

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

DATE: Thursday, October 5, 2023

PLACE: Online, via Zoom

PRESENT: Rich Barry, Cindy Cristello, Kim Aievoli, Janice Ernsting, Anthony Wartel, Hubert King, Hank Menkes, Alan Zambarano, Bill Gilbert, Craig Mahon, Knute Hancock Ted Dupont, John Vogt, Tony Cristello, Glen Ochten, Dyke Henson, Ron Miguel, Steve Eisenberg

ABSENT: Lester Cheng, Doug Holcomb, Grant Lenahan, Thom Calabro, Rudy Samsel, Nancy Samsel, John Korossy, Peter Schneider

CALL TO ORDER: The meeting was called to order by President, Rich Barry, at 7:32pm.

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes from the September 2023 meeting as final. Motion was seconded by Hubert King 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. **Annual Awards** – Cindy Cristello reviewed the annual awards that are typically distributed at the Holiday Party. The two awards to be voted on by the BOG are Rookie of the Year and Enthusiast of the Year. We will entertain nominations at the November BOG meeting, and (hopefully) arrive at a decision. A description of the Annual Awards is attached as an Appendix to these minutes,
- B. **P4US Updates** – Ted DuPont led a discussion around shared some ideas/needs he has for the magazine:
1. We need more people (outside of the regular contributors) to contribute content to the magazine. Please encourage members to participate here.
 2. Introduce a monthly member profile (like the old “Dewar’s profiles) to simply include a pic, name, what you do, favorite [movie / tv etc.], what do you drive? It might be interesting to (initially) select members from those with upcoming anniversaries.

3. Member Photo of the Month?
 4. Q&A's with club members or advertisers?
 5. Some type of feature with Sunday Motor Car Café
 6. Print Issue "A Year in Review"– Current timetable: content should be submitted by Nov 18th. Chairs are asked to provide a writeup of 2023 highlights.
- C. **Charity Update** – Hubert King provided an update on the Charity Auction, scheduled for November 15th at the Summit Elks Club. There will be both Tricky Tray items (valued at \$50 min), and silent auction items, as well as a 50/50 raffle and Gold Ticket raffle. There is no entry fee. Food will be served and drinks available for purchase.
- D. **Annual Business Meeting** – November 15th also marks the date of our annual Business Meeting which will be held at the Summit Elks Club in conjunction with the Charity Auction. The purpose of the meeting is to elect the slate of Officers for 2024. The election is uncontested and President Rich Barry appointed Knute Hancock to serve as the Election Chair. See Motions Passed During Meeting, below.
- E. **Accounting / Audit update** – Kim Aievoli reported that we are on track to submit our required tax filing in advance of the November 15th deadline. She anticipates receiving an engagement letter from the firm confirming the scope of our annual audit in the near term.

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 July 2023 meeting have been posted to the website.

Treasurer: [Kim Aievoli]

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

- Porsche of Englewood, NJ gave a generous donation to support our Concours program.
- Our Offroad, Rally and Social programs held some spectacular events which account for their revenue and expenses.
- Driver's Ed collected revenue from our Watkins Glen 2 event and paid New Jersey Motorsports Park for our Lightning 2 event.
- In September we paid Pocono Raceway for our Autocross events.

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 Autocross season finale concluded last Saturday, Sept 30th with our 4th autocross at Pocono (and our 5th event, counting the CCC). While weather was dicey right up to Saturday, we had a 99.9% clear day with only the lightest mists - and a surprisingly good turnout considering. This allowed us to end the season with a surplus on 3 out of 4 events and a surplus for the year. Thanks to the many volunteers win NNJR and our partner clubs for making this possible.

The final event was also an operational success with everyone getting lots of racing, and really solid timing and technical ops. The number of happy faces and thank-you's afterward tell the story.

There were no incidents.

We have begun planning for next year.

Sometime over the winter we hope to refresh some of our small cones. The balance of equipment seems to be in surprisingly good condition for a change :-)

Business Manager: [Anthony Wartel]

4th quarter invoices for PorscheForus ads will be mailed out before Monday October 9, 2023.

