

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

DATE: Sunday, December 10, 2023

PLACE: Cristello residence, Clifton, NJ

PRESENT: Rich Barry, Lester Cheng, Cindy Cristello, Janice Ernsting, Doug Holcomb, Grant Lenahan, Anthony Wartel, Hubert King, Hank Menkes, Alan Zambarano, Bill Gilbert, Thom Calabro, Knute Hancock, Rudy Samsel, Nancy Samsel, Petra Swift, Ted Dupont, John Vogt, Tony Cristello, Glen Ochten, Ron Miguel, Peter Miller, Steve Eisenberg, Britt Findlay, Lisa Barry, Liz Holcomb, Dionne Fuhrmann, Nelly Wartel, Kathy Gilbert, Tom Swift, Bibi Pasternack, Patricia Miguel, Myra Eisenberg, Duncan Findlay

ABSENT: Kim Aievoli, Craig Mahon, John Korossy, Peter Schneider, Dyke Hensen

CALL TO ORDER: The meeting was called to order by President, Rich Barry, at 4:48pm.

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes from the November 2023 meeting as final. Motion was seconded by Rudy Samsel 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 a great year!** Rich expressed his appreciation for all the effort put forth by the BOG in 2023. We are all looking forward to 2024.
- B. **Budget planning for 2024:** Lester reminds the committee chairs to start preparing their budgets for 2024. He anticipates sending an email sometime during the week between Christmas and New Years. While the budget discussion isn't until the February BOG meeting, the EC needs ample time to review. The January BOG meeting will focus on setting the club calendar for the year.

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 October meeting have been posted to the website.

Treasurer: [Kim Aievoli]

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

- NNJR's annual holiday party as well as our last rally of the year brought in substantial revenue from the large turnouts
- Our Porscheforums advertisers continue to generate a steady stream of revenue
- We began paying track deposits for our 2024 Driver's Ed season
- Social expenses represent our annual and popular Wine Tasting Event
- We paid the box trailer's annual storage fee

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]

Autocross completed its 4 races and the car control clinic earlier this year, and, with some new volunteers and new equipment, had our best operational year in ages - with consistent timing and minimal glitches. Thanks to those volunteers.

We have begun planning for next year and have “tentative” dates for both the CCC (Metlife) and the 4 autocrosses (Pocono). While tentative, these are > 90% likely and are not he shared calendar (thanks Doug).

We plan to continue our three-way work and participation split with RTR and CPA next year. The event legally remains ours.

Business Manager: [Anthony Wartel]

- One vendor remains past due for the final quarter on their Porscheforums ad.
- One vendor did not submit any payments for their 2023 Porscheforums ad and was subsequently dropped in the 3rd quarter.
- Jack Daniels Porsche began advertising in Porscheforums during the 3rd quarter of 2023.
- At the close of the 3rd quarter, Pinnacle Motor Works closed shop after owners Larry Goodman and Yung Tan decided to retire. Pinnacle opened in 1983 and was a long-time advertiser in Porscheforums.
- 2024 1st quarter invoices along with a new NNJR/PCA Advertiser Advertising Agreement will be sent to all vendors and dealerships in mid-January.

Charity: [Hubert King]

GOLD TICKET DRAWING THIS WEEK, 13TH

Audit of sales to-date shows over 130 tickets sold, a donation of well over \$6500. Thanks to my sales team for their efforts. And thanks to the club for sponsoring this generous give-away of club activities to the winners.

CHARITY AUCTION A SUCCESS

Charity Auction was held on November 15 in conjunction with Membership Meeting. Judging by laughter, food, drink and great prizes, everyone seemed to have a good time. So sorry that many did not get the memo of free parking within 100 ft of the Elks Club. With an attendance of about 75, slightly less than our last pre-covid auction, we raised about \$6000, an amount similar to past auctions.

Concours: [Hank Menkes / Alan Zambarano]

Concours held its 2023 season ending event on November 19th, our winter prep workshop at ID Signs in S. Hackensack. We had a strong turnout of 45 enthusiasts eager to enjoy a great lunch, offer feedback on the 2023 season, discuss winter prep of their Porsches, and participate in a gigantic door prize clearance event. The hot lunch, featuring Italian entrees, was catered by Bartolomeo's of Englewood, and we pulled more than 100 door prize tickets ensuring that everyone went home with a supply of car care products and swag. More details will be provided in the January 2024 Concours article in P4US.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

Most of the 2024 contracts have been signed, and if not signed, verbally agreed to, so our calendar is set. Our NNJR calendar currently has two events that are run by other PCA clubs, Summit Point and PittRace. Like this year, we will be joining them, but without any financial involvement. Our Mid-Ohio DE will be a joint affair with the Mid-Ohio Region PCA. MOR cancelled their April 2024 DE at Mid-Ohio to join NNJR in May. We will split all expenses, and surplus or loss, 50/50. Tentatively, Metro PCA will be promoting our Mid-Ohio DE and Thunderbolt DE to their members, but they will have no financial stake. We will be adding an unmuffled Lime Rock afternoon and a Summit Point DE to the NNJR calendar, as a reciprocal gesture. I am waiting to speak with Potomac regarding them promoting one of our events. We did have 16 Potomac members at VIR this year, but VIR was not specifically on their calendar. I have a call with Allegheny on Monday afternoon to discuss cross promotion.

