

BOARD OF GOVERNORS MEETING for February 2025

NORTHERN NEW JERSEY REGION – PORSCHE CLUB OF AMERICA, INC.

DATE: Thursday, February 6, 2025

PLACE: Online, via ZOOM

PRESENT: Ron Miguel, Steve Eisenberg, Cindy Cristello, Britt Findlay, Rich Barry, Doug Holcomb, Jim Vinci, Anthony Wartel, Hubert King, Hank Menkes, Alan Zambarano, Bill Gilbert, Thom Calabro, Craig Mahon, Knute Hancock, Anthony Margaritondo, John Korossy, Allen St. John, John Vogt, Peter Schneider, Tony Cristello, Glen Ochten, Michael Kosinski, Kristen Totaro, Nicole Callen

ABSENT: Grant Lenahan

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

APPROVAL of MINUTES: Knute Hancock moved to accept the previously distributed draft minutes from the January 2025 meeting as final. Motion was seconded by Jim Vinci 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 Social Media Chair** – Ron Miguel introduced Kristen Totaro as the new Social Media Chair. Kristen has been working with Nicole to get up to speed.

B. **Google Calendar Descriptions** – Nicole Callen reviewed how information from our Google calendar feeds the social media we use to publicize our events. If the ad says “registration required” in the Title, and “registration closes” in the description, the ChatGPT utility will post it 6 weeks out from the registration date or (if not otherwise specified) use the Registration Date. We should identify events as ‘exclusive’ to NNJR or non-exclusive so that they are posted appropriately to our channels. Nicole will distribute a

link to the Google Calendar after the meeting. Chairs should make their updates and email Kristen so that she can run the ChatGPT utility.

- C. **2025 Budget** – Steve Eisenberg led the BOG through a discussion of the proposed 2025 budget as reviewed by the EC. See Motions Passed During Meeting below.
- D. **Committee Chair Responsibilities** – Ron Miguel announced that we are undertaking a project to update the various BOG positions ‘job descriptions’, as most of them have evolved since they were last documented several years ago. Having current role descriptions facilitates filling vacancies and eases succession planning. Cindy will distribute the descriptions we currently have on file. BOG members are asked to revise them as appropriate.
- E. **Activities for non-drivers at WG1** – The BOG is asked to give thought to what kinds of activities we could organize to for non-drivers. Ron will follow up with some BOG members after the meeting to discuss further.

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 December 2024 meeting have been posted to the website.

Treasurer: [Britt Findlay]

Please find attached the January 2025 Statement of Financial Position and Statement of Activity. Highlights this month are as follows:

- Off-Road Income reflects Sponsorship dollars received for our Fall 2024 Pine Barrens Excursion.
- Autocross Expense reflects a deposit made for our annual Car Control Clinic at the Meadowlands.
- We began paying track deposits for the upcoming Drivers Ed ("DE") season and even received a rebate from PittRace for a shortened day at our 2024 DE event.
- Vehicle & Trailer Expense reflect our van's annual storage fee.

- Social program is showing revenue from our Lunar Luncheon on February 2nd to celebrate the Chinese New Year!
- Many thanks to Kim for setting up the club on QuickBooks and her time spent training me, she made it look so easy. I only hope I wear her shoes as well as she did.

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] no report

Business Manager: [Anthony Wartel]

1st quarter invoices for 2025 PorscheForus ads were sent out to vendors on January 17 with a due date of February 7.

Presently there are (19) advertisers.

There are ongoing discussions with possible (2) new advertising vendors.

Charity: [Hubert King] no report

Concours: [Hank Menkes / Alan Zambarano]

All 2025 Concours venues have been verified, and guest workshop presenters have been confirmed. We are now in the process of soliciting product donations for awards and door prizes from the major car care product suppliers. We're pleased to announce, as a result of Steve Eisenberg's extensive efforts, Jack Daniels Porsche has agreed to host our initial workshop on March 9th at their dealership this season. Additionally, following up on members' requests, we've found a more accommodating site for our fall Concours at Giralda Farms in Madison, NJ where we'll have access to the building lobby and rest rooms.

Dealer Liaison & Sponsorship: [Bill Gilbert]

Sponsorship for 2025 is off to a great start.

Paul Miller Porsche

I met with the team at Paul Miller Porsche the second week of January and subsequently they confirmed their expanded sponsorship for 2025.

- Adding sponsorship for the Thunderbolt DE; continuing Lightning 1, Lime Rock and Watkins Glen 1.
 - Plus a number of additions to their DE events including one or more non-driver excursion(s) at Watkins Glen, the skid pad at Lime Rock and more.
- Continuing sponsorship (and hosting) of the wine tasting.
- Sponsorship of the Off Road event.
- Title sponsorship for Concours.
- Sponsorship of our 70th Anniversary event, details TBD.

Needless to say, this is a large and very much appreciated effort on their part!

