

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

**DATE:** Thursday, March 7, 2024

**PLACE:** Paul Miller Porsche showroom conference center, Parsippany, NJ

**PRESENT:** Ron Miguel, Steve Eisenberg, Cindy Cristello, Rich Barry, Britt Findlay, Doug Holcomb, , Anthony Wartel, Hubert King, Hank Menkes, Alan Zambarano, Bill Gilbert, Craig Mahon, Knute Hancock, Rudy Samsel, Nancy Samsel, John Korossy, Ted DuPont, John Vogt, Peter Schneider, Tony Cristello, Glen Ochten, Dyke Hensen, Nicole Callen

**ABSENT:** Kim Aievoli, Grant Lenahan, Thom Calabro

**CALL TO ORDER:** The meeting was called to order by President, Ron Miguel, at 7:29pm.

**APPROVAL of MINUTES:** Knute Hancock moved to accept the previously distributed draft minutes from the February 2024 meeting as final. Motion was seconded by Doug Holcomb 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. **2024 Budget** – Steve Eisenberg thanked the BOG for their assistance in following up on the remaining issues, and reviewed the changes made since last month. Discussions during the meeting led to few additional tweaks being made. Steve will circulate a final copy to the BOG. See Motions Passed During Meeting below.
- B. **P4US: New Directions** – Ted DuPont shared the plans for the next print version of the magazine; it will essentially be a duplicate of March’s digital issue. Once final approval is received to begin printing, it should take approximately 15 business days to print which should result in mailing by March 28<sup>th</sup>. We anticipate printing 3000 copies.

The BOG is reminded that the deadline for content submission for the April magazine is March 16<sup>th</sup>. Ted will oversee production of the April and May magazines, then step down from the position of Editor.

- C. **Four-Door Event Update** – Steve Eisenberg, Rudy Samsel, and Peter Schneider have been collaborating on creating brief, low-commitment, family friendly events to attract new segments of the membership. The first such event “Pizza and Porsches” is scheduled for March 30<sup>th</sup> at Kichley’s Pizza restaurant in Ramsey, NJ. The event will be advertised in P4US, eblasts, website and across our social media platforms. Future events are planned for June 1<sup>st</sup> and August 4<sup>th</sup>. Details to follow.
- D. **ID Badge Proposal** – Steve Eisenberg described a successful ID badge program used by his former region. Our existing badges are dated and have not been ordered for event chairs for several years. The proposal contemplates producing the initial batch of badges for the BOG, and to expand from there. We’d need to determine how best to roll out availability to the membership. Steve will continue to refine the proposal and present a plan and associated costs to the BOG.
- E. **Advertising Sub-Committee** – To help streamline our current processes and help create a uniform advertising strategy, an Advertising Sub-Committee comprised of Ron Miguel, Dyke Hensen, Nicole Callen, Anthony Wartel, and Rich Barry will be formed effective immediately.

## 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] no report

**Secretary:** [Cindy Cristello]

Minutes from the January 2024 meeting have been posted to the website.

Application for a motor vehicle racing license has been submitted to NJ State Police. CCC event/date is named with potential for other events TBD on the application. We expect to receive approval well in advance of the CCC.

Registration renewal for van has been received and is being processed.

Our existing Insurance policies (van and tool coverage) are not being renewed by the current carrier. Replacement policies are being sought.

**Treasurer:** [Kim Aievoli]

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

- Our Driver's Ed ("DE") program received Mid-Ohio PCA Region's share of cost for this season's upcoming Mid-Ohio track event as well as some 2023 track expense reimbursements from participants.
- The club received its Q4 2023 PCA membership region refund.
- Our Porscheforum magazine continues to bring in a steady stream of revenue.

- Our DE program held the ever-popular mid-winter meeting with guest speaker and race car driver Dion Von Moltke.

**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]

I completed my budget work with Steve, tried up AX revenues with Kim, and created the CCC event, with suggested increase in price (opens April 1st, hold the joke's s'il vous plait).

**Business Manager:** [Anthony Wartel]

PorscheForus advertising 1st quarter payments were due February 5, 2024. A total of (16) vendors/dealerships were sent invoices. As of today March 4, 2024 (11) advertisers have sent in payments with (5) advertisers delinquent. One of the five vendors is also behind from the 4th quarter of 2023.

2nd quarter invoices will be mailed out at the beginning of April, along with reminders for the outstanding payments due.

