

BOARD OF GOVERNORS MEETING for , 2023
NORTHERN NEW JERSEY REGION – PORSCHE CLUB OF AMERICA, INC.

DATE: Thursday, April 6, 2023

PLACE: Online, via Zoom

PRESENT: Rich Barry, Lester Cheng, Cindy Cristello, Kim Aievoli, Janice Ernsting, Doug Holcomb, Anthony Wartel, Alan Zambarano, Bill Gilbert, Craig Mahon, Knute Hancock John Korossy, Petra Swift, John Vogt, Peter Schneider, Tony Cristello, Glen Ochten, Dyke Henson, Ron Miguel

ABSENT: Grant Lenahan, Hubert King, Hank Menkes, Thom Calabro, Rudy Samsel, Nancy Samsel,

CALL TO ORDER: The meeting was called to order by President, Rich Barry, at 7:36 pm.

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes from the March, 2023 meeting as final. Motion was seconded by Bill Gilbert 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. **Advertising Policy** – Bill Gilbert reviewed the proposed advertising policy (previously distributed) as revised based on feedback from discussion during/after the prior BOG meeting. He noted that while there are still some updates needed on the rate cards and social media applications, the first portion of the document is intended to memorialize our advertising policy in writing. See “Motions Passed During Meeting” below.
- B. **Nominating Committee** – Rich Barry reported that he has asked Janice Ernsting to Chair the Nominating Committee to identify officers to serve in 2024. Per the Bylaws, he will present his selection of Committee members to the BOG for approval by June 1st.
- C. **P4US Editor Transition** – Rich Barry thanked Petra Swift for her good work and dedication to the magazine over the past 6+ years and shared the transition plan. The editor role will be divided into two parts; (i) assembling/managing magazine content, and (ii) physical construction/distribution of the digital and printed forms and filled by two individuals. Data will be managed/shared via a cloud-based solution. Once the process is established, it will be incumbent on the BOG to ensure we continue to provide timely content.

- D. **Grille Badges** – Tony Cristello reported that Grille Badge inventory is almost depleted. As the vendor already has the design on file, setup costs would be waived and we would be able to re-order a minimum quantity of 250 badges at the same price point. See “Motions Passed During Meeting” 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 February 2023 meeting have been posted to the website.

Treasurer: [Kim Aievoli]

Please find the March 2023 Balance Sheet and Profit & Loss. Highlights this month are as follows:

- Paul Miller Porsche sent a gracious contribution towards this season's Concours program
- Membership income reflects the 2022 Region Surplus Refund received in March
- We are gearing up for a exciting Autocross season as we paid the Meadowlands Complex to secure the parking lot for an upcoming event
- Our DE program is underway as we continue to pay for upcoming track events
- Our Social Chair has been very proactive in securing this year's holiday party venue with a deposit

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]

The main progress in Autocross is preparation for the car control clinic, to be held April 30 at MetLife. We are already in an overbooked situation, I am juggling slots giving members first priority and within members trying to target new drivers, although this is sometimes difficult.

I have contacted the fire department and heard back we are 90% good to go although I am awaiting a final confirmation.

We have also open registration for our first Autocross at Pocono, June 4.

Business Manager: [Anthony Wartel]

Second quarter 2023 PorscheForus advertising invoices were mailed out on March 24th with a due date of April 25, 2023.

A new vendor that installs epoxy floor finishes has been in contact with us with a promise to send in a half page sized ad with payment in time for the next digital version of Porscheforum.

Charity: [Hubert King]

Gold Ticket Raffle is ready to go. Tickets received and sales to kick-off at Lightning HPDE April 22.

Event planning for May 7 Welcome to Club underway. Defined parade route from Campus Drive Car Show to start of rally drive-through of Cheshire Home. Contacted police and enlisting their help with traffic.