No additional payments from 3rd quarter invoices have been received thus far this month.

Charity: [Hubert King]

NATIONAL RECOGNITION

Published on the PCA website on September 26 under section "Members Making a Difference, our story is told of how we engage with Cheshire Home residents. Titled "Everyone Loves a Parade", it tells how we share our love of Porsche at the Welcome to the Club event, including the rally drive through of Cheshire Home facility.

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

Total donations currently stand at over \$4100. We have several more DE and social events coming up at which sales have traditionally been robust.

COMING UP

Charity Auction will be held in combination with membership meeting on November 15th 7-10 pm at Elks Club in Summit. Gaming licenses in place. Working with Dyke to automate donation process. Aligned with Cheshire Home on banking using their folks for cash, checks and charge. Number of auction items limited by space and time. P4US article

published announcing event. Once our donation website is up and running will run announcement in Dashboard and on social media.

Concours: [Hank Menkes / Alan Zambarano]

Concours held its final competitive Concours of the season on October 1st at Wing Spread Farm in Asbury, NJ. Based on all the positive feedback from the entrants and the judges, it was a pinnacle event and a spectacular conclusion to the 2023 Concours season. We had 22 registered cars, perfect weather once again, great prizes and trophies for the entrants, bountiful food for brunch and lunch; and most importantly, more than enough judges to efficiently complete their task. Additionally, we hosted the Junior Judges in selecting their favorites, and rewarded them with a small gift for their efforts.

Our last Concours event of the 2023 season will be our “Prep for Winter” workshop held at ID Signs on November 19th. Details were provided in the September issue of P4US.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro] no report

As reported last month, our registrations were not too good for WG2. We had approximately 83 registered drivers. We are low attendance for this week’s Lightning 2. Below is a registered drivers’ chart for the last 6 years:

| Lightning 2 Registrations 2018 - 2023 | | | | | | | | | |
|--|-------|-----|-------|-------|------|--------|-------|----------------|--------------|
| Year | Total | Red | Black | White | Blue | Yellow | Green | Total Students | Solo Drivers |
| 2018 | 112 | 26 | 32 | 19 | 8 | 13 | 14 | 35 | 77 |
| 2019 | 147 | 37 | 34 | 23 | 7 | 22 | 24 | 53 | 94 |
| 2020 | 115 | 32 | 34 | 16 | 8 | 11 | 14 | 33 | 82 |
| 2021 | 117 | 28 | 30 | 21 | 6 | 21 | 11 | 38 | 79 |
| 2022 | 97 | 31 | 24 | 15 | 6 | 11 | 10 | 27 | 70 |
| 2023 | 84 | 19 | 19 | 16 | 7 | 6 | 17 | 30 | 54 |

While our total numbers are down for the last two years, our total students’ numbers are fairly constant to marginally down. Solo drivers’ numbers are markedly down. We are also low on the number of instructors this year. I’ll have to ask Janice what she did to get 147 drivers in 2019! There must be something going on in Europe, I know of six instructors who are on European vacations over the Lightning 2 weekend. I’ll be contacting Metro PCA about possibly teaming up with them next year. This year they have an end of September Fri/Sat at Lightning. It might make sense to combine.

On a positive note, we currently have 185 drivers signed up for VIR, versus 157 from last season. Hopefully this number will hold, or even increase, to finish off the 2023 season.

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

Historian: [Knute Hancock] no report

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

September Membership Activities

- Family commitments prevented us from attending anything other than the successful "Products and Processes" Concours workshop held on the 10th.

October Membership Activities

- Rudy attended the successful Wingspread Concours event held on Sunday.
- We are signed up for the Boardwalk Reunion October 13-15.
- Nancy actively started promoting the October Wine Tasting Events for Newbies to attend on the 22nd and introduce themselves to us (we are registered).