**Charity:** [Hubert King]

Cheshire has applied for a license for 2024 Gold Ticket Raffle. Expect approval within days. Will print tickets and kick off sales at Lightning DE on April 20

Planning for Welcome to Club event is underway. With Campus Drive location and May 19th date set, working with Cheshire Home on resident participation and parade loop through facility at start of rally.

**Concours:** [Hank Menkes / Alan Zambarano]

Concours is preparing for our first event of the season, a workshop on March 10th at Porsche of Englewood. Our host has arranged for a demonstration of dry ice undercarriage cleaning as well as lunch and door prizes. Once again, we've been successful in getting support from some of the major car care product vendors. Griot's Garage, Adam's Polishes, and Car Care Specialties have generously provided products for use during our workshops, and for awards and door prizes. At this time, all venues, guest speakers, and associated programs have been finalized for the season. All we need now is nice weather!

**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 Membership Activities**

- 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, February's new member gathering was our most successful to date.

**Activities Planned For March**

- We tentatively plan to attend the Concours Workshop on March 10 and the Porsches and Pizza gathering on March 30th.

**New Membership Enrollments**

There's no sugarcoating it: new membership enrollments slowed in 2023 and continued that trend for the first two months of 2024:

- Only nine enrollments for February 2024 tie the previous low set in 2019. Combine that with only 15 newbies in January (the lowest level since 2016)
- The slowdown in sports car sales (the primary driver of our club enrollments) appears to be a driver. Here is the breakdown of the Porsches owned by the 24 new members enrolled so far this year:

911/912	54%
Boxster/Cayman	25%
SUV	13%
Transaxle	8%

- Without a commitment by the local dealers to actively promote the club to four-door buyers, this trend will continue until consumer sentiment with the economy improves.

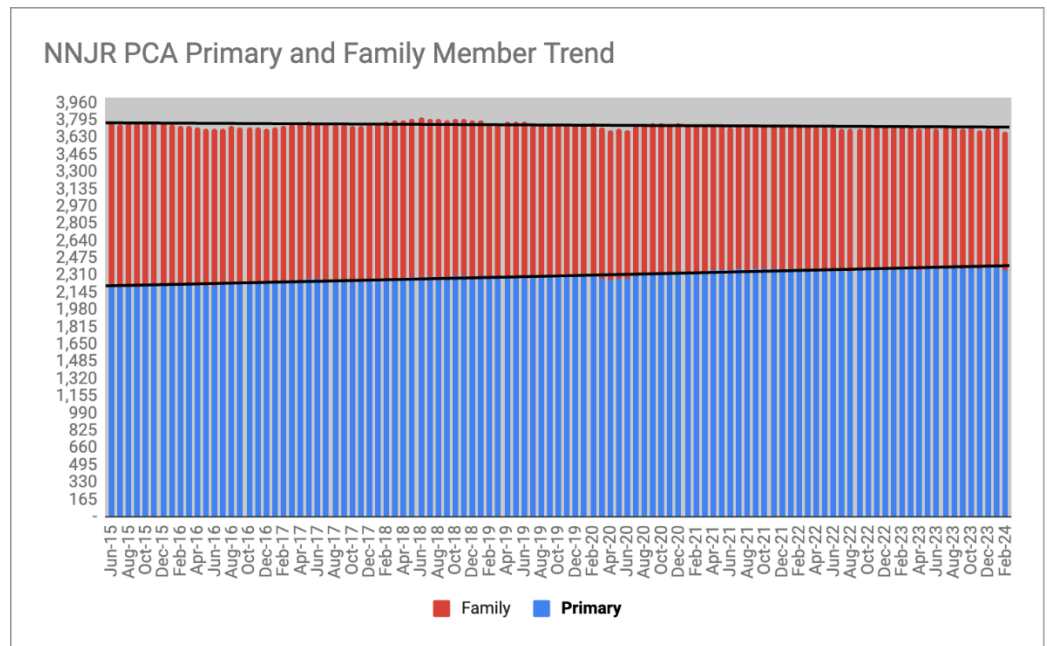
**NNJR New Member Trend By Year By Month**

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD
2016	14	15											29
2017	25	19											44
2018	19	27											46
2019	20	9											29
2020	23	20											43
2021	22	13											35
2022	20	20											40
2023	20	21											41
2024	15	9											24 <b>-41.5%</b>
YoY Var	0	1	0	0	0	0	0	8	0	0	0	0	1

**Overall Membership**

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

- Primary memberships, as of March 1, 2024, stand at 2,364. Combine that with 1,322 family (associate) members, and NNJR's total membership continues to hold steady at 3,686:



**Membership QlikView Data Published in Porscheforus** - if you didn't see it, Ted and Iylana did a fantastic job creating great looking data tiles for the upcoming March print edition of *Porscheforus*! Feedback to date has been very positive.

