



2025 Annual Meeting

Northeast Quattro Club (NEQ)

January 18, 2025

Virtual

Agenda

Call to Order & Approval of Agenda

Approval of past meeting minutes (Dec 10 and Dec 17 special mtg)

President's Report (Galvin)

Treasurer's Report (Zavras)

Committee Reports

 Nominating (Rigney)

 Marketing & Communications (O'Loughlin)

 Social (Maule)

 Long Term Dev (Chan)

 Driving Schools (Miceli)

 Instructor Candidate Program

 Watkins Glen (Mullane)

 Lime Rock (Galvin)

 Palmer (D. Berns)

 Club Motorsport (E. Berns)

 NJMP (Martin)

Questions/Comments on 2024

Board Transition / Thank you and Farewell (Galvin)

Installation of new board members

Executive Session - Election of Officers

2025 Business

 President remarks

 Committee Chair remarks

 Nominating

 Marketing / Membership

 Social

 Driving Schools

 Instructor Candidate Program

New Business

Adjournment



Let's Get Started....

- Call to Order
- Approval of Agenda
- Approval of Minutes from December 2024 Board meeting and December 2024 Special Meeting of the Board

Presidents Report - 2024

- More, everything, all the time!
 - Busy year of events
 - On balance - a great HPDE season
 - EPIC social events
 - Total fail with 'merch-on-demand!'
- HPDE marketplace challenges

Treasurer's Report - Highlights

Nominating

Who We Are

- ❑ individuals interested in developing leadership talent for the Club

What We Do

- ❑ develop a diverse talent pipeline for NEQ leadership roles
- ❑ identify talent plans for Board members and Committee leads
- ❑ ensure annual Board elections are conducted as outlined in the NEQ and ACNA bylaws



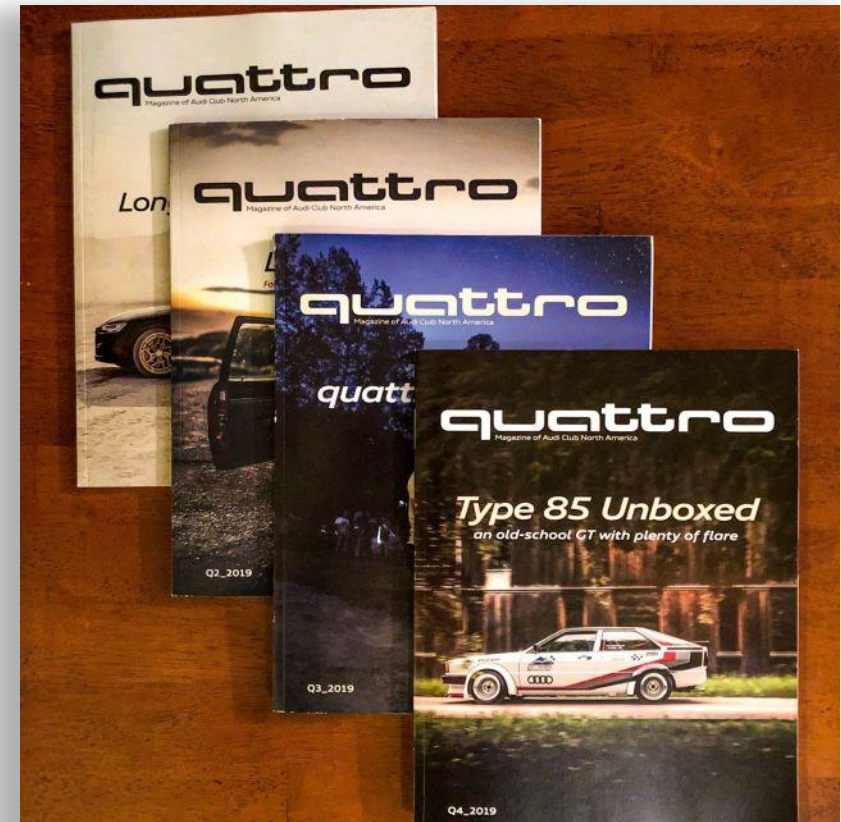
2024 Accomplishments

- Developed **Committee Chair descriptions** and succession plans for:
 - Driving Schools
 - Long Term Development
 - Marketing and Membership
 - Nominations
 - Social
- Created a new **Merchandising Lead** position to be the point person for club merchandise needs of Event Masters, Board members and committee members
- Conducted Board election resulting in 3 Board members
 - Jerry O'Loughlin (*new*)
 - Glenn Robbins (*new*)
 - Alex Sunseri (*returning*)



