

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

DATE: Thursday May 11, 2023

PLACE: Online, via Zoom

PRESENT: Lester Cheng, Cindy Cristello, Kim Aievoli, Doug Holcomb, Anthony Wartel, Hubert King, Hank Menkes, Alan Zambarano, Bill Gilbert, Thom Calabro, Craig Mahon, Rudy Samsel, Nancy Samsel, John Vogt, Peter Schneider, Dyke Hensen, Jose DeLaCruz, Ron Miguel

ABSENT: Rich Barry, Janice Ernsting, Grant Lenahan, Knute Hancock, John Korossy, Tony Cristello, Glen Ochten

CALL TO ORDER: The meeting was called to order by Secretary, Cindy Cristello, at 7:39pm.

APPROVAL of MINUTES: Rudy Samsel moved to accept the previously distributed draft minutes from the April, 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. **P4US Preview:** Rudy Samsel, interim P4US Editor, shared a preview of the magazine's look designed by Iylana Nassiri; the graphics designer we engaged to assist with the magazine production. Efforts are being focused around having the magazine complement the information available on our website. We anticipate including interactive games/contests (with prizes!) and links to our photo galleries. Rudy shared his plan to get the magazine back on track: The May issue is slated for release on May 19th, the June issue on June 9th, and from July forward, issues will be targeted for the 1st of each month. Content will be due by the 3rd Saturday of the prior month. Magazine production will not be delayed to accommodate late submissions.

By engaging a graphics designer to assist with the mechanics of producing the magazine, the work effort of the P4US Editor has been significantly reduced. Our internal communication / information dissemination processes are being streamlined to improve efficiency and ensure consistent content is pushed to our various communication channels (website, magazine, social media). We are seeking a new P4US Editor for when Rudy steps down in July. The role of the Editor is to work

with the various Committee Chairs to coordinate magazine content and oversee the Graphics Designer's efforts. The BOG is encouraged to share this information with potential candidates.

- B. On behalf of Nominating Committee Chair Janice Ernsting, Cindy Cristello presented the proposed members of the Nominating Committee who will be charged with identifying the slate of elected officers for 2024. The Nominating Committee must be appointed by the President and approved by the BOG no later than June 1. The proposed Nominating Committee members are:

Janice Ernsting, Chair
Anthony Wartel
Ron Miguel
Peter Miller
Ted Dupont

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 March, 2023 meeting have been posted to the website.

Treasurer: [Kim Aievoli]

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

- Our DE season is underway with Paul Miller Porsche making a gracious contribution towards food and beverages at our Lightning event.
- Membership income reflects the Q1 2023 Region Refund from PCA National
- The PorscheForus continues to bring in a steady source of revenue. We also incurred expenses related to our most recent and beautiful printed magazine.
- The annual insurance was paid for the club's vehicles.

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]

We now have the (finally) reinstated post Covid Car Control Clinic behind us. Overall, thanks to many, many volunteers it was overall a success, with a huge number of thank you notes, and

many reports from “in the car” of appreciative students who learned a ton. I have already seen follow up internet in Autocross (which we could use). The weather was not our friend, but mostly held off, being much better than forecast and providing a GREAT low-friction environment for teaching and learning. I believe in the end 57 students showed up (yes there were no shows with the weather). Note: this is a very exp[ensive event to put on, at MetLife, and turned a small (counting still underway) loss, but was close to break-even. We knew this going in and are roughly where we expected to be.

Our first true autocross is coming up on Sunday June 4th at Pocono. This event will be challenged due to conflict with a runoff SCCA event - drawing some, but not all, of our SCCA friends away. So far sign up is “ok” - but only because Autocrossers sign up notoriously late. It has always been a last minute decision for many and with stiff competition, we cannot do much to change that. Please pass on the word, and consider joining us.

Thanks to last year’s purchase of new displays with integrated wireless, we not only have actual working equipment, but much less complexity to troubleshoot each event. The volunteer team did get together earlier this year at my place to test it anyway, end to end. Yes the test was a success.

Business Manager: [Anthony Wartel]

PorscheForus advertising 2nd quarter invoices were mailed out the week of March 24, 2023 with a due date of April 25, 2023. A total of (17) vendors were billed with a net due of \$18,310 for the 2nd quarter which also included any amount due from previous billings. To date a total of \$7040 has been received with \$11,270 being outstanding.

After numerous phone calls and in person outreach by BoG members, (1) one vendor remains outstanding for both years 2022 and 2023 in spite of a promise to send payment to NNJR.

A total of (3) vendors have not yet sent in their yearly lump sum payments.

A total of (3) vendors are late in sending in their 2nd quarter payments.

(2) potential new vendors were sent PorscheForus, NNJR email and social media rate sheets. A Porsche dealership presently not advertising in PorscheForus is showing some interest in NNJR and being more involved.

