

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

DATE: Thursday, September 7, 2023

PLACE: Paul Miller Porsche, Parsippany, NJ

PRESENT: Rich Barry, Lester Cheng (via Zoom), Cindy Cristello, Doug Holcomb, Anthony Wartel, Hubert King, Hank Menkes, Bill Gilbert, Thom Calabro, Knute Hancock Rudy Samsel, Nancy Samsel, John Korossy, John Vogt, Tony Cristello, Dyke Hensen, Ron Miguel

ABSENT: Kim Aievoli, Janice Ernsting, Grant Lenahan, Alan Zambarano, Craig Mahon, Ted Dupont, Peter Schneider, Glen Ochten

CALL TO ORDER: The meeting was called to order by President, Rich Barry, at 7:38pm.

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes from the July 2023 meeting as final. Motion was seconded by Ron Miguel 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. Tax firm / Audit update: [Lester Cheng] As incorporated under the most recent Bylaws revision, we are preparing for our annual review/audit of our financials, which will be conducted by a 3rd party. Our outside accounting firm, who has performed this service the last two times, is being acquired by a larger firm (Aprio). Due to personnel changes associated with the acquisition, we will be working with new people who are well qualified to serve the needs of non-profit organizations like NNJR, and we will be actively engaging with them over the next few months. The fact that we have successfully migrated over to QuickBooks will facilitate the review/audit process.
- B. Fall Print Magazine: In Ted DuPont's absence, Rich Barry led a preliminary discussion around when our next print magazine should be produced. Initial target was November (which seems doable given our new format and streamlined procedures), but discussion yielded a suggestion of doing a "recap of 2023" as the theme; with the online version available in Dec, and the print copy mailed out in Jan. We will revisit this topic next month.
- C. Advertising Update: Anthony Wartel provided a status report on delinquent advertisers. To set expectations and (hopefully) improve collection rates, Rich, Bill Gilbert, and Anthony will work to

develop an Advertising Agreement for use in onboarding new advertisers, and possibly as a reengagement tool for existing advertisers.

- D. Four-Door Focused Events: Rich Barry asked the BOG to give thought to creating or enhancing some 2024 events to attract more 4-door car folks. Our current 'flagship' 4-Door event is the Pine Barrens off-road, which sells out every year. Some Social family-focused events (eg; Cruise night) lend themselves to this crowd as well. The CCC can easily accommodate 4-door cars; but perhaps folks aren't aware.
- E. Monthly Meeting update: Thom Calabro reported that plans are in place for a virtual meeting/webinar on September 26th about how drivers can use data to improve their performance.

REPORTS: *NOTE: Also included below are any reports submitted for the [canceled] August meeting*

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 2023 meeting have been posted to the website.

Treasurer: [Kim Aievoli]

Please find attached the July 2023 Statement of Financial Position and Statement of Activity. Highlights this month are as follows:

- The PorscheForus magazine earned a substantial amount of advertiser revenue
- Our Autocross program brought in participant fees from recent events at Pocono Raceway
- Our Drivers Ed program shows revenue and expenses related to our recent event at Lime Rock and two future events at Watkins Glen.

Please find attached the August 2023 Statement of Financial Position and Statement of Activity. Highlights this month are as follows:

- Drivers Ed earned substantial revenue this month from our fabulous Watkins Glen 1 event.
- NNJR received a Q2 2023 Region Refund from PCA which is reflected in Membership income.
- Admin expenses this month include the purchase of the popular NNJR car grill badges.
- The NNJR van got a new set of tires.
- A large portion of Drivers Ed expenses are offset in Drivers Ed revenue as Paul Miller Porsche graciously sponsored our Watkins Glen 1 dinner at the track.

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 August Autocross (6th Aug) was a great success, with good weather, very strong attendance, safe operations and happy attendees. This confirmed our suspicion that holiday weekends (July event) are challenging regardless of venue and whether (In July both were good, yet attendance was dicey).

Our next, and final event is September 30th. It's too early to project much in terms of attendance. We will be down two key members, but believe we have our key tasks covered. I will be holding a leaders/volunteers call soon to make sure all is well.

The August event ought to put us in the black for the season.

Business Manager: [Anthony Wartel]

- 3rd quarter payments for Porscheforums ads continue to be collected.
- 4th quarter invoices for Porscheforums ads will be mailed to vendors in October.
- (3) vendors remain delinquent for the entire year.
- One new vendor advertised for one quarter, decided not to continue advertising and subsequently did not send in any payment as promised via email and telephone conversation.