Jack Daniels Porsche

Thanks to Steve's efforts,

- Jack Daniels Porsche will again be sponsoring the AX series.
- And they will be adding sponsorship of the Car Control Clinic.

It's been some time since we had sponsorship of the CCC so that is a great add!

Ray Catena Porsche / Porsche Edison

On Jan 22, Ron, Jack Ippolito and I had a very productive meeting with the leadership of Ray Catena Porsche, now known as Porsche Edison. We met in their very large, extraordinarily nice, brand new store.

- Two floors big enough for anything, including an indoor Concours in the future, if we want!
- It's also very important to note that they are about to break ground on Porsche Springfield, which will be an equally impressive (and nearly as large) store that is a new (!) Porsche store location. At the junction of I78 and the GSP, with direct GSP access.

They are keen to get more involved with NNJR. As a result, we agreed to pursue the following. They recognize that our discussion is late in the NNJR calendar setting, so some things may not work for 2024. We left the meeting with an agreement to nail down 2024 events that work for both parties and to expand in 2025

- They were interested in hosting the Instructor and Drivers seminars on Feb 23. But, since the meeting, Thom confirmed that we are contracted with the Olde Mill Inn. So a possibility for next year.

- They have to check to see if their big screen can be used with PowerPoint, etc. It does work to watch a live event; they had the Daytona 24 Hour race on live during the event.
- They are interested in hosting an F1 watch party. Cindy has given me some dates which I've passed along.
- They would be willing to host a new member get together later in the year.
- They are interested in sponsoring the Lightning 2 DE in October. Based on input from Thom, I've proposed a budget number.
- They are willing to host any/all of the following:
 - Monthly member meeting
 - DE Tech
 - Concours workshop
 - Etc.

At this point, if you have an event where the host isn't committed for 2025, please consider having them host. Let me know and I will make the introductions. DE tech for Lightning 2 might be nice, if not already committed. A word about parking at their store. Right now it is somewhat limited though they are willing to move cars and make room, as needed. In a year or so, they will be taking over the adjacent AT&T store and later the adjacent strip mall. Both for parking.

It goes without saying that all 3 dealerships are expanding their positive relationship with NNJR. We owe them as much publicity as we can generate as part of our promotion of their events and, of course, a thank you at every relevant public opportunity. In addition, they are all very open to hosting events, in 2025 and beyond.

Driver Education: [Thom Calabro]

Registration for all of our DE events opened on February 1st. This is a departure from the past where each event opened for registration 2 months prior to each event. This change was done at the urging of our members. Many like to have their season "set" and done with at the beginning of the year, rather on a "monthly" basis. Hopefully we will get more drivers by doing this.

The season that was originally posted has been changed a couple of times. Potomac dropped their July Summit Point DE, which we were promoting. Allegheny was non-responsive to our requests to promote a NNJR DE or two on their calendar, so their PittRace event was removed from ours. NYMetro has been great to work with. We're

looking forward to their Palmer and Lime Rock events. They have our Mid-Ohio and VIR events posted on their website.

All contracts have been signed, and deposits for each paid.

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

Historian: [Knut Hancock] no report

Membership: [Anthony Margaritondo]

Membership Activities

- Our first new member meeting is this Saturday, Feb 8th at Paul Miller Porsche from 10:00-12:00.
- I am in talks with Porsche Edison about them hosting our Fall event. I am targeting October 11th for that event

New Membership Enrollments

- Year-to-date, NNJR signed up 21 new members. In the chart below I have put together planned vs actual. The planned amount is based on an average from the last 8 years. I am open to suggestions of what we want the planned number to be.
- We had a better Jan than last year. We had 6 more members from last year.

