

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

**DATE:** Thursday, May 2, 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, Knute Hancock, Rudy Samsel, Nancy Samsel, Ted DuPont, John Vogt, Peter Schneider, Tony Cristello, Glen Ochten, Dyke Hensen, Nicole Callen

**ABSENT:** Alan Zambarano, Thom Calabro, Craig Mahon, John Korossy

**CALL TO ORDER:** The meeting was called to order by President, Ron Miguel, at 7:34pm.

**APPROVAL of MINUTES:** none

**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. **P4US Editor** – Ron Miguel reported that a member is interested in the position and preliminary discussions seem promising.
- B. **Advertising Subcommittee** – Nicole Callen reported that a couple of meetings have occurred to date. The subcommittee’s main goals are: (i) creating consistent messaging across all platforms (P4US, Facebook, Website, Instagram), and (ii) ease of use. Next steps are to establish and track metrics. Nicole proposes to create a pipeline to our Google Calendar which will be our “Source of Truth”. This means it will be critical for us to ensure ALL our content is captured there. From there, data can flow to other outlets. Nicole is considering using the application Hootsuite to automate and manage this data flow, as it appears more efficient than other methods she has used. It uses AI, can generate content, add pictures, and be used for e-blasts. See Motions Passed During Meeting, below.
- C. **ID Badge Update** – Steve Eisenberg presented the final form of the badges. He asks BOG members to email him with how their name should appear, and he will place the order.

- D. **Historian Update** – Knute Hancock is working on compiling what NNJR did in 2023.
- E. **Event Conflict** – Bill Gilbert noted that, unfortunately, Paul Miller Porsche’s Cars and Coffee event conflicts with our Welcome to the Club event on May 19<sup>th</sup>. He hopes we will be able to support both events.
- F. **Delinquent Advertisers** – Anthony Wartel reviewed the names and status of those with outstanding payment obligations. BOG members with relationships with those advertisers will reach out to assist.
- G. **Thank you, Ted!** Ron Miguel noted that Ted is stepping off the board and this will be his final meeting. NNJR thanks Ted for his many contributions during his tenure.
- H. **Next meeting reminder**– The BOG is reminded that our next meeting will be Thursday June 20 IN PERSON at Paul Miller Porsche Showroom.

**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] no report

**Treasurer:** [Kim Aievoli] no report

**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]

Our inaugural event, in conjunction with DE, the Car Control Clinic will be held this Sunday at MetLife stadium. It is filled to capacity.

We have opened registration for our first Autocross at Pocono, June 2nd, and will begin promoting it after the above clinic.

**Business Manager:** [Anthony Wartel]

The due date for 2nd quarter payments for Porscheforums ads was April 30, 2024. Payments continue to come in as of this report.

One vendor who elects to pay the entire year up front for a 10% discount on their 1/2 page ad remains delinquent as of the 2nd quarter 2024.

One vendor is now late on their 2024 1st and 2nd quarter payments, and delinquent also on their 2023 4th quarter invoice. This vendor is also one of our advertisers that did not return a copy of the advertising agreement sent to all dealerships and vendors with the 1st quarter invoices.

**Charity:** [Hubert King]

Kicked-off 2024 Gold Ticket Raffle sales at Lightning DE on April 20. Welcomed this year's sales team: Janice Ernsting, Britt Findlay, and Stuart Milstein. Thanked Steve Corodemus for his contributions over the years.

Plans for Welcome to Club event well underway. Rally registration fees go to Cheshire Home and are collected by their staff at event. Also, they coordinate rally drive-thru for their facility and local police help with traffic flow.

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

Concours held its annual Paterek workshop on April 14th. We had strong attendance with 85 people participating in a colorful discussion on the evolution of the 356 model. Andrew Paterek went through the similarities and differences of a number of 356's that he arranged to be present for the event. They generously provided lunch for the group. The Patereks have been holding this workshop for the Club since 1977! A thank you letter was sent to express our appreciation.

We're preparing for our next event, the Welcome to the Club competitive Concours on May 19th in Florham Park. Trophies have been ordered, and all we need now is cooperation from the weather.

