

BOARD OF GOVERNORS MEETING for February 2024
NORTHERN NEW JERSEY REGION – PORSCHE CLUB OF AMERICA, INC.

DATE: Thursday, February 8, 2024

PLACE: Online, via Zoom

PRESENT: Ron Miguel, Steve Eisenberg, Cindy Cristello, Kim Aievoli, Rich Barry, Britt Findlay, Doug Holcomb, Grant Lenahan, Anthony Wartel, Hubert King, Hank Menkes, Bill Gilbert, Thom Calabro, Craig Mahon, Knute Hancock, Ted DuPont, John Vogt, Peter Schneider, Tony Cristello, Glen Ochten, Dyke Hensen, Jose DelaCruz

ABSENT: Alan Zambarano, Rudy Samsel, Nancy Samsel, John Korossy

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

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes (inclusive of minor modifications noted) from the January 2024 meeting as final. Motion was seconded by Craig Mahon 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. **Social Media Chair** – Ron announced that Nicole Callan will become the new Social Media Chair.
- B. **Budget** – Ron and Steve led the group through the proposed budget for 2024. Steve explained some of the challenges posed in comparing our year-over-year data due to the fact that use a cash basis vs. an accrual basis for accounting. Various program chairs provided additional detail where available; some others will need to assemble and forward to Steve separately. The budget will be revised accordingly and presented to the BOG during the March meeting for approval.
- C. **Four Door Event Committee** – Steve, Peter, and Rudy are forming a committee to explore simple, low-cost, ‘last minute’ (meaning no advance registration required), ‘quick’ (2 hours duration max) events that might appeal to four-door / family members. These would be akin to a “C&C”, but held at casual “no frills” places, ideally around lunchtime. In addition, this committee will also be available to act as an advisor to other programs wishing to expand their participation base. Some of these ideas might be useful for monthly meetings as well.

- D. **NNJR ID Badge Proposal** – Deferred to next meeting.
- E. **P4US Print Issue** – The March magazine will be distributed both digitally and in print, therefore materials will be due earlier in the month to accommodate the additional steps required.
- F. **March BOG Meeting** – BOG members are reminded the March meeting will be held in-person at the Paul Miller Porsche Conference room at the Showroom location. Zoom dial-in will be available for those unable to attend in person.

REPORTS:

I. **Officers' reports:** [as submitted in advance; *updates during/after the meeting in italics*]

President: [Ron Miguel] see Agenda above

Vice President: [Steve Eisenberg]

In advance of the BOG Zoom this evening here is the 2024 NNJR Budget.

Secretary: [Cindy Cristello] Minutes from the December 2023 meeting have been posted to the website.

Treasurer: [Kim Aievoli]

Please find attached the January 2024 Statement of Financial Position and Statement of Activity. Highlights this month are as follows:

- Meadowlands Stadium returned our security deposit from the 2023 Autocross season
- We began paying track deposits for the upcoming Drivers Ed ("DE") season as well as wrapping up 2023 DE expenses
- Rally reimbursements conclude a successful 2023 program
- Vehicle & Trailer expenses reflect our van's annual storage fee

Please let me know if you have any questions.

Past President: [Rich Barry] no report

II. **Board and committee reports:** [as submitted in advance; *updates during/after the meeting in italics*]

Autocross: [Grant Lenahan]

Confirming earlier information. All 5 events, including CCC, are confirmed and contracted.

The website should be updated this week.

CCC (Metlife) fees slightly higher this year; Pocono unchanged. Dates slightly improved to avoid conflicts with holidays and major SCCA events.

We hope to slightly improve our budget performance and indicated in the more detailed info sent to the EC.

Business Manager: [Anthony Wartel]

Invoices for all 2024 Porscheforums ads were mailed out on January 19, 2024 with a due date of February 5, 2024. Nineteen (19) vendors were sent invoices based on how each selected to pay, yearly or quarterly. To date funds received were deposited into NNJR's account.

Included with the invoices, all vendors were mailed a simple two-page advertising agreement to sign and return to us with their payment. With what payments we received there is a 50% return ratio on the signed agreement.