Charity: [Hubert King]

DONATIONS FROM CRUISE NIGHT

At Cruise Night, July 22, High Marques Motorcars sponsored SIM racing with competition for all ages. Afterwards, they heard about the opportunity to donate in support our NNJR sponsored charity, Cheshire Home. Many stopped by our display donating (nearly \$300) and chatting about our national recognition at this year's Porsche Parade. It was also an opportunity to remind folks of the award-winning care at Cheshire Home and the impact of our support. It's not just \$\$\$. Whenever I visit there, residents remind me about the fun times our club has shared with them. For example, the Rally drive thru for Welcome to the Club.

DONATIONS FROM PARADE LAPS (THANK YOU THOM)

Thom collected \$180 from folks taking rides at WGI. Additionally, Thom collected \$140 from last month also for charity.

DONATIONS FROM GOLD TICKET SALES GOING WELL (THANK YOU JANICE AND STEVE)

Total donations currently stand at over \$3200. The sales at WGI were outstanding and we have several more DE and other events coming up at which sales have traditionally been robust. Took selfies with the 2023 winners Brett and Kevin and posted on FB to encourage sales.

COMING UP

As summer winds down, our Charity Auction will ramp up. Space is reserved November 15th 7-10 pm for combined auction and in-person club meeting at Elks Club in Summit.

Gaming licenses for silent auction, tricky tray and 50-50 are in-process. Number of auction items limited by space and time, and will set min \$ limit per item (suggest \$75)

Concours: [Hank Menkes / Alan Zambarano]

Feedback from the Concours enthusiasts who attended last month's Cruise Night was quite positive. The People's Choice Concours went smoothly with a clear winner by the end of the evening.

The New Hope Auto Show and Concours was another great event with beautiful weather, 40 registered Porsche, and the typical shortage of qualified judges. NNJR was strongly represented in the competition and took home a fair share of the top prizes. NNJR was responsible for organizing the Porsche competition for the show, and our emphasis was to have a broad representation from all of the surrounding PCA regions for both the competitors and the judges. We succeeded with the competitors but discovered that the other regions don't have much of a Concours program and consequently don't have many qualified judges. We were able to get two judges from other regions. The details of this event will be covered in an upcoming P4US article.

New Hope was also the beta test of our new process to automate the printing of the entrant details on the score sheets directly from the on-line registration data. This avoids errors from having the competitors complete the score sheets at the event and saves time for all. The judges particularly liked this new method since it saved them having to complete the sheets in real time for the competitors. We will try this again for our fall Concours on the Farm in October.

Plans have been established with our host for the upcoming fall Concours workshop at Paul Miller Porsche on September 10th. As is our tradition this season, lunch will be provided, and door prizes will be awarded. We have a guest speaker who will demonstrate new products and cleaning processes.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

The trip to PittRace with the Allegheny Region went well. They had a large turn-out. Like our Summit Point/Potomac DE, the folks from Allegheny are eager to do more cooperative events with NNJR.

The Watkins Glen 1 DE went very well. We had approximately 230 registered drivers. Paul Miller Porsche sponsored a buffet dinner. Thank you to Bill Gilbert for working with them to secure the sponsorship money. I don't have the final bill from the dinner, but the money from PM will cover most of it.

Our WGI 2 DE will be here very soon. The registrations for this have suffered since 2021, when WGI moved our 3-day WGI 1 DE from late July to late August. Fingers crossed that they honor their commitment to move our date back to July in 2024.

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

Historian: [Knute Hancock] no report

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

July/August Membership Activities

- We welcomed a number of new members at the July Cruise Night event. Our tent setup was well-received, and we fed a number of Newbies hamburgers and hot dogs who did not bring their own food.
- Rudy attended the New Hope Concours and helped judge during the event, but no new NNJR members entered the cars.
- Rudy successfully transitioned the Newsletter process to Ted DuPont, who is already doing an outstanding job improving P4US with many great ideas!

September/October Membership Activities

- Family commitments preclude us from attending any September events.
- Nancy will actively start promoting the Wingspread Concours and Wine Tasting Events for Newbies to attend and introduce themselves to us.
- We are signed up for the Boardwalk Reunion October 13-15.

Next New Member Gathering

- We're in the planning stages for our last New Member Gathering of 2023, already on the calendar for Saturday, November 4th. More details will be available next month.

New Member Enrollments

August saw two dozen new member enrollments, which is five more than what we planned for. This is a promising sign after disappointing June and July numbers.

- Total enrollments of 159 for the first eight months of 2023 were nearly five percent lower than our YTD plan of 167 new members.
- Year-to-date, new member enrollments are (-3.6%) less than in the same period last year. The low March and June numbers primarily drove that decline. We're hopeful the strong August enrollment will continue for the balance of 2023.