Concours: [Hank Menkes / Alan Zambarano]

The 2023 Concours activity got off to a great start at the Gathering of the Faithful on March 26th. We held our kickoff meeting to highlight the events of the upcoming season, and reviewed the changes to the judging and scoring. Additionally, we reported that we have been fortunate to obtain sponsorship from both Porsche of Englewood and Paul Miller Porsche; both dealerships will host events for Concours. Paul Miller will also sponsor a new Concours T-shirt and Englewood will sponsor the trophies for the season. Griot's Garage and Adam's Polishes have donated product samples as door prizes, awards and giveaways. We will be returning to a Concours tradition of the past where we will have brunch or lunch generously provided at all our events by our hosts. Our initial instructional workshop will be this month at the Paterek's shop and the first judged Concours will be next month at a new venue in conjunction with Charity and Rally.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

We are just about to close registration for our first DE of the year - Lightning 1. With three days to go we are virtually at the same number (145 this yr vs 143) of registrants as last year. Our Mid-Ohio registration is currently running about half of last year's number, but there is still a month to go. I believe this was similar to last year, quite a few drivers registering late. The Mid-Ohio Region, who we are partnering with, said they will push their members to register. Thunderbolt will go back to its traditional Fri/Sat of Memorial Day Weekend. Last year it was run on Sat/Sun, sign-ups were down from 2019 (2020 was solo only). In going back to the Fri/Sat I thought our numbers would improve, so far it is not looking that way. We are currently at half of 2022 numbers, but there are 5 weeks until registration closes.

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

Historian: [Knut Hancock] no report

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

March Membership Activities: We were pleased with the number of newbies who attended The Gathering of The Faithful at the end of March.

Upcoming Membership Activity in April: We plan to attend the April Paterek Workshop

New Member "Hero Cards" Update: No update.

New Member Enrollments:

We can all agree March was the new February weather-wise this year locally. Consequently, it's no surprise to us that new membership enrollments took a big hit in March this year:

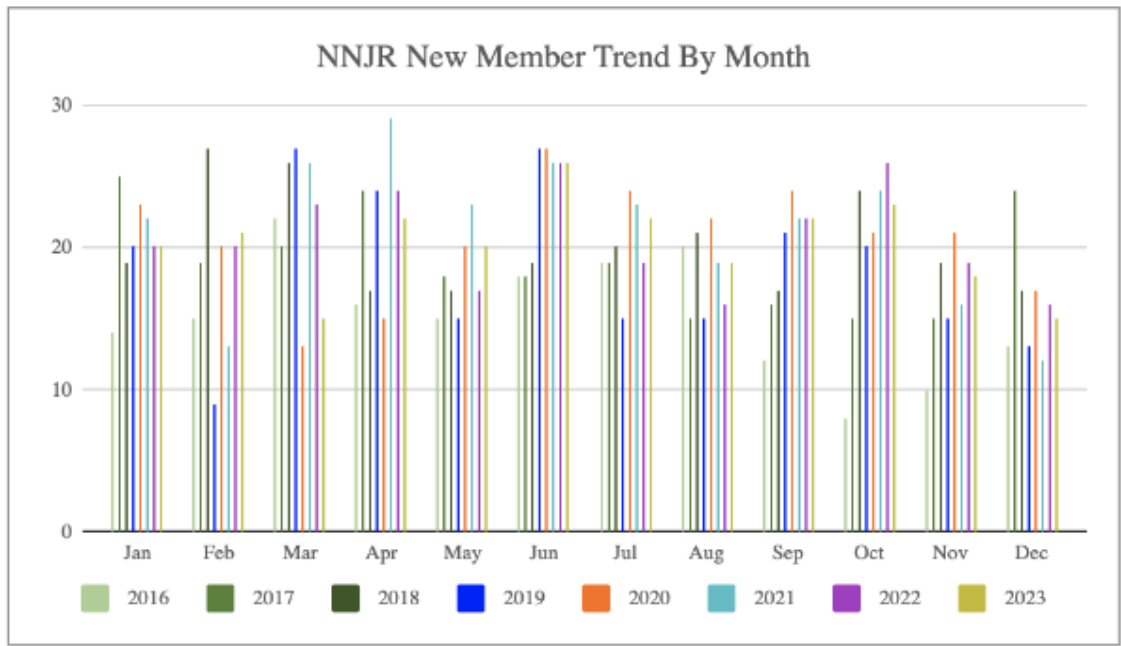
- March's enrollment of fifteen (15) new members was five below our plan of twenty (20) and was the second lowest month for newbies dating back to 2016.
- Total enrollments of 56 for the first three months of 2023 are (-3.4%) lower than our YTD plan of 58 new members.
- Year-to-date, new member enrollments are (-11.1%) less than in the same period last year.

