

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

DATE: Thursday, June 20, 2024

PLACE: Paul Miller Porsche Conference Center, Parsippany NJ, with ZOOM link for those unable to attend in person

PRESENT: Ron Miguel, Steve Eisenberg (zoom), Cindy Cristello Kim Aievoli (zoom), Britt Findlay, Doug Holcomb, Grant Lenahan (zoom), Anthony Wartel (zoom), Hubert King, Hank Menkes, Bill Gilbert, Thom Calabro, Knute Hancock, Rudy Samsel, Nancy Samsel, John Korossy, Allen St. John, John Vogt, Peter Schneider, Tony Cristello, Glen Ochten, Dyke Hensen, Nicole Callen

ABSENT: Rich Barry, Alan Zambarano, Craig Mahon

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

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes from the April 2024 and May 2024 meeting as final. Motion was seconded by Peter Schneider 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. **New P4US Editor** - Ron Miguel opened the meeting by welcoming Allen St. John as our new P4US Editor. He also shared a copy of the calendar that CVR produces annually as an example of something tangible a region could make available to their membership.
- B. **Nominating Committee** - In accordance with the Bylaws, Ron proposed the appointment of certain members to the 2024 Nominating Committee. The Nominating Committee is charged with preparing a slate of candidates for the elected officers (President, Vice President, Secretary, Treasurer, and three (3) Governors) to serve effective January 1, 2025. The proposed Nominating Committee is:

Rich Barry, Chair
Glen Ochten
Bob White

Peter Miller
Jeff Krol

See Motions Passed During Meeting, below.

- C. **BOG Changes** - Ron announced that Rudy and Nancy Samsel have advised they will step off the BOG at the end of 2024. We thank them for all they have done to advance our Membership and New Member efforts over the years.

- D. **Cheshire Home Gala** - Hubert King reported that plans are progressing for the Cheshire Home's Gala, scheduled for September 18, 2024. This will be their second Gala; the inaugural one in 2022 raised in excess of \$290,000. Hubert has proposed, consistent with the previous event, that NNJR purchase a full-page ad for the event program at a cost of \$5,000. He proposed using \$2500 from the Charity budget and asked the BOG to authorize the expenditure of the remaining \$2500. The purchase of a full-page ad also entitles the donor to a table at the event. See Motions Passed During Meeting, below.

- E. **Event Calendar** – Nicole Callen presented her vision for streamlining how we capture, update and communicate our event information to our membership. Our Google calendar will become the primary source for all event-related information, and all event chairs are asked to update their events; either directly in the Google calendar, or by sending the information to Nicole to update. A template will be distributed after the meeting to assist chairs in determining the information required. Once the calendar is updated, it can be used to trigger advertisements, postings, registration links, etc.

- F. **Recap of Recent Events** – Event chairs provided the following overviews;
 - 1. **May WTTC Concours** – Hank Menkes reported attendance of 32 cars and 15 judges. One third of the participants were new members. The event ran much more efficiently because they were able to automate some of the registration and scoring process. The team is looking forward to the Paul Miller Porsche Classic Concours on June 30.

 - 2. **DE** – Thom Calabro reported that DE continues to be challenged by price increases Attendance has been further challenged by the many 'unfavorable' dates allotted to us by the tracks (Memorial, Day, Mother's Day, July 4, Labor Day). He will continue to pursue opportunities to partner with other regions, particularly Metro.

 - 3. **A/X** – Grant Lenahan reported the recent A/X's attendance level of over 100 participants was the highest to date! He is hoping for a repeat of the perfect weather for the next a/x on July 21. Jack Daniels is expected to be in attendance at the August 25 a/x along with reps from PCNA.

 - 4. **Small Meet-Up Events** – Steve Eisenberg reported a turn out of about 20 people at the "Porsches and Franks" gathering at the Hot Grill in Clifton. He is working on a BBQ event for August 4th; details TBD.

- G. **New Advertisers / Sponsors** – Steve Eisenberg recommends that we work towards broadening our advertiser base beyond our traditional sources of dealerships and Porsche-centric shops. Other body shops, banks, restaurants, etc. are examples of businesses that might benefit from exposure to Porsche Club members. The BOG is asked to consider relationships they may have that might be interested in advertising. Anthony Wartel can provide a contract and form to those wishing to engage.
- H. **Member Retention** – Steve Eisenberg noted that member retention remains a major issue impacting PCA across the nation. The average PCA member has 10 years’ tenure. We need to ensure we are properly welcoming new members and perhaps explore learnings from members that are not renewing their memberships.
- I. **Resumption of Monthly Member Meetings** – An ad-hoc committee consisting of Steve Eisenberg, Hank Menkes, and John Korossy has been formed to explore options around resuming regular meetings for members.