**Dealer Liaison & Sponsorship:** [Bill Gilbert] no report

**Driver Education:** [Thom Calabro] no report

**DE Registrar / Club Racing:** [Craig Mahon]

We are now in the "silly season" for DE signups. Lighting was just completed with Dave Martin taking the lead on that one. Mid-Ohio has been open since January (the event is next week, May 10-12). This event is being run in partnership with MORPCA who have helped vet drivers and instructors. For some reason this event always has a lot of heavy lifting; more of an effort for me than WG, VIR and other events combined, despite lower attendance (~160). Dave is taking care of TBolt, generally the signup has been slow up to this point (98). Lime Rock opened this past Monday with good initial signup (55).

For the first time, we set up on-line instructor registration for the Car Control Clinic. In the past we relied on faith that instructors would show up after signing up sometime over the winter at the instructor's seminar. It also allows easy email communication and an accurate count of who is coming.

**Historian:** [Knute Hancock]

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

*April Membership Activities*

- We both attended the Gathering of the Faithful, while Rudy enjoyed viewing all of the 356s in attendance at Patarek's Concours the following week.

*Activities Planned For May*

- While we plan to participate in the Welcome To The Club Concours on the morning of May 19th, we will not be able to attend the Rally portion scheduled for later that day.

*New Membership Enrollments*

New member enrollments continued at their slowest pace since 2016. In March, NNJR signed up only sixteen new members, representing the sixth straight month of not achieving twenty or great enrollments. New member enrollments for the first four months of 2024 tallied only 52 Newbies.

- New member enrollments for the first four months of 2024 are down (-33%) from the same period YAGO.
- New member enrollments are fifteen less than what we forecast in our 2024 Plan.

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

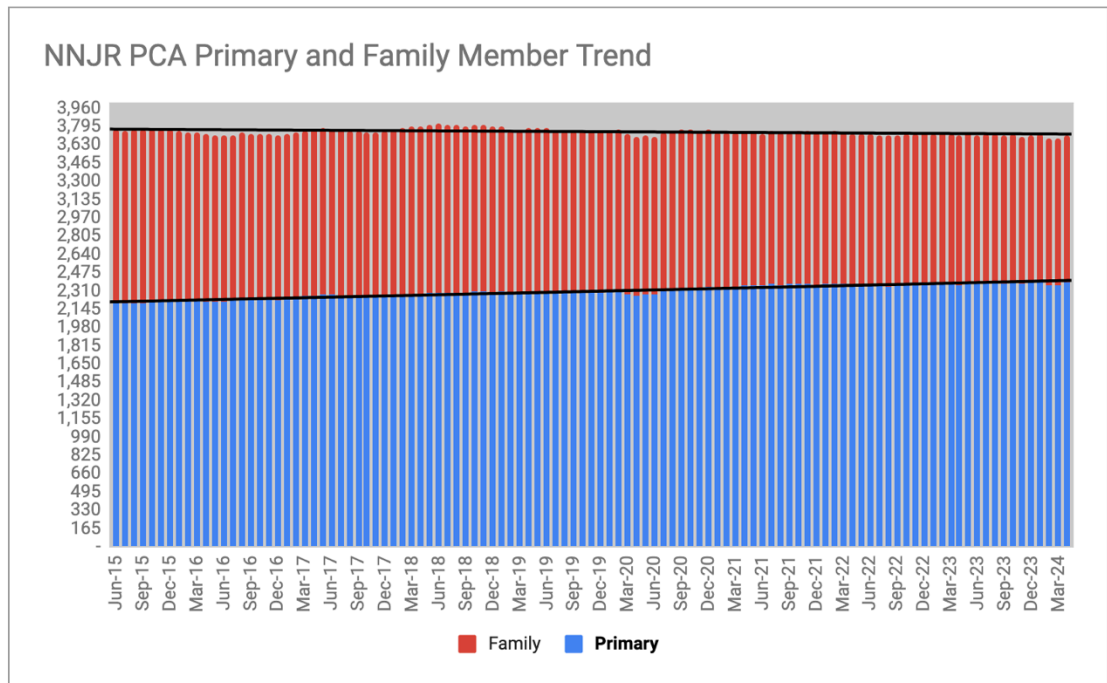
<b>Year</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>YTD</b>
<b>2016</b>	14	15	22	16									<b>67</b>
<b>2017</b>	25	19	20	24									<b>88</b>
<b>2018</b>	19	27	26	17									<b>89</b>
<b>2019</b>	20	9	27	24									<b>80</b>
<b>2020</b>	23	20	13	15									<b>71</b>
<b>2021</b>	22	13	26	29									<b>90</b>
<b>2022</b>	20	20	23	24									<b>87</b>
<b>2023</b>	20	21	15	22									<b>78</b>
<b>2024</b>	<b>15</b>	<b>9</b>	<b>12</b>	<b>16</b>									<b>52 -33.3%</b>