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				139
2017	25	19	20	24	18	18	19	15				158
2018	19	27	26	17	17	19	20	21				166
2019	20	9	27	24	15	27	15	15				152
2020	23	20	13	15	20	27	24	22				164
2021	22	13	26	29	23	26	23	19				181
2022	20	20	23	24	17	26	19	16				165
2023	20	21	15	22	24	15	18	24				159
YoY Var	0	1	-8	-2	7	-11	-1	8	0	0	0	-6

-3.6%

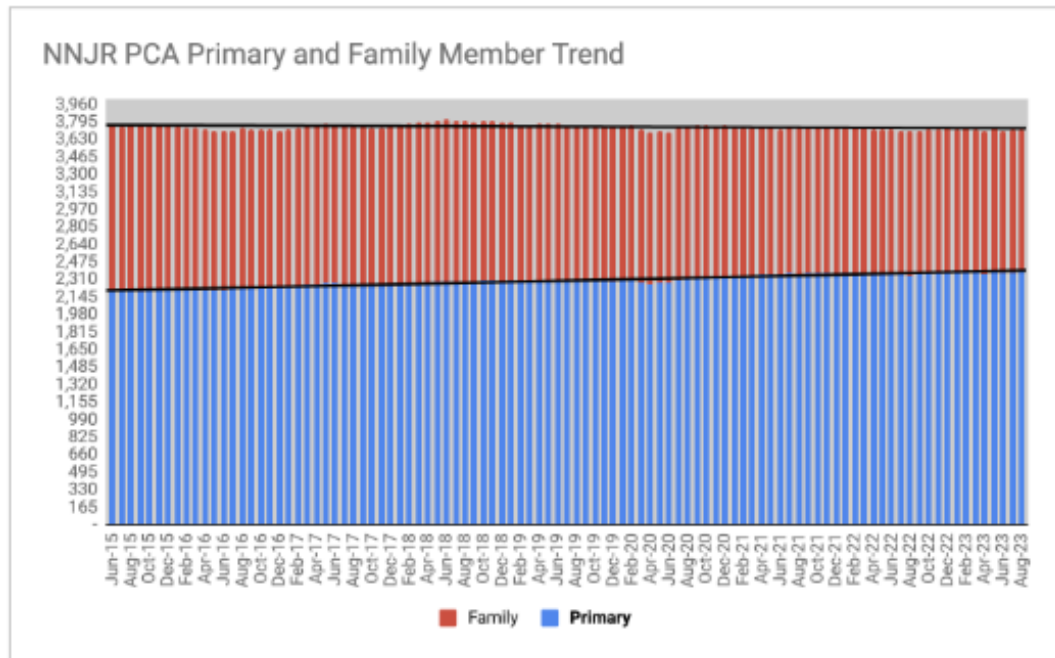
NNJR 2023 New Member Trend: Plan vs. Actual By Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Plan	21	17	20	22	20	26	22	19					167
Actual	20	21	15	22	24	15	18	24					159
	-1	4	-5	0	4	-11	-4	5	0	0	0	0	-8

-4.8%

Overall Membership

Primary memberships, as of September 1, 2023, stand at 2,385. Combine that with 1,347 family (associate) members, and NNJR's total membership currently remains steady at 3,723:



Nominating Committee: [Janice Ernsting]

The Nominating Committee completed its interviews in early August with the slate of candidates for the 2024 election to be held in November. I would like to thank the following members of the committee for their time and dedication to this effort; Anthony Wartel, Glen Ochten, Peter Miller and Zoltan Kiraly. The candidates' names have been posted on the NNJR website and published in the September issue of Porscheforus as required by our bylaws. As of September 10, the

deadline for members to indicate their intention to run for one of the offices, we had no one come forward. Therefore, the election will be uncontested. Our slate will be as follows:

President- Ron Miguel

Vice President - Steve Eisenberg

Secretary - Cindy Cristello

Treasurer - Kim Van Pala Aievoli

Governors - Britt Findlay, Doug Holcomb and Hubert King

There were many good ideas and suggestions that come out of our meetings. I have passed along the committee notes as well as a summary to Rich for his information and would recommend that he share that with the board when appropriate. Overall, I was very impressed with the members of our future Executive Committee and look forward to their leadership.

Off-Road Event Update: [Peter Schneider]

Registration for the Nov 12th event opened last weekend and due to limitations at the starting/lunch location we are capped to 120 people.

As of Tuesday, we have 29 teams / 71 individual signed up.