Key Function Reports

Membership & Marketing Committee



Marketing and Membership

Team Expanded

- Harrison Sandorfi - Social Media
- Jerry O'Loughlin - Membership

Club Membership

540 members

Club Contact Database

3310 Active Emails

New HPDE Event Attendees (2024)

36 first timers

The screenshot displays a 'Membership Levels' section with three red cards. Each card contains the membership name, price, and an 'ADD TO CART' button. The Lifetime membership is priced at US\$1,299.00 / year. The 3 Year membership is priced at US\$149.00 every 3 years. The 1 Year membership is priced at US\$59.00 / year.

Membership Level	Price	Action
Lifetime Membership	US\$1,299.00 / year	ADD TO CART
3 Year Membership	US\$149.00 every 3 years	ADD TO CART
1 Year Membership	US\$59.00 / year	ADD TO CART

Emails

2024 Email Stats

- *37 emails, 118,500 sent, 52% open rate, 2.7% click rate, 9649 Clicks*
- *Emails include:*
 - *Club News / Communications*
 - *Social and HPDE Events*
 - *Event Updates*
 - *New Member Communications*
 - *Surveys*



SOCIAL: MANCHESTER SKYLINE DRIVE.

Saturday, July 24.

Join us for a fun half-day driving the mountains of New England with a group of Audi enthusiasts (all make cars are welcome). We will start in Troy NY and travel over the Petersburgh pass into Massachusetts and then towards Cambridge NY. We will end in the charming village of Manchester VT. In Manchester, we will drive up the Equinox Mountains skyline drive to the highest peak in the Taconic Range. This will end the drive sometime early afternoon. The afternoon will be open for other activities of your choosing including hiking, shopping or kayaking. Local attractions include the Orvis Fly Fishing Museum and store, Hildene Lincoln Family home tour and lots of dining attractions.

Social Media

146 organic posts in 2024

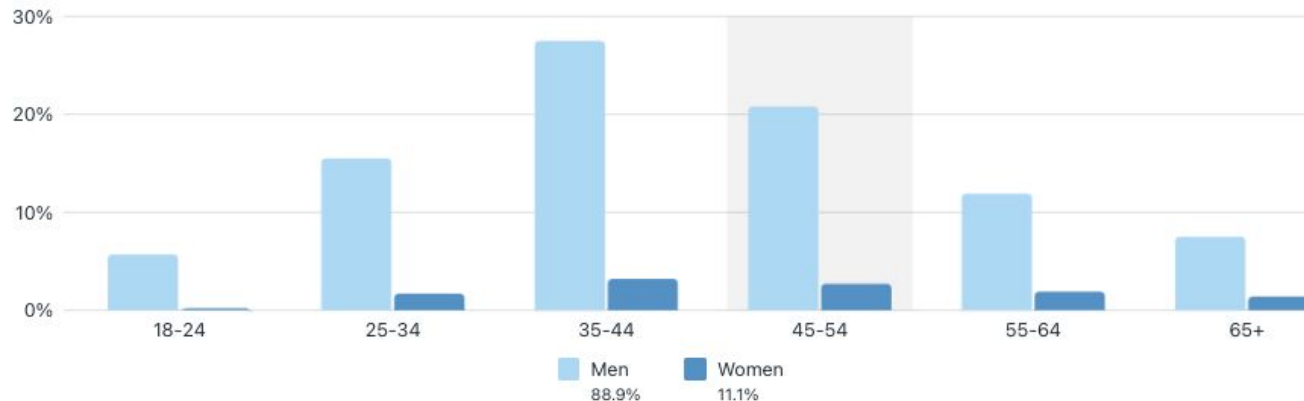
- *61 percent growth in followers!*
- *Site visits are up 21 percent!*
- *Kudos to Harrison Sandorfi*