Next New Member Gathering

- *We confirmed with the Paul Miller team that our next New Member Gathering, the last one for 2023, is on the dealership's calendar for Saturday, November 4th, from 9:30 - 11:30 am. More details to follow, but we encourage all Committee Chairs to attend if you are free to answer any questions new members may have.*

New Member Enrollments

There's no sugarcoating it: September was a disappointing month, with only fourteen new member enrollments.

- Not only is that eight less than what we planned for, but it is the second lowest September dating back to 2017. This was a disappointing result after what we thought was a bounce back in August enrollments.
- Total enrollments of 173 for the first nine months of 2023 were nearly nine percent lower than our YTD plan of 189 new members.
- Year-to-date, new member enrollments are (-7.5%) less than in the same period last year.
- We are starting to strategize for 2024 on what we can do, if anything, to boost new member enrollments next year. Rudy needs to look at the data, but our initial hypothesis is that sports car enrollments are down, so we need to look at ways to boost four-door enrollments in the coming year to offset it.

NNJR New Member Trend By Year By Month

| Year | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec | YTD |
|---------|-----|-----|-----|-----|-----|------|------|-----|------|-----|-----|-----|------------------|
| 2016 | 14 | 15 | 22 | 16 | 15 | 18 | 19 | 20 | 12 | | | | 151 |
| 2017 | 25 | 19 | 20 | 24 | 18 | 18 | 19 | 15 | 16 | | | | 174 |
| 2018 | 19 | 27 | 26 | 17 | 17 | 19 | 20 | 21 | 17 | | | | 183 |
| 2019 | 20 | 9 | 27 | 24 | 15 | 27 | 15 | 15 | 21 | | | | 173 |
| 2020 | 23 | 20 | 13 | 15 | 20 | 27 | 24 | 22 | 24 | | | | 188 |
| 2021 | 22 | 13 | 26 | 29 | 23 | 26 | 23 | 19 | 22 | | | | 203 |
| 2022 | 20 | 20 | 23 | 24 | 17 | 26 | 19 | 16 | 22 | | | | 187 |
| 2023 | 20 | 21 | 15 | 22 | 24 | 15 | 18 | 24 | 14 | | | | 173 -7.5% |
| YoY Var | 0 | 1 | -8 | -2 | 7 | -11 | -1 | 8 | -8 | 0 | 0 | 0 | -14 |

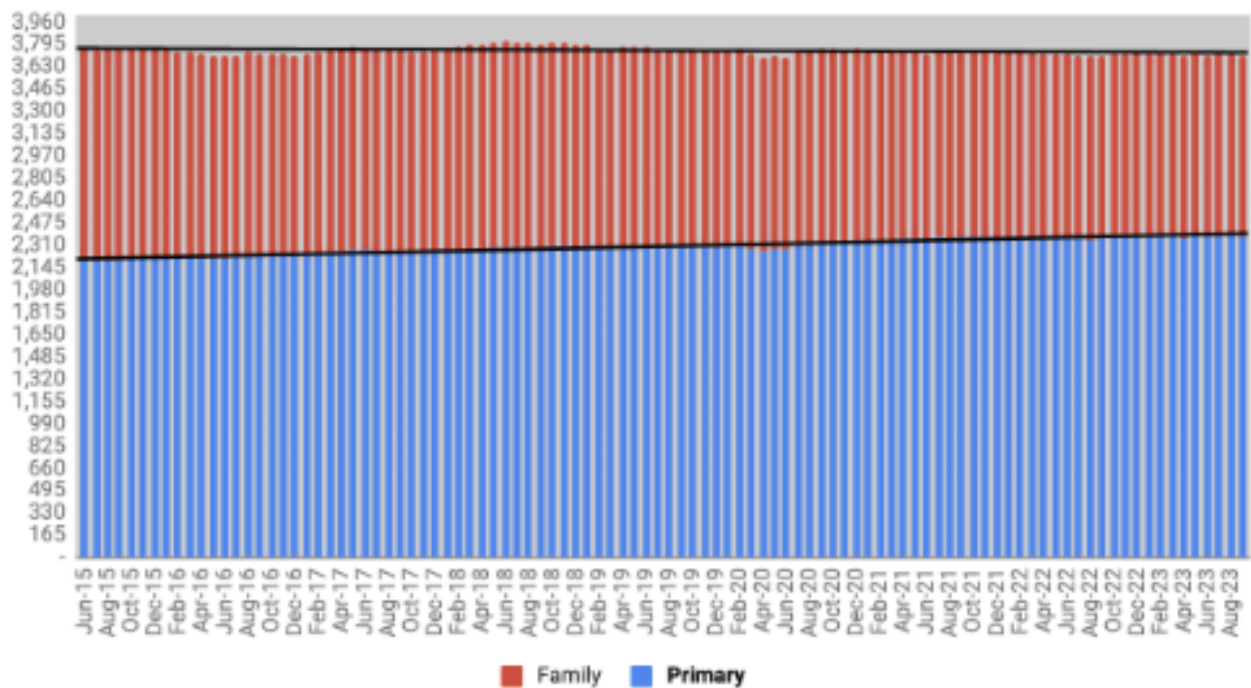
NNJR 2023 New Member Trend: Plan vs. Actual By Month