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

Historian: [Knute Hancock] no report

Membership: [Rudy Samsel] / **New Member:** [Nancy Samsel] no report

Off-Road Event [Peter Schneider]

Our annual excursion to explore the New Jersey Pine Barrens went off without issues or incidents.

Over 140 individuals came out from several PCA regions, including Metro NY and Chesapeake to join us for a day of fun in the sand.

Each team received a set of bounded Route Instructions, and a bottle of local wine and Cranberry/BlueBerry products supplied by Pine Barren Native Fruits, who allowed us to play in his 'Sand Storage Area' during the afternoon.

T-Shirts that were designed by Jose Delacruz were well received.

Photos have been posted on the Region's Facebook Group and a story will appear in the January issue of Porsche4us.

While we were able to hit our 'breakeven' target for the event, if we do schedule a 2024 event, we will have to raise our entry fee from \$90 to \$95 per two-person team to give us a little breathing room.

Program: [John Korossy] no report

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

Rally/Trek: [John Vogt]

The Rally season is now over. The last entrants have all come in to roost. The Dreyfus Cup Rally was a big hit , A younger team (everyone seems younger to me these days), team Papera has the honor of being engraved into eternity. Tipton's Tavern did a great job. The Rally team Vogt, Schnider, and Sjogren all put great effort into making the NNJR group smile. We look forward to next year's fun!

Social: [Tony Cristello]

Over 150 people attended the Holiday Party at The Highlawn and enjoyed cocktails, mingling, and dancing. Special thanks to John Vogt for helping us out with the music!

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 970 to 980.
- This month members were engaged throughout the week.
- Engagement on the public Facebook page peaked at the beginning of the month.
- Demographic data shows that usage on the Facebook group is overwhelmingly by males over the age of 54.

Instagram

- Instagram followers grew from 224 to 232 followers as of November 30

Technical: [Glen Ochten] no report

Webmaster: [Dyke Hensen]

In Oct-Nov we exceeded our allotted space with our hosting service and got a warning.. I was able to delete some picture files and also a staging area I used for testing, and we are now well within our "start-up" package disk space of 10GB. **Storage 5.80 GB**

Another reminder that if you send pictures up be published or upload them to the site - reduce the size before sending or uploading.

The website performed well - though we have had some "caching" errors that weren't allowing the site to update calendar changes for a couple of days. We worked around it and then fixed the underlying issues.

We took about 800 online registrations + "badge" sales this past year. Detailed graphs are attached for our YouTube channel and our online sales.

NNJR-YouTube Channel

Our YouTube channel rocked! **7,800 views and 924 hours of watch time!!!**

This is all based on the stream of content that was created by our recorded monthly meeting and the content that Bill Gilbert has created this past year.

You may have noticed some of the new fields we were able to add to the product ordering page, hopefully this will continue to improve and make online registration and branded products more intuitive.

I will be working with Kim to get a more seamless interface from Website>PayPal>Quickbooks with additional information on product categories included in our extract. That will make reconciling payments with activity types sooo much better.

National Website Contest

We never did get any information back for the PCA National Web contest - my assumption is they never ran the contest.

MOTIONS PASSED DURING MEETING: none

UNFINISHED BUSINESS: none

ANNOUNCEMENTS:

The following awards were announced/presented at the Holiday Party on December 1st:

- **Marlys & Dennis Thovson Award for Exceptional Service to NNJR** (formerly the President's Award): Thom and Grace Calabro.
- **Enthusiast of the year:** Hubert King
- **Bob Moir Most Improved Driver Award:** Britt Findlay
- **Charles Fowler Award:** Rudy & Nancy Samsel
- **Concours Novice Champion:** Steve Rice

- **Concours Veteran Champion:** Kevin Fitzsimmons
- **Charles Mulhern Concours Trophy winner:** Dominic Cerrato
- **Rally Novice Team Winners:** Peter Polask (Driver) / Michael Polask (Navigator)
- **Rally Experienced Team Winners:** Robert Knapik (Driver) / Lucille Knapik (Navigator)
- **Rene Dreyfus Rally Winners:** Ryan Papera (Driver) / Kristine Adzema (Navigator)

NEXT MEETING: Thursday, January 4, 2024

FUTURE MEETINGS: TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Rudy Samsel, the meeting was adjourned at 4:54pm.

Respectfully submitted,
Cindy Cristello, Secretary