While there has been no official notification to NNJR at this time, there is an indication that Porscheforums advertising could lose at least (2) key vendors in the coming weeks and months. If and when this happens, a report will be made to the Board of Governors. As reported at the end of last year 2023, the owners of Pinnacle retired, closed shop and no longer advertises in Porscheforums.

Charity: [Hubert King]

Set plans for 2024 Gold Ticket Raffle. Started application for license and set date and place for drawing, December 18, noon, Cheshire Home

Coordinating with Cheshire Home for Welcome to Club event on May 19. Plan to have usual parade and Cheshire Home is planning to transport residents to participate in car show. Proceeds from Rally registration will go to Cheshire Home.

Concours: [Hank Menkes / Alan Zambarano]

Concours has been able to confirm all of our 2024 dates and venues. We are actively planning the workshop programs and contacting suppliers and vendors to solicit product donations for door prizes.

During the off season we have been able to develop an app that allows us to download and fill in the entrant details on the score sheets and window placard directly from the registration information on the web site. This will be a major quality and efficiency improvement for our competitive Concours administrative tasks. The "Welcome to the Club" Concours will be our Beta trial.

To help with training new, and would-be judges, we have composed a detailed and extensive judge's training manual that describes the philosophy and methodology of Concours judging as employed by NNJR. This document will be distributed to all veteran and new judges, and any interested members.

Our objective in 2024 is to continue to grow the Concours program by recruiting new members to participate, and veteran members to continue participating. To foster new member participation, we will be instituting a new member award based on attendance at Concours events. The details will be described in the March P4Us Concours article.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro] no report

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

Historian: [Knute Hancock] no report

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

February New Member Gathering

- Great weather contributed to another successful New Member Gathering at Paul Miller Porsche on Saturday, February 3.
- With 39 "brand new" primary and family members attending, about two dozen more established members, and a substantial turnout by the BOG, Last Saturday's new member gathering was our most successful to date.
- Unfortunately, this was the second time the dealership had us set up in the southeast corner of the showroom floor. That location (on the sunny side during that time of day), combined with the staggering amount of inventory on display, made it a crowded area for the group to gather.
- Our goal with the New Member Gatherings is to make a great first impression on brand-new members. Unfortunately, we don't believe the revised setup helps us achieve that goal. Consequently, we will look at alternative locations for future New Member Gatherings, focusing on them as Saturday morning destination rides to the gathering place.

New Membership Enrollments

There's no sugarcoating it: new membership enrollments slowed in 2023.

- Total enrollments of 229 for 2023 were nearly eight percent lower than the prior year and the lowest level in four years.
- The slowdown in sports car sales (the primary driver of our club enrollments) appears to be a driver.
- January 2024 was not better, with only 13 new member enrollments. That's the lowest January we've observed since 2016.

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	8	10	13	182
2017	25	19	20	24	18	18	19	15	16	15	15	24	228
2018	19	27	26	17	17	19	20	21	17	24	19	17	243
2019	20	9	27	24	15	27	15	15	21	20	15	13	221
2020	23	20	13	15	20	27	24	22	24	21	21	17	247
2021	22	13	26	29	23	26	23	17	17	24	16	12	248
2022	20	20	23	24	17	26	19	16	22	26	19	16	248
2023	20	21	15	22	24	15	18	24	14	24	13	19	229 -7.7%
YoY Var	0	1	-8	-2	7	-11	-1	8	-8	-2	-6	3	-19

- The 229 new members achieved in 2023 was nearly seven percent less than our plan of 245 for the year.
- With only 13 new members enrolled in January, Rudy's forecast model conservatively plans for only 200 new members total for 2024.

