

MOTIONS PASSED DURING MEETING: none

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: TBD

FUTURE MEETINGS: TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Grant Lenahan, the meeting was adjourned at 4:45 pm.

Respectfully submitted,

Cindy Cristello, Secretary