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]

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

- Our Autocross program shows solid revenue from our very popular car control clinic.
- Drivers Ed continues to bring in revenue from drivers and incur expenses as we pay race track fee balances.
- Admin expenses include final payment to our accountants for NNJR's annual review.
- Social expenses include payment of the deposit for our spectacular annual holiday party

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 second event, the June 2nd autocross was a great success. We have very high attendance (> 100 registered) and better yet, were able to accommodate the crowd and keep things moving sufficiently for all to get good runs and leave happy. Weather cooperated. We will turn a significant surplus on this event - which protects us in the case of poor weather or other

challenges.

Our next event is July 21, again at Pocono, and registration is open. For those interested, Jack Daniels Porsche, our event sponsor, appears to be an active participant with a representative on site (and driving). He brought signage.

Business Manager: [Anthony Wartel]

- 3rd quarter invoices for Porscheforums ads will be mailed out the week of June 24, 2024.
- One vendor remains delinquent for an upfront one year payment.
- One vendor remains delinquent for one quarter of 2023 and two quarters of 2024.
- Two vendors are one quarter behind.
- One vendor remains one quarter behind.
- A past advertiser voiced interest in returning to Porscheforums. This shop had been over a year behind in payments. A contract was sent via email with no response.
- A new vendor who voiced interest in advertising in Porscheforums was sent a contract agreement.

Charity: [Hubert King]

Welcome to the Club event on May 19 was a big success. Hosted visit by Cheshire Home residents to our Concours Event. They enjoyed the cars and were treated to some raucous engine sounds. Followed that with parade through Cheshire Home and Rally. Donations for Rally generated almost \$3000.

Planning for September 18th Cheshire Home Gala has started with first committee meeting on May 22. Hubert King and Stuart Milsten are Chair and Co-Chair. Donations and Honorees are on track, with commitments for about 20% of the \$350,000 goal.

Concours: [Hank Menkes / Alan Zambarano]

On May 19th NNJR held our Welcome to the Club Concours at Campus Drive in Florham Park. We began the day with a catered breakfast on what ultimately turned out to be a warm sunny day despite the preceding week's constant rain. Thirty-two cars registered with about a third being new members or new to Concours. The use of preprinted score sheets, pre-arranged confirmed judging teams along with an adequate number of judges, and computer scoring allowed us to finish on time this year. An NNJR thank you letter was sent to the real estate management company in appreciation for the use of their facility.

Plans are in progress for the upcoming Paul Miller Porsche Classic Concours on June 30th.

Dealer Liaison & Sponsorship: [Bill Gilbert] no report

Driver Education: [Thom Calabro]

Up to today, our surplus vs loss is about even. The Lightning 1 and Thunderbolt events were a wash. The Mid-Ohio joint DE with MOR-PCA was a relative success. We each had a measurable loss last year running separate events. While we are still waiting for the final bill from the track, it looks like we will each have a minor loss, and this was on Mother's Day weekend. I've already started to lobby the track to move us off of that weekend, but they are noncommittal and won't do anything until October, and after they know what dates the pro races will be. While the final numbers have yet to come in, we will have a loss at Lime Rock this weekend, about the same as last year. The costs went up and our revenue is down.

As of now, the only events we have open for registration are Summit Point and PittRace, which are being hosted by Potomac and Allegheny PCA Regions.

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

Historian: [Knut Hancock] no report

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

May Membership Activities

- We both attended the Welcome To The Club Concours on the morning of May 19th but could not stay for the Rally portion scheduled for later that day.
- Rudy provided *PorscheForum* support updating the magazine's membership data and the MailChimp distribution lists.
- Nancy continued her efforts by sending out welcome packets to newbies and reinforcement emails to encourage existing members to renew their membership.

Activities Planned For June

- Rudy made a successful 140-mile roundtrip in his 928 to attend the June Cars & Coffee gathering at Jack Daniels Porsche held on June 8th. Unfortunately, his car ended up being the only "Classic" Porsche in attendance.
- Rudy plans to attend the Flemington Porsche Cars & Coffee gathering on Saturday, June 23rd.
- Rudy plans to help judge at the Paul Miller Porsche Concours scheduled for June 30th.