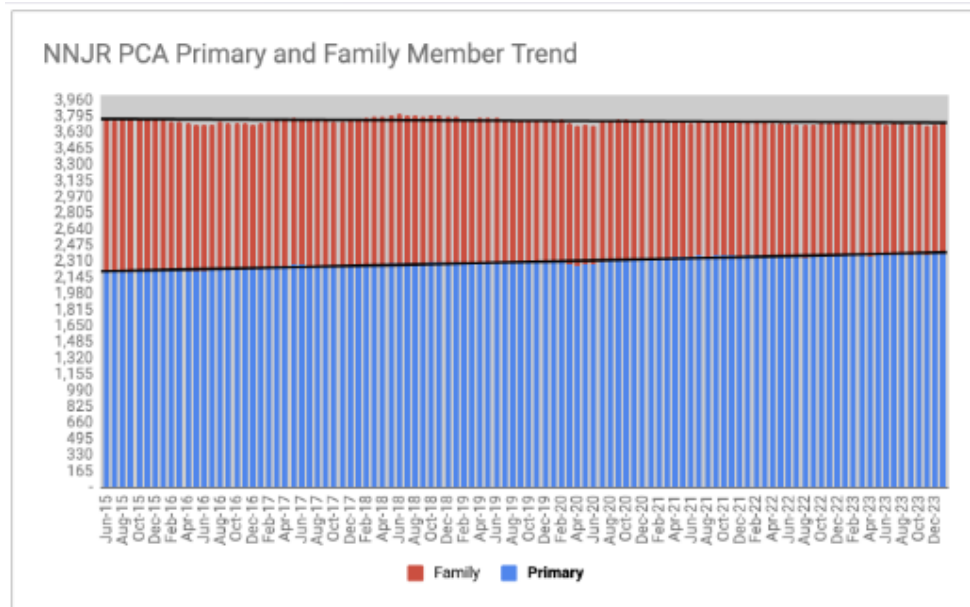
NNJR 2023 New Member Trend: Plan vs. Actual By Month

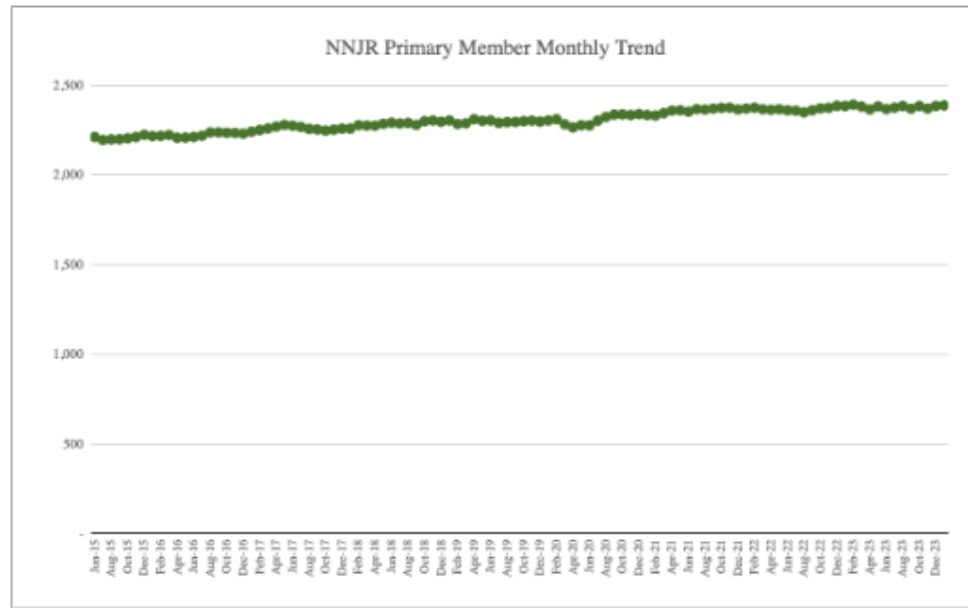
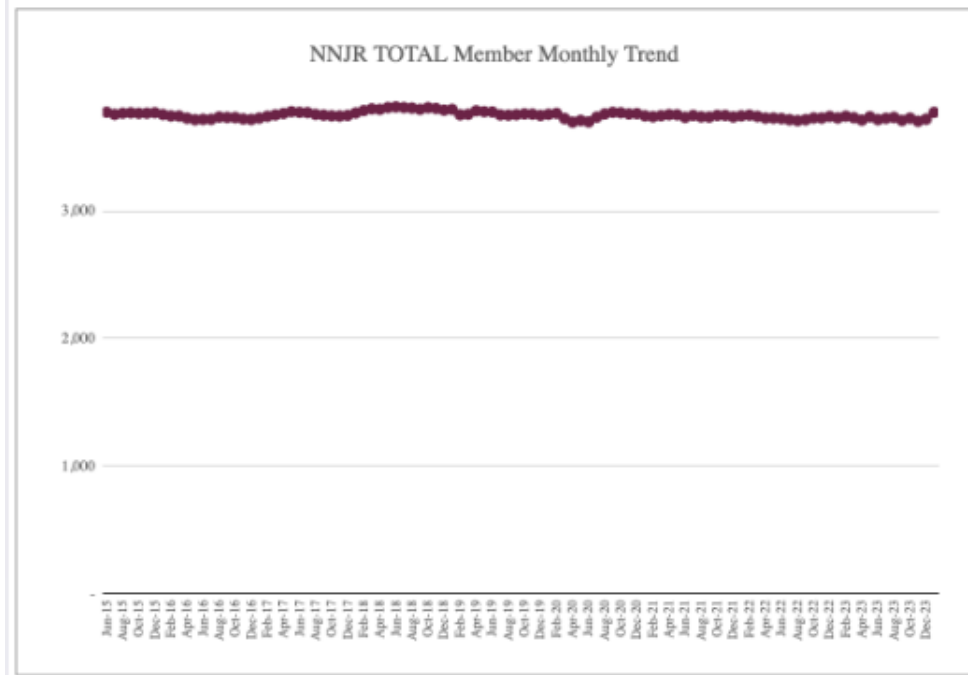
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Plan	21	17	20	22	20	26	22	19	22	23	18	15	245
Actual	20	21	15	22	24	15	18	24	14	24	13	19	229
	-1	4	-5	0	4	-11	-4	5	-8	1	-5	4	-16