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

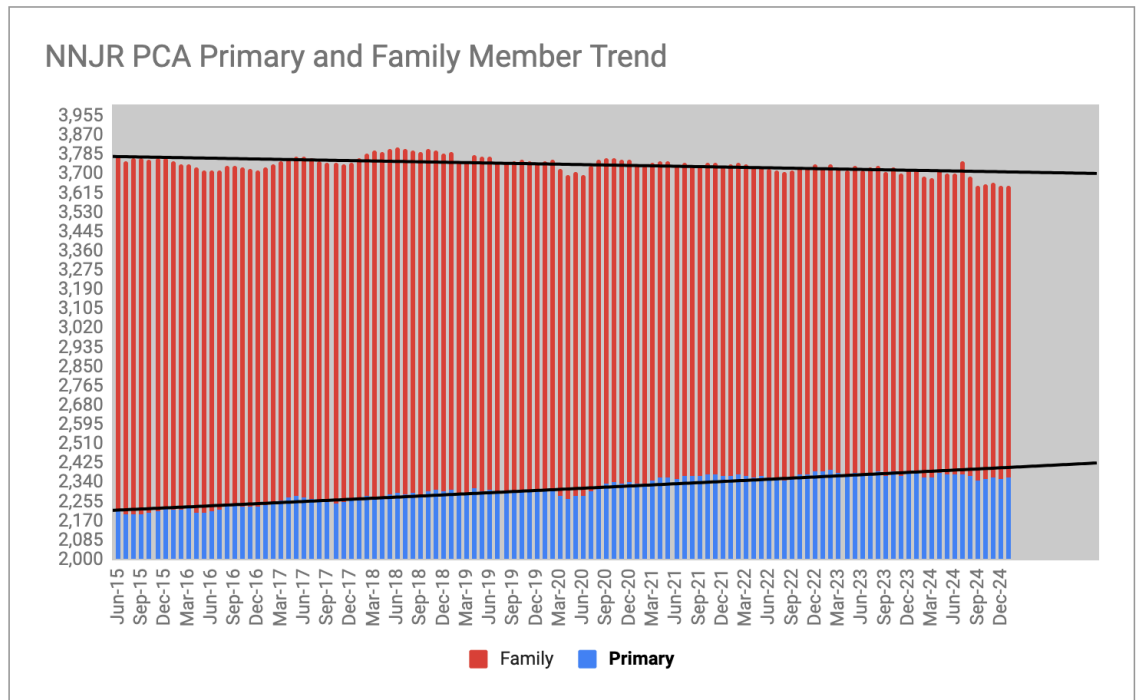
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Plan	21	17	20	21	20	23	20	16	16	21	18	18	231
Actual	21	0	0	0	0	0	0	0	0	0	0	0	21 -90.9%
	0	-17	-20	-21	-20	-23	-20	-16	-16	-21	-18	-18	-210

NNJR New Member Trend By Year By Month

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD
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			24	16	12	214
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
2024	15	9	12	16	28	23	18	18	17	17	22	22	217
2025	21	0	0	0	0	0	0	0	0	0	0	0	21 -90.3%
YoY Var	6	-9	-12	-16	-28	-23	-18	-18	-17	-17	-22	-22	-196

Overall Membership

- Primary Membership as of 2/1/25 is 2,364. Family (Associate) Membership is 1,283



Program: [John Korossy]

I. February Program Updates:

- Member Meeting Feb 12, with guest speaker Aaron Ambrosino, 7:00pm-9:00pm, Stickley Museum at Craftsman Farms.
- Member Meeting Mar 12, with guest speaker John Paterek, 7:00pm-9:00pm, Stickley Museum at Craftsman Farms.

No additional booking reservations have been made as of now beyond these two events.

Additional topic & speaker suggestions welcomed for future meetings, and also location feedback and alternative sites to explore can also be discussed.

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

Rally/Trek: [John Vogt]

The Rally budget will be altered to be closer to an expense neutral situation. We will eliminate one of the Rallies, or redesign to make it less costly. Negotiations with the

restaurants will be hard, but we will possibly alter the menus. The next season will be harder to put together but we hope to maintain the momentum we have enjoyed. The season is coming and the fun is about to start!

Social: [Tony Cristello] no report

Social Media: [vacant]

Technical: [Glen Ochten] no report

Webmaster: [Michael Kosinski]

Report from outgoing Webmaster Dyke Hensen:

This should be my last official BoG report. Michael has a solid understanding and administrative control of our Branded NNJR Google account, Google Calendar, NNJR Youtube, the Swishmail email forwarding system and the maintenance and development of the NNJR Website.

I will be at the New Member Meeting this upcoming week at Paul Miller to answer any members questions on how to get the most value of our website, calendar systems, event registration, Goodie Stores, YouTube channel and I also can answer questions on our Social platforms if Nicole isn't there.

- The website and email systems have been performing well - but when we upgrade to the new Word Press release, (No additional costs) it will be even better - Take it away Michael!
- Traffic is up, as members are looking forward to participating in all our upcoming 2025 events
- All Activity pages, "About NNJR" which includes current officers and Activity Chairs, are up to date.
- PCA.org's national calendar's NNJR events have been updated and Michael now has access to the national calendar section.
- The registration system is taking 2025 event reservations.

Attached are current reports on the website performance and engagements.

MOTIONS PASSED DURING MEETING:

1. Knute Hancock made a motion to approve the Budget as presented and adjusted during the meeting. Motion was seconded by Bill Gilbert and carried by majority vote.

UNFINISHED BUSINESS: none

ANNOUNCEMENTS: none.

NEXT MEETING: Thursday, February 27, 2025

FUTURE MEETINGS: Thursday, March 27, May 1, Thursday May 29, Thursday, June 26, Thursday July 31, Thursday September 11, Thursday October 9, Thursday November 7, December TBD

ADJOURNMENT: Upon a motion made by Knute Hancock, and seconded by Rich Barry, the meeting was adjourned at 9:02pm.

Respectfully submitted,

Cindy Cristello, Secretary