New Membership Enrollments

On a positive note, NNJR achieved 28 new member enrollments, the highest single-month total since Rudy started tracking the data, and a welcome change following six straight months of disappointing results. May's trend appears to continue as the current June new member run-rate has the club on track to sign up eighteen newbies, which would be one higher than our plan of 17.

- New member enrollments for the first five months of 2024 tallied only 80 Newbies.
- New member enrollments for the first five months of 2024 are down (-22%) from the same period YAGO.

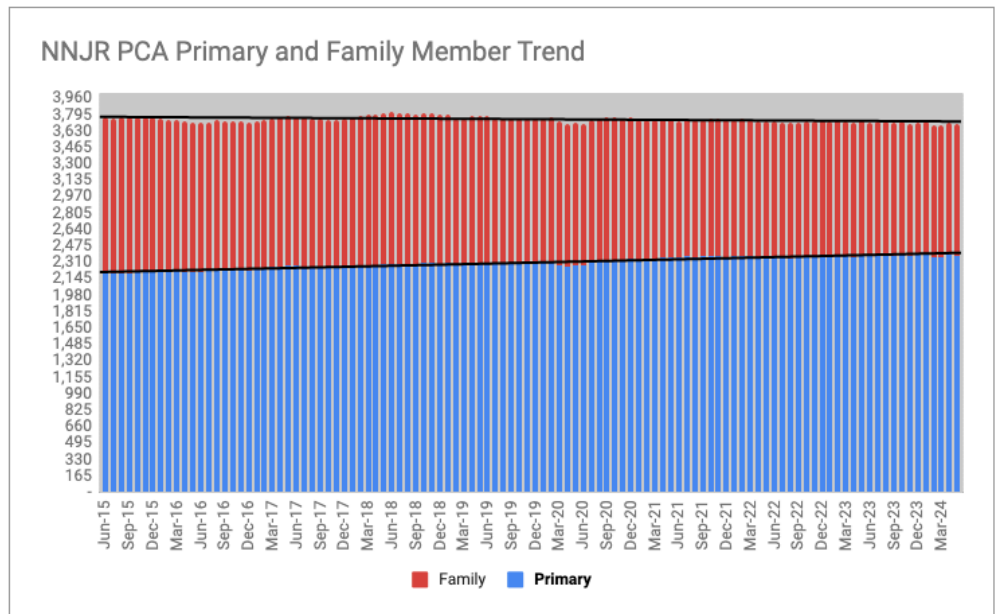
- New member enrollments are now only four less than we forecast in our 2024 Plan YTD.

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								82
2017	25	19	20	24	18								106
2018	19	27	26	17	17								106
2019	20	9	27	24	15								95
2020	23	20	13	15	20								91
2021	22	13	26	29	23								113
2022	20	20	23	24	17								104
2023	20	21	15	22	24								102
2024	15	9	12	16	28								80 -21.6%
YoY Var	-5	-12	-3	-6	4	0	0	8	0	0	0	0	-22

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Plan	14	18	18	17	17								84
Actual	15	9	12	16	28								80
	1	-9	-6	-1	11								-4



Overall Membership

- While new member enrollments slowed, existing NNJR member enrollment remained stable.
- Primary memberships, as of May 1, 2024, stand at 2,373. Combined with 1,327 family (associate) members, NNJR's total membership remains steady at 3,700.

Program: [John Korossy] no report

Publications-P4US Editor in Chief: [Allen St. John] no report

Rally/Trek: [John Vogt]

The WTTC Rally went well; all came back alive. The drive through the facility was as always a heart warming experience. The Summer Sizzle Rally is next on July 14, and the rally team has it set. We will end at "the Minuite Man for a great BBQ.

Cruise Night is set with a GREAT band and promises family fun on July 27; rain date July 28.

Social: [Tony Cristello] no report

Social Media: [Nicole Callen] no report

Technical: [Glen Ochten] no report

Webmaster: [Dyke Hensen]

Website usage and metrics attached

MOTIONS PASSED DURING MEETING:

1. Knute Hancock made a motion to accept the Nominating Committee as appointed by the President. Motion was seconded by Peter Schneider and carried by majority vote.
2. Bill Gilbert made a motion to authorize an additional expenditure of \$2500 to be combined with \$2500 from the Charity budget and applied towards the purchase of a full-page ad in the Cheshire Home Gala program. Motion was seconded by Peter Schneider and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none

NEXT MEETING: Thursday, July 25, 2024

FUTURE MEETINGS: Thursday September 5, Thursday October 10, Thursday November 7, December TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Peter Schneider, the meeting was adjourned at 8:50pm.

Respectfully submitted,
Cindy Cristello, Secretary