Overall Membership

Let's be clear: while new member enrollments have slowed, the sky IS NOT falling on overall NNJR member enrollment!

- Nancy's and PCA National's combined efforts to remind members to renew continue to pay dividends as primary membership remained essentially flat (0.13% YoY) while total membership climbed 1.18%.
- Primary memberships, as of February 1, 2024, stand at 2,388. Combine that with 1,334 family (associate) members, and NNJR's total membership continues to hold steady at 3,722:



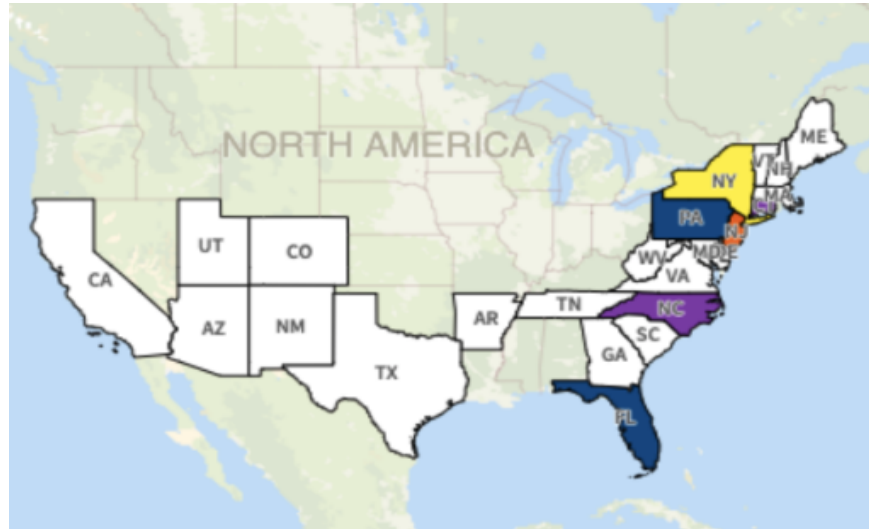


Membership QlikView Data Visualization App is Now in Production!