Followers ●

Lifetime

1,885

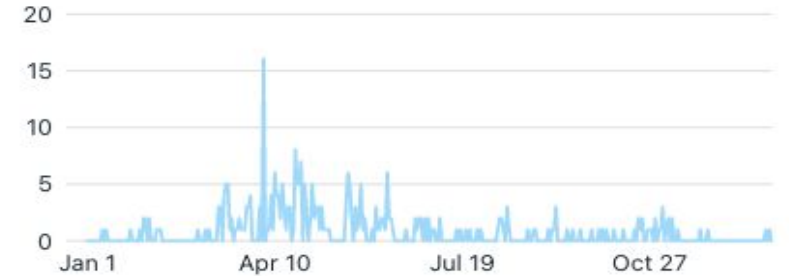
Age & gender ●



Follows ●

Export ▼

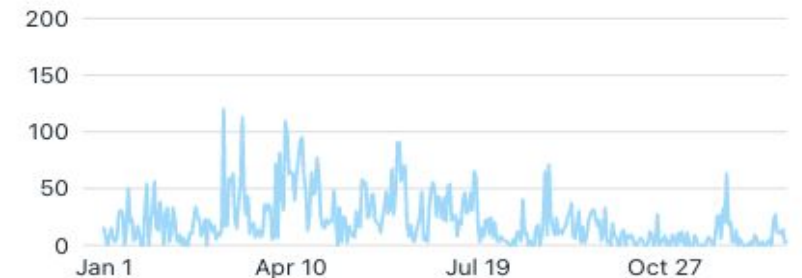
290 ↑ 61.1%



Visits ●

Export ▼

7.6K ↑ 29.5%



Social Committee 2024 Review

- Social Committee Held 7 Events & Participated in 2 = 9 Total
- Implemented our new marketing equipment – tents, banners
- Continue to expand NEQ's Merchandise offerings and sales
- Team remains focused on a providing a balanced level of professionalism, facilitating positive interactions with event attendees and venue staff.









NEQ

Audi

Club North America
Northeast



Special Thanks !!

To the Social Committee Team!!

Dennis Daugherty, Tom Kadamus, Ralph Pascucci, Dave Klock,

AND

All our Members that Volunteered at our events and behind the scenes :

Susan & Ed Collins, Monica Rigney, Eric Galvin, Matt Wilson

Thank You !! to All the Board Members for there
Support and Dedication to the success of our Club



Driving Schools

2024 vs 2023 Participation

2023:

- 489 attendees
- 6 driving school events
- 81 Average Participants Per Event

2024:

- 543 attendees
- 9 driving school events
- 60 APPE

[Winter Driving Schools — January 27 & March 9](#)

[Watkins Glen HPDE — April 22 & 23](#)

[Lime Rock Park HPDE — May 16-18](#)

[Palmer Motorsports Park HPDE — June 17 & 18](#)

[Club Motorsports HPDE — July 15 & 16](#)

[Watkins Glen HPDE — August 12](#)

[Lime Rock Park Advanced HPDE — August 24](#)

[New Jersey Motorsports Park HPDE — September 16 & 17](#)



Lime Rock Events - May & August

May

121 Participants
\$16,633 in Net Income
Hero to Hero

August

31 Participants
\$3,747 in Net Loss

Combined
\$12,886 Net Income



Committee Report

[2024 NEQ DSC Report](#)