Charity: [Hubert King]

Gold Ticket Raffle sales were started with intro at Lightning DE. I sold one book and distributed several books to Janice Ernsting and Steve Corodemus for ongoing sales.

The May 7 Welcome to Club Event was a big success for Charity. Cheshire Home’s Kim and Betsey helped with Rally registration and received generous donations from many club members. Several Cheshire Home residents joined us at the car show, and I hope everyone

enjoyed talking with them. They loved the cars. The parade over to Cheshire Home to start the rally was accommodated thanks to local police that directed traffic and provided access through a private road. Finally, Charity received \$2990 in donations and rally registrations.

Concours: [Hank Menkes / Alan Zambarano]

On April 16th we held the Preservation and Restoration Workshop at the Paterek Brothers' Shop in Chatham. After the crowd enjoyed the buffet provided by the Paterek; John, Ray, and Andrew presented an informative program on the proper methods of Porsche paint and body care. Over 75 people listened attentively and were engaged in the discussions. At the conclusion Alan and Hank presented door-prizes, donated by Griot's Garage, to the lucky winners. A thank you letter was sent to the Paterek Brothers.

On Sunday May 7th, we held the Welcome to the Club Concours. We used the NNJR website for registration which provided the entrants' names and their car details ahead of the event. This allowed us to pre-populate the info required on our score sheets to save time on the field. Using the website also avoided the need to handle cash.

By late Saturday, it became apparent that the number of entrants would far exceed the number of available judges, and the judging and scoring would be impossible to complete before the start of the scheduled Rally meeting. The registration was suspended at six o'clock Saturday evening at 50 cars. As it was, even starting the judging 15 minutes early, we ran 15 minutes over into the Rally meeting. It's clear, that if this event is to continue to grow and welcome new members, for next year we need to rethink the timing and logistics of all the activities (Concours, Rally, New Member, and Charity) on the same day.

Kevin Fitzsimmons did an outstanding job leading the Junior Judges in their quest for their choice of Best in Show. Each judge received an official judge's hat and name tag. Kevin also, as part of our Concours marketing strategy and to welcome new-members, conducted filmed interviews with a few new member Concours entrants for posting on our webpage.

At the conclusion of the Concours, all the winners received engraved trophies identifying sponsorship by Porsche of Englewood, and an award of a large bottle of Griot's Garage Car Wash. Thank you letters were sent to all the corporate contributors.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

We just had the first DE of the year. It was a successful event on and off track. We had about 6 brand new drivers. No reportable incidents. Great weather. There were 140 drivers this year vs 143 last. We finished in the red last year, this year in the black. The difference? Prices were raised a bit in response to the increased track costs levied last season by almost every track.

Mid-Ohio is next week. Again we are partnering with Mid-Ohio Region PCA. This will be solo groups only because of the Club Race involvement. The DE and Club Race attendance is poor. I've told my MOR counterpart that we will have an instructed DE next year, no Club Race.

Thunderbolt is the weekend after Mid-Ohio. Currently, sign-ups are off by 11% compared to last year. This is mainly due to fewer instructors registering. We have about 8 fewer this year. If we get them, we can get students off the waiting list. If you know an instructor that hasn't signed-up, please give them a nudge.

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

Historian: [Knute Hancock] no report

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

April Membership Activities

- We attended the Concours Workshop at Patarek's

Upcoming Membership Activity in May

- While we will attend the morning Concours (we're providing breakfast from Bagel Garden in Branchburg) and the start of the Rally at the May 7 "Welcome to the Club" event, we won't be able to participate in the Rally.
- We also plan to attend the May 21 Concours Workshop

New Member Enrollments

April saw twenty-two new member enrollments, which is what we planned for. Much to our relief, this was a nice bounce-back from only 15 Newbies signed up the prior month.

- Total enrollments of 78 for the first four months of 2023 are (-2.5%) lower than our YTD plan of 80 new members.
- Year-to-date, new member enrollments are (-10.3%) less than in the same period last year, that decline was primarily driven by the low March numbers:

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								67
2017	25	19	20	24								88
2018	19	27	26	17								89
2019	20	9	27	24								80
2020	23	20	13	15								71
2021	22	13	26	29								90
2022	20	20	23	24								87
2023	20	21	15	22								78
YoY Var	0	1	-8	-2	0	0	0	0	0	0	0	-9