Rudy spent a fair amount of time in January dusting off his stagnant QlikView data visualization skills to develop easy ways to slice the NNJR membership data. He will work with Ted in February to launch these graphs in the March issue of Porscheforum, but for now, here is a teaser of some of the insights readily available:

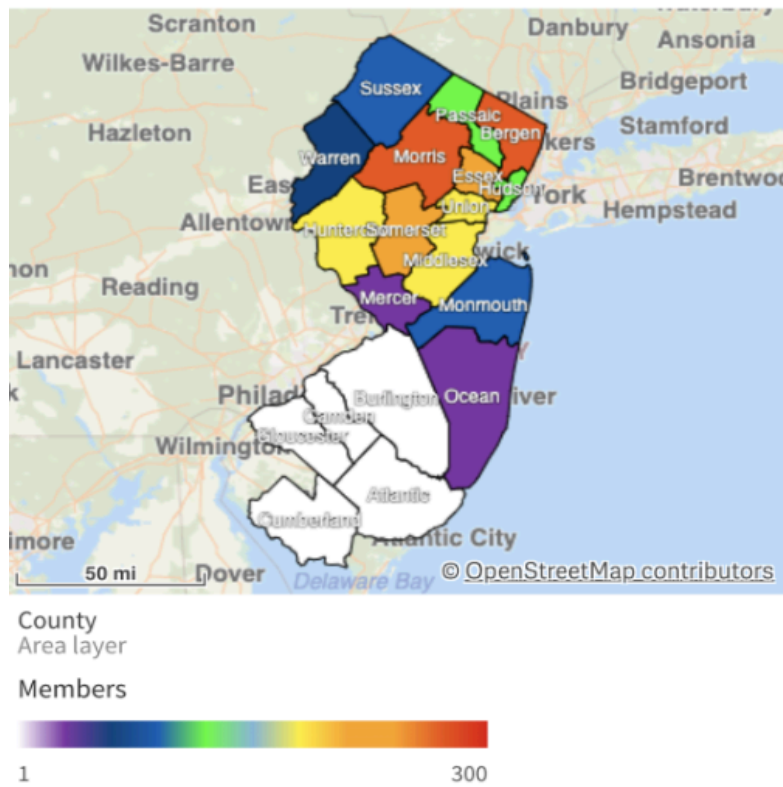


Here is the heat map when no filters are applied to the model:

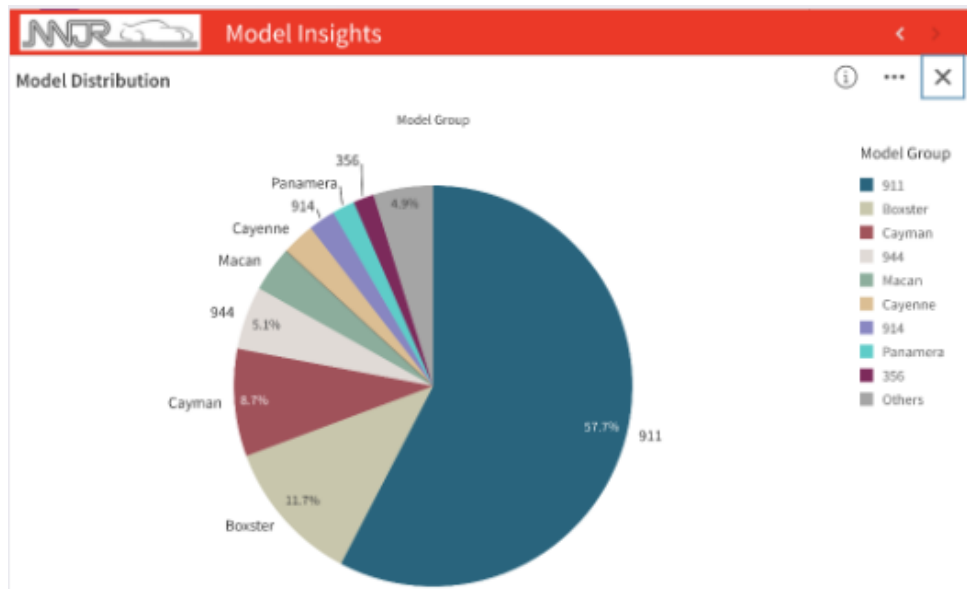


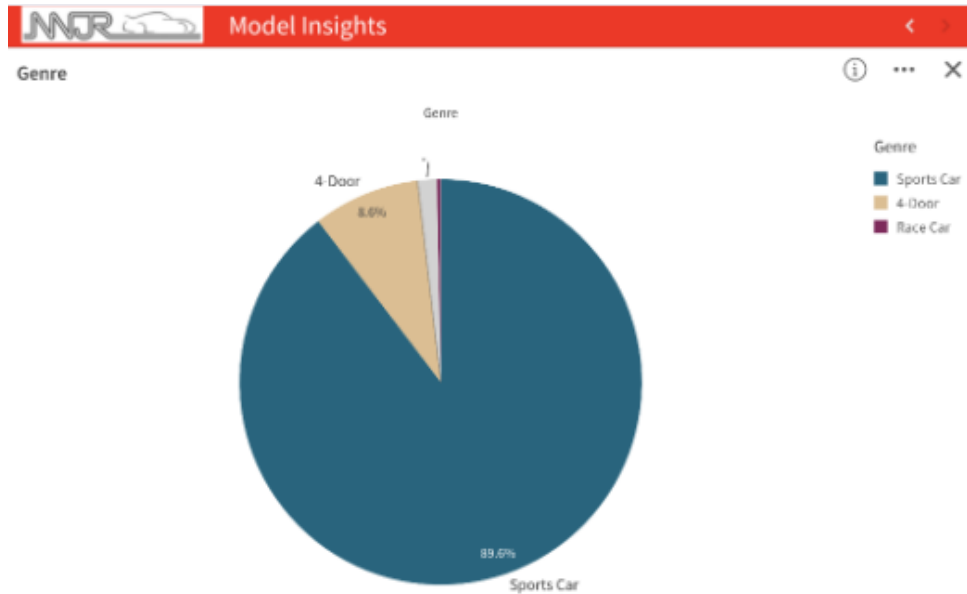
By filtering on a state, the QlikView app automatically zooms down to the county level:

Member Heat Map



Finally, this pie chart confirms that NNJR is a sports car-focused chapter. Four-door models such as the Cayenne (2.7%), Macan (3.7%), Panamera (1.8%), and the Taycan (<1.0%) make up only 8.6% of the club's membership currently:





Membership and New Member 2024 Budget

- We submitted our 2024 budget, representing a slight reduction to our 2023 plan.

Program: [John Korossy] no report

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

PorscheForus March issue: printed edition

- Plan is to pattern this issue after our last print edition a year ago. The focus will be on a comprehensive calendar of events for 2024.
- Source document will be the NNJR Google calendar document now being updated. As in the 2023 Events issue, there will be a multipage calendar section.
- In addition, all of our regular sections will be in the issue, with the focus on the events planned for 2024 for the respective section (Autocross, Track, Concours, etc.)
- New for this year: a QR code on the cover will take readers to the continually updated NNJR events calendar.
- Feb. 17 deadline for all copy, photos and artwork.
 - Submit photos actual size -- necessary to ensure quality printing. No more than four photos or graphics per article, please.
 - 750 word maximum per article
 - Articles sent to me should be self-contained separate files. Please don't send linked files--they're hell to edit!
 - I may be coming to you several times to obtain high-res graphic elements such as NNJR logo, etc.

- We may need high-res versions of various ads -- TBD.
- Digital issue will be ready by March. 1. Extra time to get the print issue into readers' hands will be approximately one month: 15 working days to prepare and print issue; then 5 days in mail for most NJ readers (up to 12 days for out of state mailing).
- I will work with Rudy to clean and verify final mailing list (each issue will cost approximately \$1 to mail).
- NEED TO DECIDE:
 - Should we send out March issue as a regular digital issue around March 1, in addition to printing and sending it (one-month delay)? I vote yes.
 - I'll work with Ron, Steve and Rudy to resolve the other questions / issues I'm sure will come up.