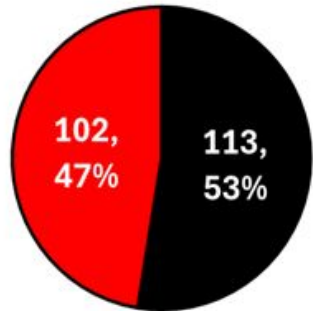


2025 Business

NEQ 2024 HPDE Survey Results

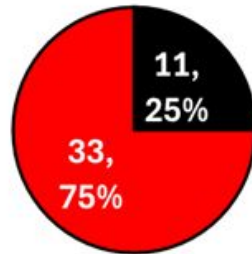
Total Survey Responses = 215

Member Type



■ Student ■ Instructor

20% Surveyed (44) Race



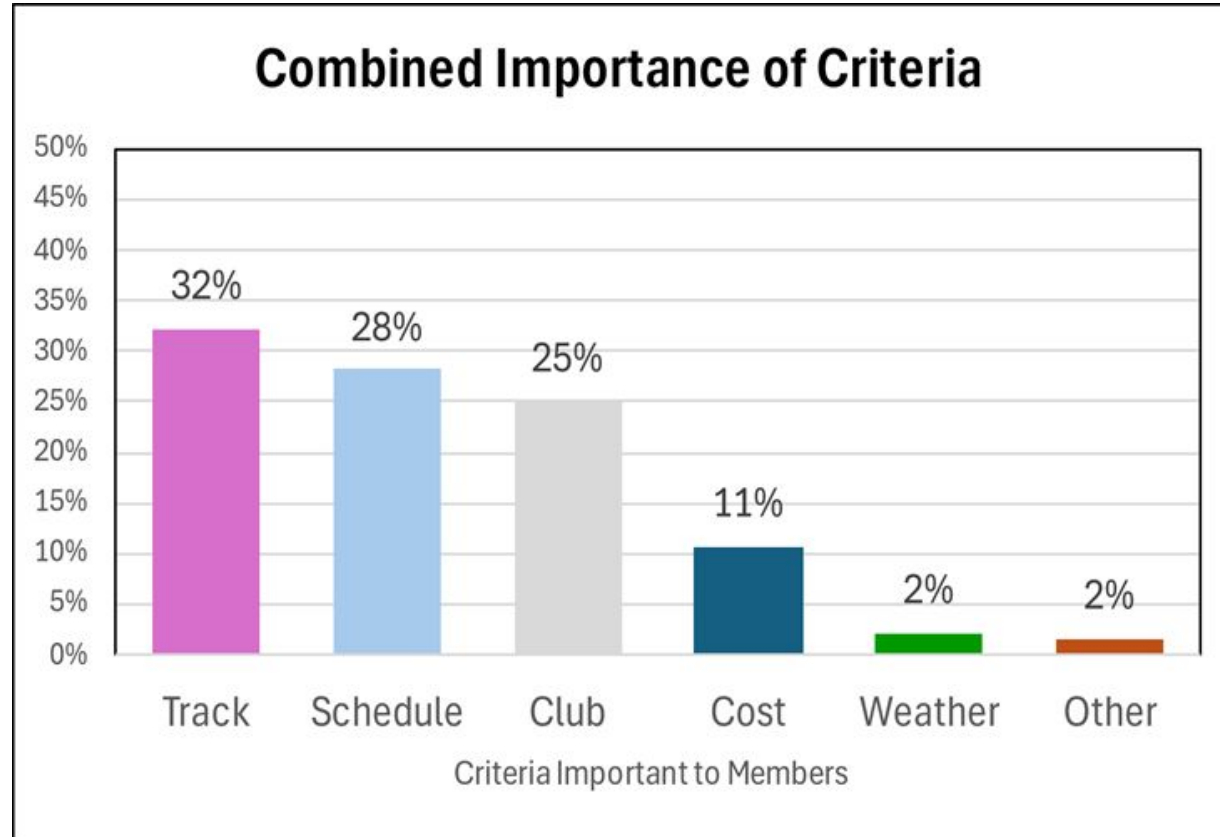
■ Student ■ Instructor

Key Takeaways

- We're doing a great job and have opportunities for improvement!
- Members interested in Tremblant, PittRace & VIR
- Weekends are favored by ~30% of members
- Opportunity to collaborate with BMW and PCA
- Many ideas for improvement offered