So if you plan on attending this year's event, please sign up soon on the region website.

We have sold out the last 5 years.

Program: [John Korossy]

1) Program Updates

- Sept 26 (tent) - member meeting with Peter Krause, topic Using Data in HPDE (in coordination w Bill G / Thom). To be discussed Sept 7th with BOG
- Oct 11 (tent) - member meeting - contacted Kevin Woyce re Halloween-themed presentation; venue tbd (in-person)
- November 15: member meeting / elections / charity event, Summit Elks Club
- December (date tbd, target 12 or 13) - member meeting featuring FCP Euro & their Off-road Cayman build; venue tbd

NOTES:

- FCP Euro is also interested in supporting the off-road Pine Barrens event and will bring their "Yippie Cayenne" to join the fun.
- Connected Peter S. with Nathan Brown from FCP to explore ideas.

2) Communications Updates:

Dashboard draft to be circulated on or around Sept 10th for distribution on Sept 15th. Please send requests, etc. to me.

3) Photo Link from NNJR WGI event -- <https://jkorossy.shootproof.com/wgi23>

Feel free to download as you wish

Publications-P4US Editor in Chief: [Ted Dupont] no report

Rally/Trek: [John Vogt]

The Summer Sizzle Rally started at High Marques with a good turnout of members and families. After the traditional breakfast the crowd went northwest for a two hour drive with our jokes and riddles. A great buffet was served at Nonno's restaurant.

Run to the Stone Walls Rally was well attended with a similar pattern. After a two hour drive the crowd ended up at The Glen Gardener Inn. A fabulous buffet in a great setting was enjoyed by all.

Cruise Night has been a tradition for more than a decade. The venue has had made many changes from the property to the set up. This year had two bands, a tail gate party, Concours, Sim racing and a great turn out by our members. It only gets better.

The Oktoberfest Rally is coming Sept 24. The annual rally will end with our traditional celebration of our German Marque at the Black Forest Inn. I hope the BOG will join in on the fun.

Social: [Tony Cristello]

Porsche Englewood invites NNJR members to join their Cayenne launch event to be held Sunday September 17th at their service facility on Forest Ave, Englewood, NJ.

Planning is underway for the 50th Anniversary of NNJR's Wine Tasting Event to be held Sunday October 22nd in the Paul Miller Porsche Showroom. Catering will be provided by ShopRite Sunrise Kitchens. Registration is open on NNJR's website.

Preliminary planning continues for NNJR's Annual Holiday Party to be held Friday, December 1st at The Highlawn.

Social Media: [Ron Miguel]

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

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

Facebook

- Membership on the private Facebook group grew from 945 to 955.
- This month members were very engaged throughout the week.
- The public Facebook page continued to have steady engagement throughout the month.

Instagram

- Instagram followers grew from 194 to 198 as of July 31

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

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

Facebook

- Membership on the private Facebook group grew from 955 to 961.
- This month members were very engaged throughout the week.
- Engagement on the public Facebook page waned in the middle to the end of the month.

Instagram

- Instagram followers grew from 198 to 211 followers as of August 31

Technical: [Glen Ochten] no report

Webmaster: [Dyke Hensen]

Normally I can say, "no issues with the website or email", but not this time. We had an outage for approximately 1 ½ days. We have been up and running since without any other issues.

Many never saw the outage and the site worked fine for them. It wasn't our website, or our hosting service, it was another service all websites use, a DNS registry service. The modern networking architecture works by replicating and saving (caching) network addresses across hundreds of millions of servers. It is quite amazing how it works and is actually part of the "5G" upgrades you all hear about for a faster response time. My phone and PC worked, but I couldn't see any of my updates when I left the development area or our platform and went to the actual site. Others couldn't reach the site at all.

I'm not going to change anything until the end of our registration for the Holiday Party, but then I will present a budget to change DNS service providers. It will be about \$200 a year more; we pay about \$40 per year now. The "big" DNS service providers are putting smaller services like our provider that can't keep up with the rapidly changing technology out of business I'm afraid. Even though we are not a "mission critical" site, no one should be down for a day and half.

One other tricky logic issue on the registration for the Off-Road Excursion has been fixed and up and running and taking orders for the Off-Road and the Wine Tasting event.

Email addresses should be up to date - please let me know if you have any issues.

Attached usage reports on the volume, and what people are looking at.

MOTIONS PASSED DURING MEETING: none

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, October 5, 2023

FUTURE MEETINGS: Thursday November 2, December TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by John Korossy, the meeting was adjourned at 8:35pm.

Respectfully submitted,
Cindy Cristello, Secretary