**Program:** [John Korossy]

Program - topics and speakers needed. We have a suitable venue in Morris Plains off Route 10 (Stickley Museum at Craftsman Farms) which has a reasonable rental fee and excellent AV equipment. We could also offer sponsors in good standing the ability to host and provide a speaker + topic on a first-come, first-served basis. (Note we would reserve a portion of the November meeting for elections.) Thoughts welcomed.

**Publications-P4US Editor in Chief:** [Ted DuPont]

*Status report: March print issue*

- Standard Group received final approval today: they are moving ahead with the printing process. Estimated time frame:
  - o March 28: Issues mailed (15 working days)
  - o Week of April 1: NJ members receive issue in mail (out-of-state will be longer)
- Total of 3,000 issues will be printed (last year: 2,950 printed)
  - o 2,400 issues will be mailed to members (2364 active members)
    - I'll work with Rudy to provide mailing list in format required.

- o 600 extra for club leadership / reserve
- Action Item for decision:
  - o Last year: 20 members had shipments of 20 books each, with one shipment of 150 to Rich Barry (total 550).
    - Should we keep that allocation? Who were the 20 members--or were they shipments to advertisers? How many issues should be shipped to Ron?

*April digital issue*

- Content deadline: Saturday, March 16
- Potential new section: Ric Timmers' 912 project car

**Rally/Trek:** [John Vogt]

The Rally crew is busy discovering ways to get our explorers fun ways to get to our great destinations. The folks are already calling about details for the next season.

**Social:** [Tony Cristello]

Bourbon Night will be Friday, April 12th at the Franklin Steakhouse and Tavern in Fairfield. Registration is open on the website and published on social media. Many thanks to Dyke for setting it up, and Nicole for helping to get the word out.

We are currently reviewing contract for the Holiday Party, scheduled for Friday, December 6th at The Highlawn.

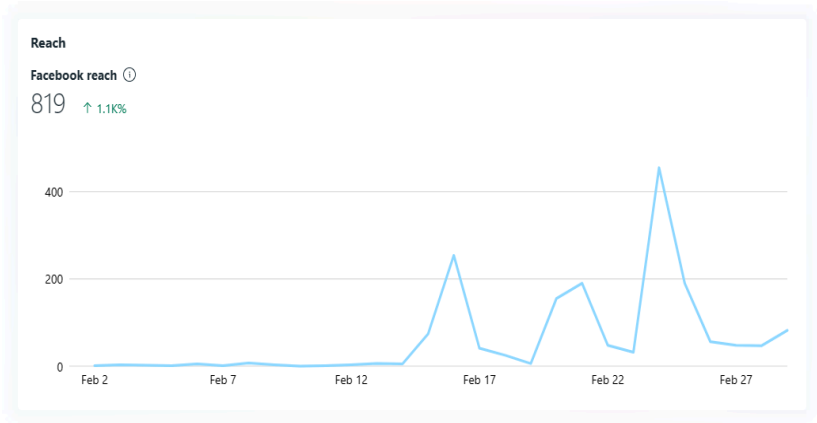
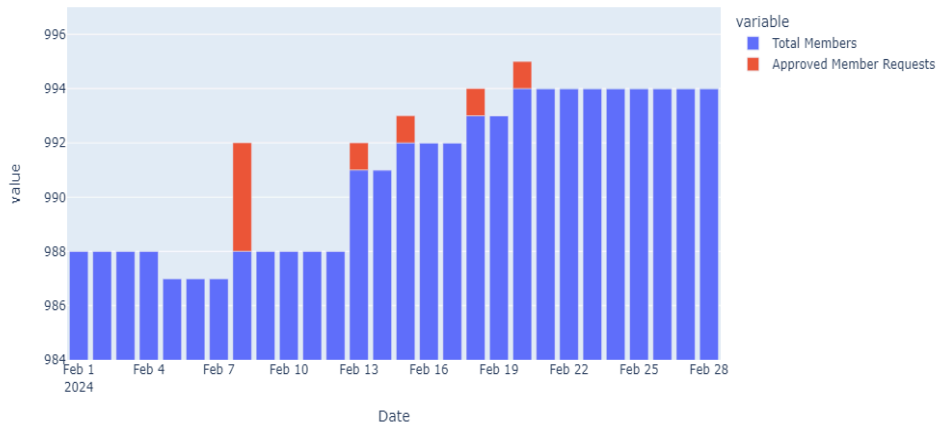
**Social Media:** [Nicole Callen]