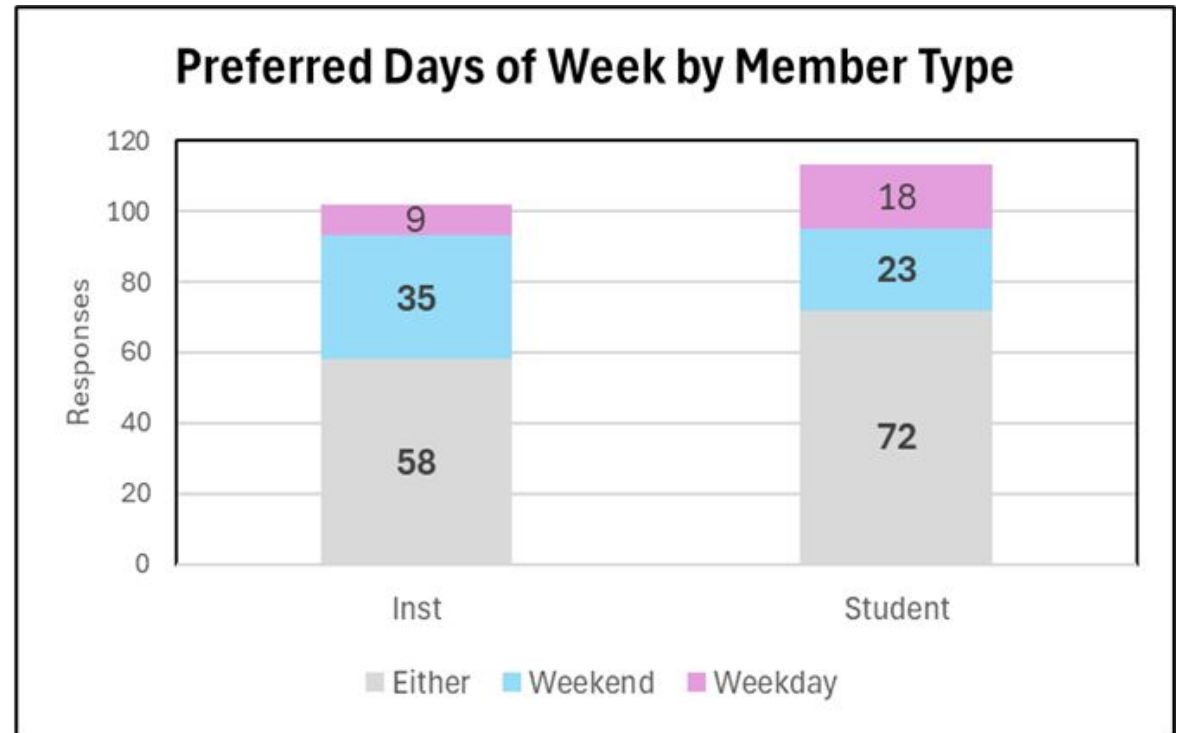
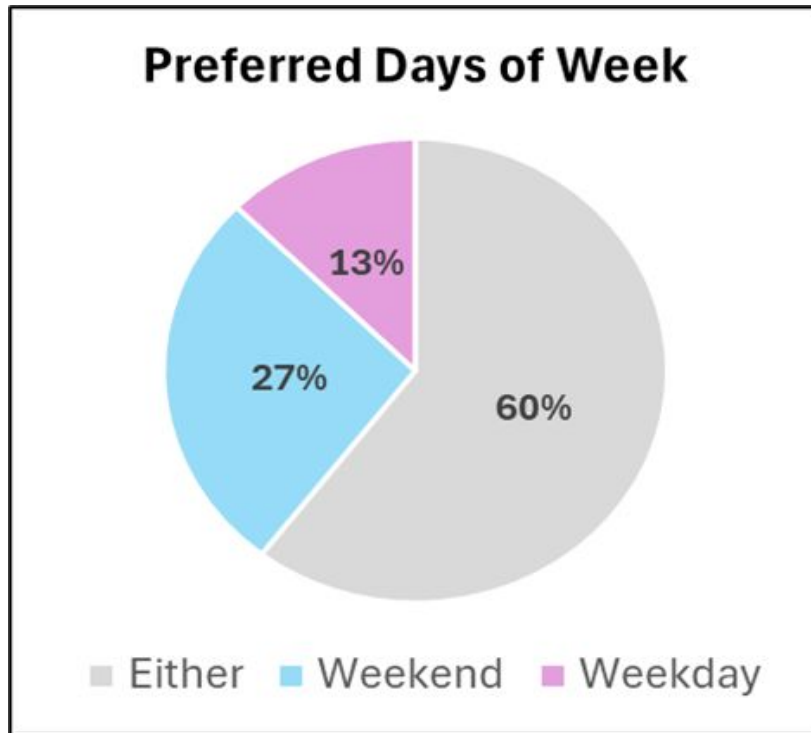
Selection Criteria

Identify (in order of importance) your top 3 criteria when selecting HPDE events to attend.