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									51	
2017	25	19	20									64	
2018	19	27	26									72	
2019	20	9	27									56	
2020	23	20	13									56	
2021	22	13	26									61	
2022	20	20	23									63	
2023	20	21	15									56	-11.1%
YoY Var	0	1	-8	0	0	0	0	0	0	0	0	-7	

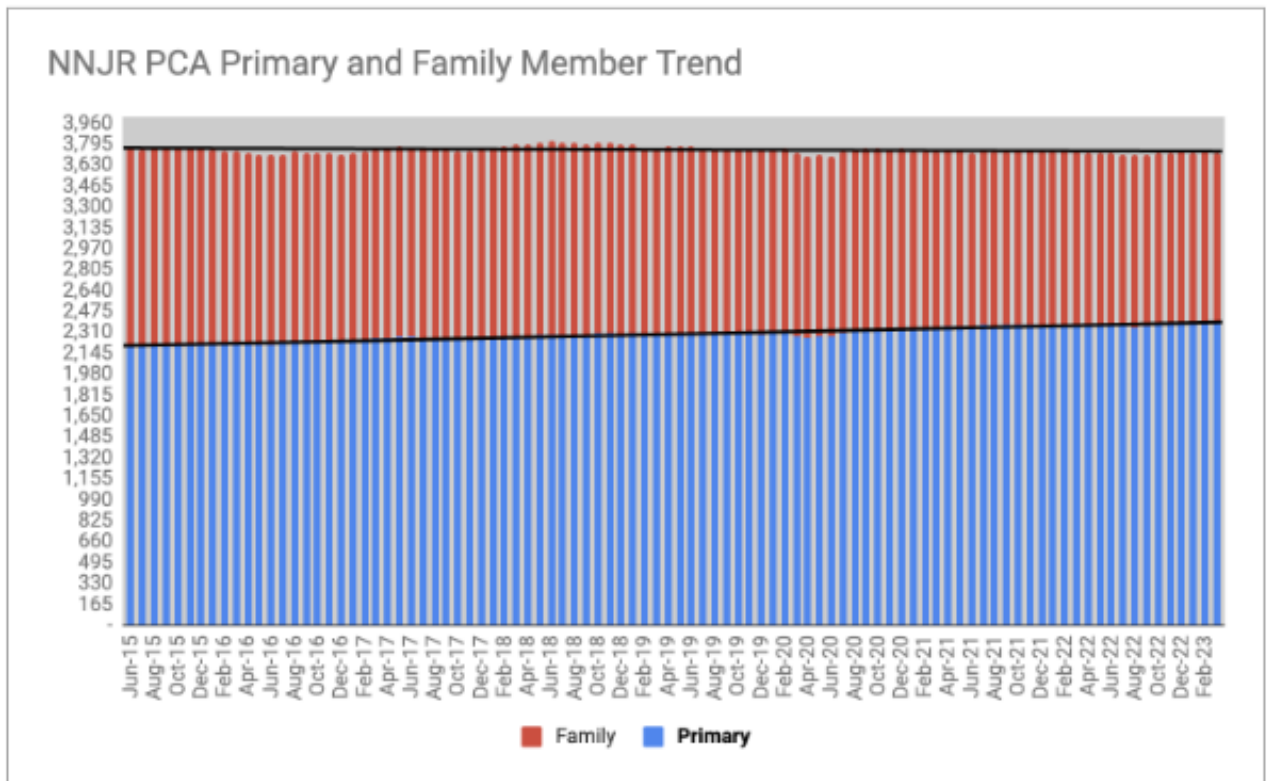
NNJR 2023 New Member Trend: Plan vs. Actual By Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD	
Plan	21	17	20										58	
Actual	20	21	15										56	-3.4%
	-1	4	-5	0	0	0	0	0	0	0	0	0	-2	



Overall Membership

Primary memberships, as of March 1, 2023, stand at 2,382. Combine that with 1,348 family (associate) members, and NNJR's total membership currently remains steady at 3,730:



Program: [John Korossy]