**NNJR 2024 New Member Trend: Plan vs. Actual By Month**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
<b>Plan</b>	14	18	18	17									<b>67</b>
<b>Actual</b>	15	9	12	16									<b>52</b>
	<b>1</b>	<b>-9</b>	<b>-6</b>	<b>-1</b>									<b>-15</b>

**Overall Membership**

- While new member enrollments have slowed, the overall existing NNJR member enrollment remains stable.
- On a positive note, the number of non-renewals (25) was the lowest on record since 2016.
- Further solidifying NNJR membership, a record number of members (161) renewed.
- Primary memberships, as of May 1, 2024, stand at 2,381. Combine that with 1,332 family (associate) members, and NNJR's total membership continues to hold steady at 3,713.



**Program:** [John Korossy] no report

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

## **Porscheorus May 2024 Digital Edition**

- Issue sent to 2,865 recipients via MailChimp at 2 pm May 1.
  - 1,788 opens
  - 274 clicks
  - clicks per unique opens: 15.3%
  - The number of opens spiked during the first 2 hours, dropping off sharply thereafter (see detailed MailChimp report below)
- May issue is last under Ted's editorship
  - Search for new editor underway; Editor Wanted ads sent via various channels and in Porscheorus
  - Steve Eisenberg will serve as "nudge" to produce next issue (s) as editor search continues. Ted and Steve have met several times to ensure Steve has what he needs to continue to produce Porscheorus until permanent new editor is in place.
  - Iylana Nassiri (freelance graphic designer) will continue in her role; she is aware of the transition
- Transition action items
  - Provide Steve with credentials for Fliphtml5 and Mailchimp (including Mailchimp billing); Steve already has access to Google Drive
  - Redirect publications alias to Steve
  - Remove Ted from Get In Touch page

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

The route is set for our WTTC Rally, thanks to Peter, Eric, and Joanne. We did the run through for the great back roads of NJ. We will end up at our famous party, drinking and eating spot--The Long Valley Brew Pub. The trophies are set for the participants with the addition of the four door class. We are also looking forward to the drive through at Cheshire Home to pass out model cars to the folks there. See you all at the event.

### **Social:** [Tony Cristello]

The bourbon tasting event was highly successful. We had just under 40 attendees and participants enjoyed a curated selection of small batch and eclectic bourbons, accompanied by hearty buffet. The Franklin Steak House and Tavern was very accommodating and we look forward to partnering with them again in the future.

### **Social Media:** [Nicole Callen]

Summary of this month's report is below. Full report attached.

#### **Facebook**

- Membership on the private Facebook group grew from 1,005 to 1,020
- This month members were mostly engaged on Sundays.

- The public Facebook page saw an **decrease** in Reach , Visits, and Follow Rate this month.

**Instagram**

- We currently have 276 followers (04/28/24), increased from 261 (04/01/24).

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

**Webmaster:** [Dyke Hensen] no report

**MOTIONS PASSED DURING MEETING:**

1. Bill Gilbert moved to authorize up to \$1200 to purchase a subscription to Hootsuite (or a similar alternate application as may be desired) to continue our development work. Motion was seconded by Knute Hancock and carried by majority vote.

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:** none

**NEXT MEETING:** Thursday, June 20, 2024 – IN PERSON at Paul Miller Porsche Showroom

**FUTURE MEETINGS:** 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 Bill Gilbert, the meeting was adjourned at 8:54pm.

Respectfully submitted,  
Cindy Cristello, Secretary