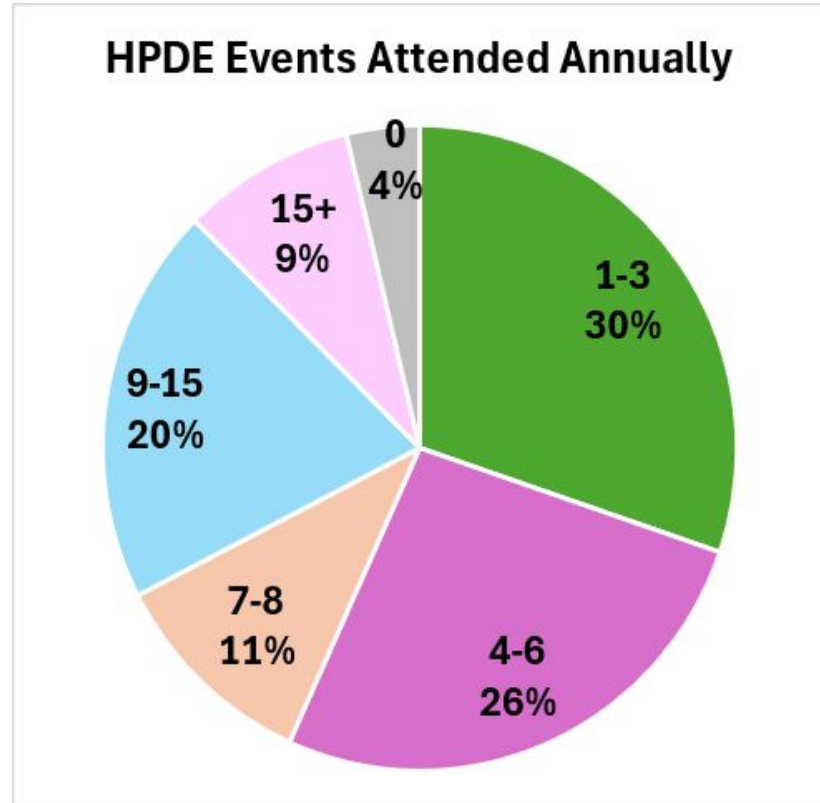
Weekdays vs. Weekends

Knowing weekend track time creates higher pricing, which days of the week would you prefer to drive?



Events per Year

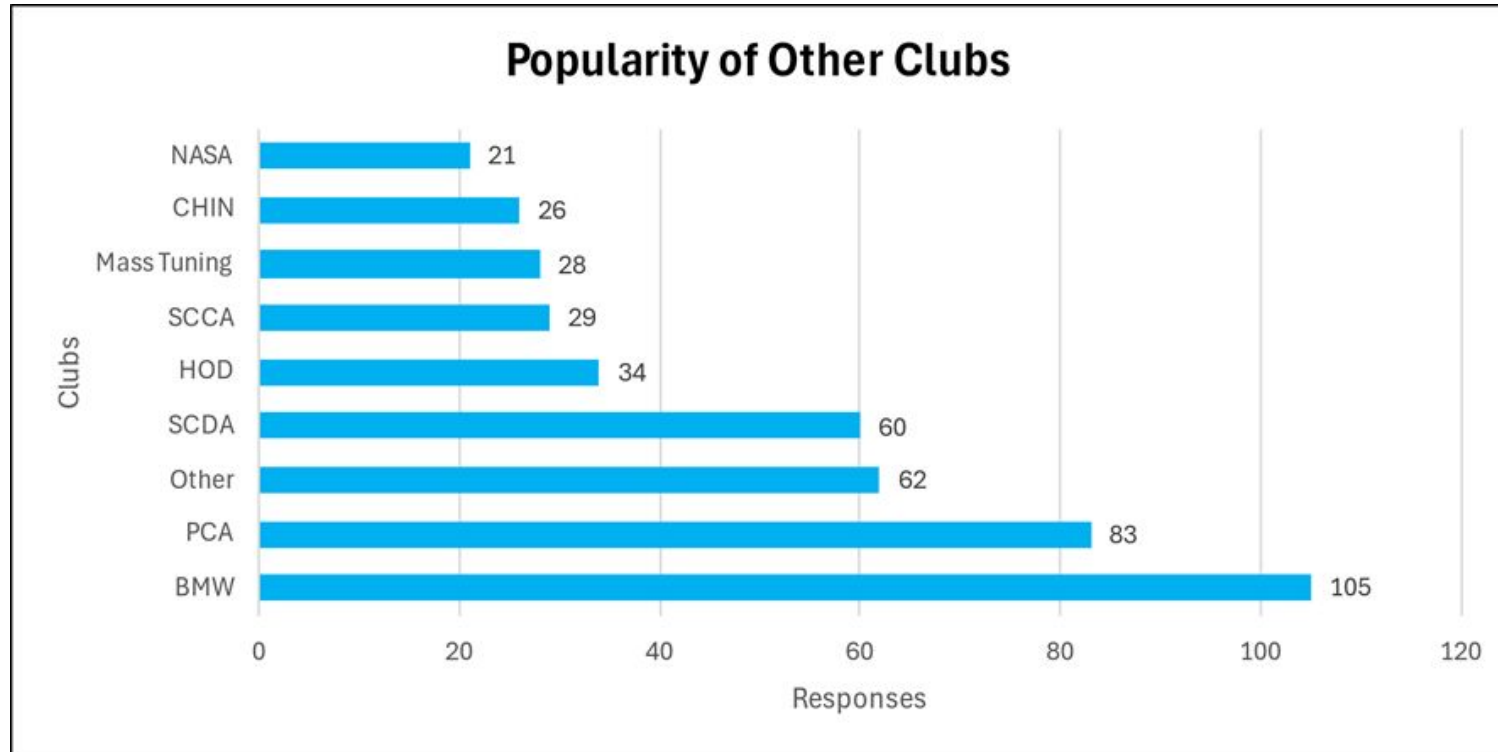
How many HPDE events (including all clubs) do you attend per year?