I. April Program Updates

- Member Meeting conducted March 15th at Apex Autowerks, Clifton, NJ;
- Receipts were submitted for expenses incurred (Table/Chair rental, Food & Beverages)
- Content presented by Daniel Nocera, Hagerty: "Porsche Market Assessment"
- John Cengiz of Apex presented "Care & Maintenance of Lithium Ion Batteries" and "PDK: Up Close and Personal"

II. Communications Update: Please review Dashboard (below), email blast will be sent no later than Saturday, April 8.

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

Rally/Trek: [John Vogt]

The Welcome To The Club Rally is mapped out. This includes our caravan to the Cheshire Home from the Campus Drive Concours. Our Rally end point will be the Public House Restaurant in Chester. The Cruise Night event is shaping up to be a fun time for all with the new date of July 22 with rain date of July 23.

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 923 to 927.
- This month members were mostly engaged from Saturday through Monday.
- The public Facebook page saw a drop in engagement and visitor traffic over February

Instagram

- Instagram followers grew from 159 to 163 followers as of March 31

Technical: [Glen Ochten]

- Track Prep Seminar held March 18th at PowerTech, Rockaway NJ
- Receipts submitted to treasurer for expenses incurred
- Presentation conducted by Keith Peare, Rob Hoffman and Ryan Petrecz
- Topics covered: DE tech inspection process and upgrades to enhance track performance

Webmaster: [Dyke Henson]

NNJR Website and Email.

We rolled out the refreshed home page and other updates to the website in March. Attached is a PDF that shows how the traffic has changed - I think for the better. Check it out.

In April I plan on moving the entire platform to a new WordPress Engine computing platform that promises to be more secure and “faster”.

As the year progresses, our site traffic, members' access and behavior, and time on the site will let us know how the site is being accepted.

New Member Sign up Page

I have put specific tracking on “join us” and pages that direct to the new member sign-up page.

Online Event and Store

Our online system has sold and collected over \$55,000 of Credit Card purchases. One of the most widely tracked metrics of a successful store is what is called the "shopping cart abandonment" metric. We have all done it, we look at an online offering, put the item in our cart, and then leave without purchasing. Human nature, being what it is, tells us that ordering systems will always have high abandonment rates. Our job is to make sure the abandonment is not because the member did not understand the offer, how much it costs, or how to use their credit card to make a purchase. Product (Event) offerings have to be easy to understand and easy to purchase, and to do that we try and answer all the questions that might stop a sale beforehand in the offer.

Online Registration and NNJR Logo Product Sales

I am still trying to find an inexpensive plug-in that allows us to customize our events and product pages. For instance, if the event is a Concours, the order form should customize the input fields with Car classification information. If you are going to a BBQ, the event form should be able to ask questions such as food allergies, etc.

If you plan to use the onsite registration system, you need to ask yourself all the questions that may come up beforehand from a member:

- Are you planning on developing a “flyer” that you want to use on the calendar and the event registration page?
- Do you have a maximum - minimum number of entries for the event?
- Will you charge by car, person, or family?
- If charging by person, will you offer different prices per for driver, passenger, volunteer, member, guest, etc
- Do we need the guests' names and email?
- Are the “options” like + T-shirt add-on sales
- Is there an early sign-up discount?

- Will we take payment at the event?
 - Is there a rain date?
 - Do we need the guest's name and email?
 - If an outdoor event, will you allow pets?
 - ...and everything else an attendee will ask for

Product Sales

If you have a product like a Grill Badge, T-shirts, etc?

- Is it taxable?
- Is there an inventory control requirement?
- Is shipping included or separate?
- Is it returnable?
- Can we take back orders?

Email

No issues were reported with the NNJR email system.

MOTIONS PASSED DURING MEETING:

1. Lester Cheng made a motion to approve the revised advertising policy as presented during the meeting. Motion was seconded by Doug Holcomb and carried by majority vote.
2. Craig Mahon made a motion to authorize up to \$5200 towards the purchase of an additional 250 grille Badges. Motion was seconded by Bill Gilbert and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, May 11, 2023

FUTURE MEETINGS: Thursday June 8, Thursday July 13, Thursday August 3, Thursday September 7, Thursday October 5, Thursday November 2, December TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Bill Gilbert, the meeting was adjourned at 8:10pm.

Respectfully submitted,
Cindy Cristello, Secretary