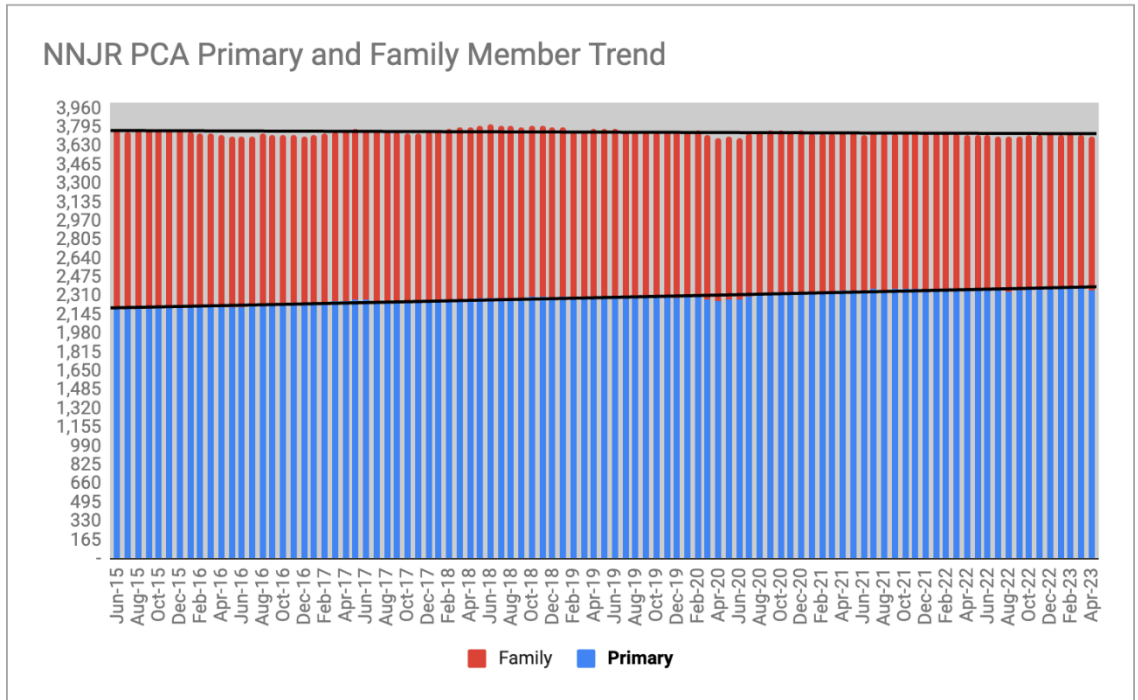
NNJR 2023 New Member Trend: Plan vs. Actual By Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Plan	21	17	20	22									80
Actual	20	21	15	22									78
	-1	4	-5	0	0	0	0	0	0	0	0	0	-2

-2.5%

Overall Membership

Primary memberships, as of May 1, 2023, stand at 2,366. Combine that with 1,345 family (associate) members, and NNJR's total membership currently remains steady at 3,711:



Program: [John Korossy] no report

Publications-P4US Editor in Chief: [Rudy Samsel, acting Editor] no report

Rally/Trek: [John Vogt]

BOG- The WTTC was a great success. We had many new members, and all were impressed with the game and party after. Everyone is excited for the coming season. Our drive through Cheshire Home to pass out the Porsche toy cars was a hit by the rallyists and recipients, this gave a good clue about our cause. The season has started and we will continue to put on a good show.

Social: [Tony Cristello]

Planning has begun for our Formula 1 Watch Party to be held Sunday, July 9th in Porsche Englewood's showroom.

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 927 to 930.
- This month members were mostly engaged on Thursday.
- The public Facebook page saw a drop in engagement and visitor traffic over March

Instagram

- Instagram followers grew from 163 to 174 followers as of April 30

Technical: [Glen Ochten] no report

Webmaster: [Dyke Henson]

NNJR Website

- Website traffic is up for the month by 18% I continue to work on the website performance (It is improved - quicker now)
- We are testing the WordPress Engine computing platform that promises to be more secure and "faster".
- We have added a register for events button above the home page sidebar calendar- thanks Hank, great suggestion.
- Created a post on how to use the search functions on the website to find current and historical documents and posts
- Calendars are updated
-and a whole bunch of stuff

Gallery Photos

If you want to send pictures for a gallery, please do not send full sized pictures. I can help you figure out how to resize the pictures. For instance, a full size picture can be as large as 15 megabytes, we typically need no more than 600K for a clear picture on the website, or about 5% of the original size. We use an automated process to resize them, but the original file is still saved to the website, which consumes disk space and has a negative impact on overall database performance that serves the pictures to the Gallery

There are free utilities that easily allow you to resize pictures "for the web". If you need help learning about them, send me an email.

Online Event and Store

Concours sign up worked well, but website logs show that some members still struggle at times. I have improved the online documentation on how to use the system.

We added a free upgrade that allows us to customize our events and product pages. For instance, the Concours event had customized input fields with Car classification information.

Email

No issues were reported with the NNJR email system.

MOTIONS PASSED DURING MEETING:

1. Bill Gilbert moved to approve the appointment of the members of the Nominating Committee listed above. Motion was seconded by Craig Mahon and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, July 13

FUTURE MEETINGS: Thursday August 3, Thursday September 7, Thursday October 5, Thursday November 2, December TBD

ADJOURNMENT: Upon a motion made by Ron Miguel, and seconded by John Korossy, the meeting was adjourned at 8:20 pm.

Respectfully submitted,
Cindy Cristello, Secretary