- Students attend fewer events than instructors
 - 72% of students attend **6 or less events/yr**
 - 45% of students attend **3 or less events/yr**

Other Clubs

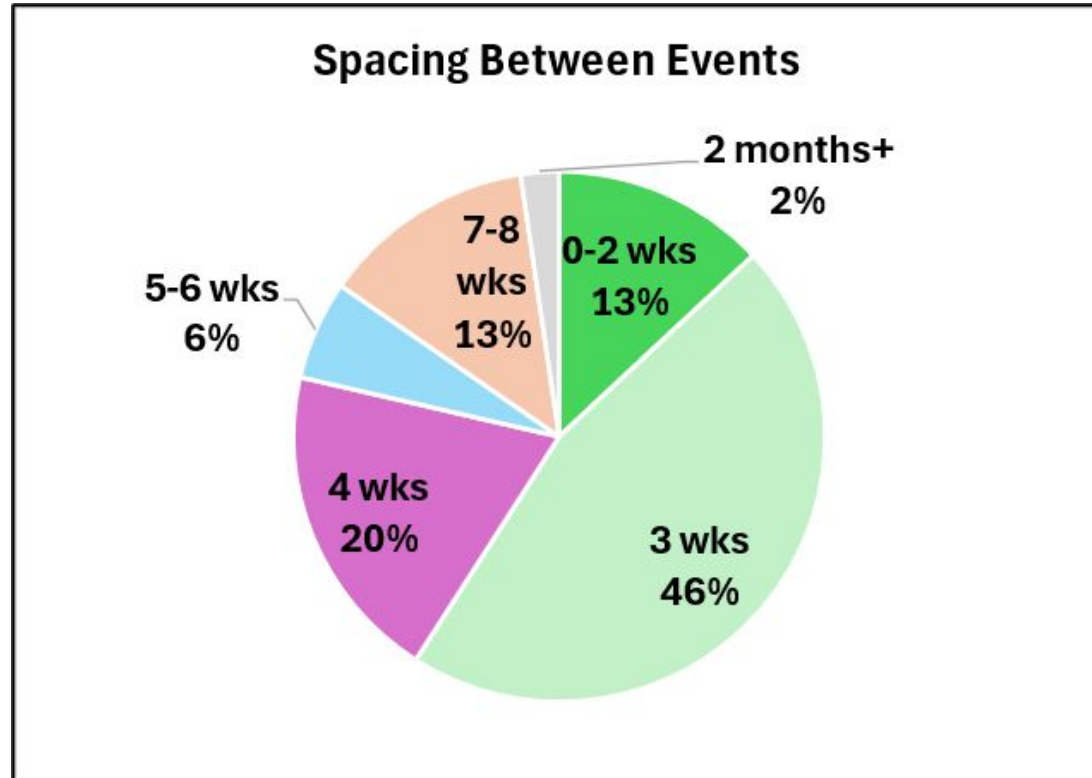
In addition to NEQ, which clubs, if any, do you drive with (select all that apply)?