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | YTD |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|
| Plan | 21 | 17 | 20 | 22 | 20 | 26 | 22 | 19 | 22 | | | | 189 |
| Actual | 20 | 21 | 15 | 22 | 24 | 15 | 18 | 24 | 14 | | | | 173 |
| | -1 | 4 | -5 | 0 | 4 | -11 | -4 | 5 | -8 | 0 | 0 | 0 | -16 |

Overall Membership

Primary memberships, as of September 1, 2023, stand at 2,370. Combine that with 1,338 family (associate) members, and NNJR's total membership currently stands at 3,708:

NNJR PCA Primary and Family Member Trend



Off-Road Event: [Peter Schneider]

The Pine Barren event is sold out for the 6th year in a row.

I have standing room only for breakfast and lunch, but everyone will be fed and everyone will have the event T-shirts which were designed by Jose.

Paul Miller has four employees driving two vehicles that will be attending the event.

We can seat 120 individuals and have 154 people (including workers) signed up for the event.

Looking forward to another successful event.

Program: [John Korossy]

Oct 11 - NNJR Member Meeting - Speaker: Kevin Woyce re Halloween-themed presentation; location Stickle Museum Craftsman Farms, Morris Plains, NJ. NNJR website is updated with this event information.

- We are including a charitable component for Cheshire House in this meeting by encouraging members to donate a new Halloween costume, an uncarved pumpkin, or cash to help Cheshire with their Halloween celebration. Refreshments will be served. Costumes optional.

November 15: NNJR Member Meeting & Elections, coupled with Charity fundraising event at the Summit Elks Club.

December (date tbd, target 12 or 13) - NNJR Member Meeting featuring FCP Euro & their Off-road Cayman build; venue tbd.

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

Rally/Trek: [John Vogt]

The Oktoberfest Rally came during the worst non-hurricane storm that the tri state has seen in years. It rained so hard that Noah's Ark dropped off two of every animal for our morning breakfast. Speaking of two of a kind, we were graced with our current president and our future president. It is always great to see the big brass and any of the BOG having fun at an event. We also had fun bestowing the shared "Dead Last But Finished" trophies to both. Better luck at the next one! Because of the rain, the attendance was half or less of our usual crowd. Everyone enjoyed our feast and the Great Black Forest Inn. The next rally is to pass on the famous Dreyfus Cup, I hope the BOG will be there.

Social: [Tony Cristello]

Registration for the Wine Tasting is strong...final preparations are underway for October 22 at Paul Miller.

Social Media: [Ron Miguel]

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 961 to 964.
- This month members were very engaged on the weekend
- Engagement on the public Facebook page peaked toward the end of the month.

Instagram

- Instagram followers grew from 211 to 217 followers as of September 30

This month a new chart is presented for Facebook. Demographic data showing usage by age and gender.

Technical: [Glen Ochten] no report

Webmaster: [Dyke Henson]

Website

Website performed well. Traffic is slightly down overall, but our “recurring users” which for the most part represents “our” members was consistent.