Feedback from an advertiser

I recently visited one of the Porscheforums advertisers. When I told him I was the new editor of Porscheforums he shared with me the following concerns he has. During my many years in the PR industry, one of our guidelines was: "Shout the bad news from the rooftop!" So, in that spirit, here's what he said. He asked that I not use his name.

- The ad rates for Porscheforums are too high, given that that the publication is now mainly digital, with lower production costs for printing, mailing, etc. He said the ad rates haven't gone down since Porscheforums has gone digital.
- His perception is that Porscheforums has lower visibility due to its digital footprint -- it's too easy to get buried in the email. He has no problems with the content but feels it's getting lost.
- He's glad we're about to do a print issue but feels that four issues per year would be the minimum frequency to keep readers engaged and to maintain advertiser visibility.
- His biggest complaint: when the last print issue came out a year ago (the 2023 Events issue), he was given hundreds of issues he never asked for and couldn't get rid of. He was told to "give them out to NNJR members." But he ended up dumping most of them.

That's it. I don't claim to know what the answers are but said I would bring them to the BOG's attention.

Rally/Trek: [John Vogt]

The days of charting our adventures on an EXXON map are long gone. The Rally crew has a few in the wrapper. The idea of promoting the four-door part of the club has come up and we will award top four doors. Looking forward to the season opener.

Social: [Tony Cristello]

The Wine Tasting (Sunday, October 13) and Holiday Party (Friday December 6) have been confirmed. We are working on additional events TBD.

Social Media: [vacant]

Technical: [Glen Ochten]

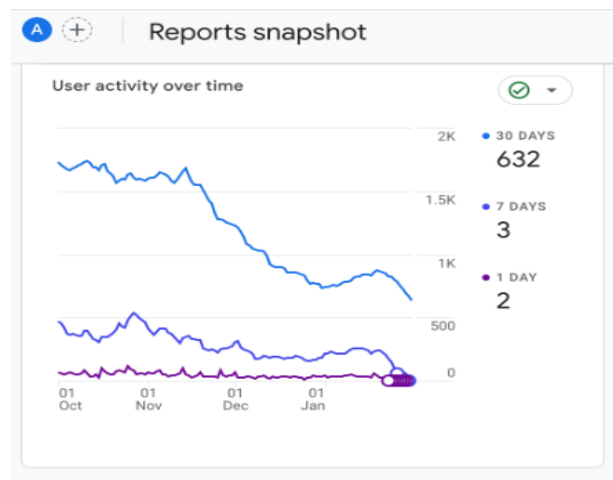
3 Events have been scheduled and are confirmed.

- 2/10 Jack Daniels Porsche
- 2/24 Powertech
- 3/23 Paul Miller Porsche (New East Hanover Location)

Webmaster: [Dyke Hensen]

The website performed well - though bulk updating (resizing images) caused "caching". We worked around it and then fixed the underlying issues.

Jan-March traffic goes way down for the website as you might expect, the attached reports reflect that.



The calendar looks good and I added some new event pictures always a highlight of the calendar.

Thanks, Doug for keeping the Google calendar up to date.

And Great Caesar's ghost, look for cameo appearances from Perry White, Jimmy Olson, and Clark Kent on the Publications events! I have some new BoG pictures as well.

The email forwards are up to date - any changes or corrections let me know.

2024 Budget is submitted.

MOTIONS PASSED DURING MEETING: none

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, March 7, 2024

FUTURE MEETINGS: Thursday April 4, Thursday May 2, Thursday June 20, Thursday July 25, Thursday September 5, Thursday October 10, Thursday November 7, December TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Jose DeLaCruz, the meeting was adjourned at 9:09pm.

Respectfully submitted,
Cindy Cristello, Secretary