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

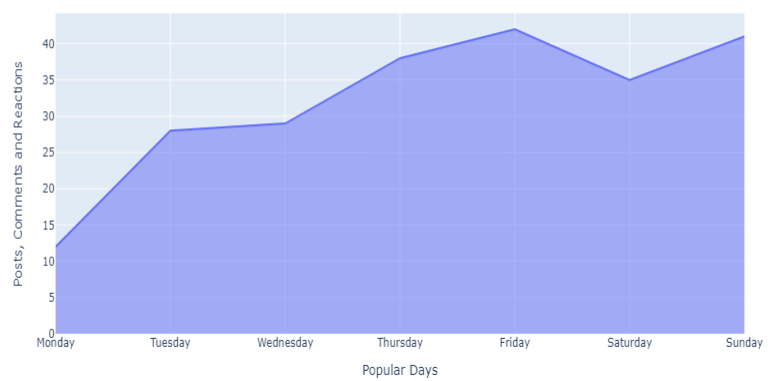
**Facebook**

- Membership on the private Facebook group grew from 988 to 994.
- This month members were most engaged on Fridays.
- The public Facebook page saw an increase in Reach and Visits this month.
- Craig Mahon is the top contributor to the Group this month, with his post detailing and documenting a chipmunk infestation in his vehicle.

Membership Growth for February, 2024



Posts, Comments, Reactions for February, 2024



**Instagram**

- We currently have 245 follows (03/02/23), increased from 232 (11/20/23).

**Technical:** [Glen Ochten] no report

**Webmaster:** [Dyke Hensen]

### **Website**

The website performed well. Our “recurring users” which for the most part represents “our members” was consistent with a small uptick in the DE area.

### **Calendar Events**

We are knocking off the "Hold for" events and filling in the details for the year.

On the home page, the sidebar of "upcoming events" now filters on member event activities. We need to make room to keep the symmetry of the page. Recurring events, such as BOG meetings and P4Us submissions are removed from the upcoming events but are represented in the calendar views.

### **Porscheforus on the home page**

We will continue to put the P4Us releases on the home page in the "What's New". You can see how many visitors selected it in the Userflow attachment. We send visitors to the Publication page with all our issues since 2019. So far, no one has selected any of the older issues from this link. I plan to change the P4Us links on the homepage to go directly to the digital version and see if we have any more success with users downloading the magazine.

### **Behind the curtain**

I am reviewing other domain registers as our current provider has not proved very responsive and has had some "glitches" that did not interrupt our service, but are troublesome.

Kim and I are looking into ways to improve the integration between the website store and our QuickBooks financial system.

### **Web Site Contest**

We have entered the PCA web contest again this year. We had entered last year but it appears National did not publish any results.

### **Email**

Our Email forwarding system should be up to date. If anyone is not receiving the email they believe they should be receiving let me know.

### **For new BOG members and Activity Chairs:**

**NNJR shared network storage:** As many know, we have used Google for a virtual drive that is being used by DE, DE Chiefs, Publications, and other members for storage and collaboration. If anyone has any questions on how to access or use this drive let me know.

Note: We try not to store massive files such as videos or full-size images on the drive.



**MOTIONS PASSED DURING MEETING:**

1. Craig Mahon moved to approve the proposed budget, inclusive of the final changes discussed during the meeting. The motion was seconded by Knute Hancock and carried by majority vote.

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:**

1. Bill Gilbert observed that Paul Miller Porsche's annual Cars & Coffee event scheduled for Sunday, May 19<sup>th</sup> conflicts with our Welcome to the Club event. He would like to ensure that NNJR is represented at PMP's event and will remind the BOG as the date draws near.

**NEXT MEETING:** Thursday, April 4, 2024

**FUTURE MEETINGS:** 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 Dyke Hensen, the meeting was adjourned at 8:41pm.

Respectfully submitted,  
Cindy Cristello, Secretary