Off Road is sold out. Some users are still having issues placing order correctly with the Off Road event. I will try and redesign the order form to make it easier next year.

Sign ups for the Wine Tasting event are “good”

- 87 Items sold
- \$5,220.00Net sales
- 32 Orders

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

Website reports are attached.

MOTIONS PASSED DURING MEETING:

1. Janice Ernsting moved to approve Rich Barry’s appointment of Knute Hancock to serve as Election Chair at the upcoming Business Meeting. Motion was seconded by Bill Gilbert and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: TBD

FUTURE MEETINGS: TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Ron Miguel, the meeting was adjourned at 8:37pm.

Respectfully submitted,
Cindy Cristello, Secretary

APPENDIX : NNJR Annual Awards

I. NNJR Special Awards:

Rookie of the Year

[optional: awarded by consensus of the BOG] - Secretary to obtain award

Criteria: new or newly active member that has demonstrated a high degree of enthusiasm for Club activities through participation and/or volunteering at events across various programs

Enthusiast of the Year

[optional: awarded by consensus of the BOG]- Secretary to obtain award

Criteria: member that has demonstrated outstanding enthusiasm for Club activities through participation and/or volunteering at events across various programs

Marlys and Dennis Thovson Award for Exceptional Service to NNJR

(f/k/a President's Award, originally created by Neil Selest in 2001, changed to the M & D T award in 2018 by current President Tom Swift)

[optional: given at President's discretion]. Secretary to obtain award.

Note: this is considered NNJR's highest honor and the award is given ONLY if truly warranted. It has only been given 11 times since 2001

Criteria: Purpose is to recognize members who work behind the scenes to help NNJR and events run smoothly. Recipient is characterized as one who attends events to assist rather than participate; taking on any task that needs doing with no expectation of recognition.

Charles Fowler Award – established August 7, 1952 by NNJR Founding President Charles Fowler

[optional; to be selected by 3 most recent winners: Secretary to obtain keeper trophy and oversee engraving of perpetual trophy]

Criteria: awarded to the member who makes “the greatest contribution of the welfare of the Club”

Bob Moir Most Improved Driver of the Year – established 1995 by Joan Moir

[selected by DE Chair with input from Chiefs] - DE Chair to oversee engraving of perpetual trophy, and obtain keeper trophy for recipient.

Criteria: Presented to driver who has demonstrated the most improvement in driving skills during the past year's DE program.

Charles J. Mulhern Concours d'Elegance Trophy established in 1981

[Annual award / Concours Perpetual trophy] Concours chair to oversee engraving of perpetual trophy and obtain keeper trophy for recipient

Criteria: Typically presented to member with highest season score (based on participation and placement). May also be awarded for special efforts relative to the promulgation of concours history, technique, or restoration guidance (details available from Secretary)

Bill Walsh Award for Excellence in Porsche Related Photography – established 1993 by Irene Walsh.
[Annual award; trophy obtained by organizer of Slide Night event]

Criteria: Awarded to member who submits the best Porsche-related picture from Slide night.

Rene Dreyfus Memorial Rally trophy: established circa 1950-60 by a group of NNJR members who frequented the La Chanticleer restaurant in NYC, befriended Rene Dreyfus (pre-WWII French Grand Prix driver), and charmed him into donating a silver Champagne cooler as a trophy for the winner of the Rally season. Each year, a group of NNJR'ers would go into NYC to pick up the trophy. The current [now perpetual] trophy is one of the last donated by Dreyfus. Rally Chair to oversee engraving on perpetual trophy and obtain keeper trophies.

Criteria: Highest placing team in the RD Rally – must be NNJR members and must be driving a Porsche.

II. NNJR Program Awards: Given at the discretion of program chairs. Program chairs to obtain trophies for recipients.

Concours: Novice season winner and Rookie season winner

Autocross: Awards by class

Rally: Novice Driver/Navigator team; Experienced Driver/Navigator team

All awards typically given at annual Holiday Party