Other clubs include Audi PCC and Audi Ohio, Trackmasters, Palmer, MOE, 1010ths, Infinite Motorsports, COM

Event Spacing

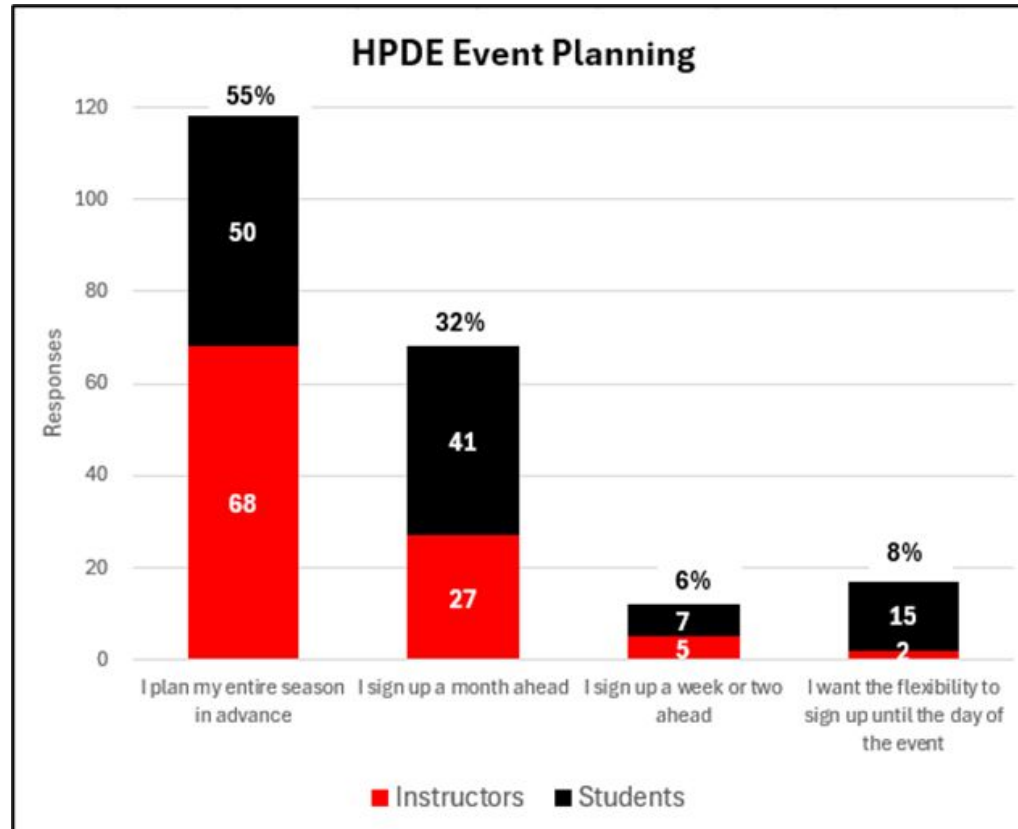
How much time do you prefer between events (e.g.: 3-4 wks, 5-8 wks)?



- **66%** of members surveyed prefer 3-4 wks between events

Event Planning

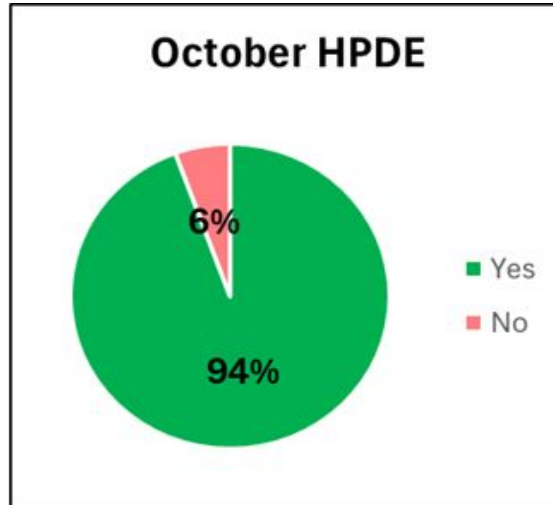
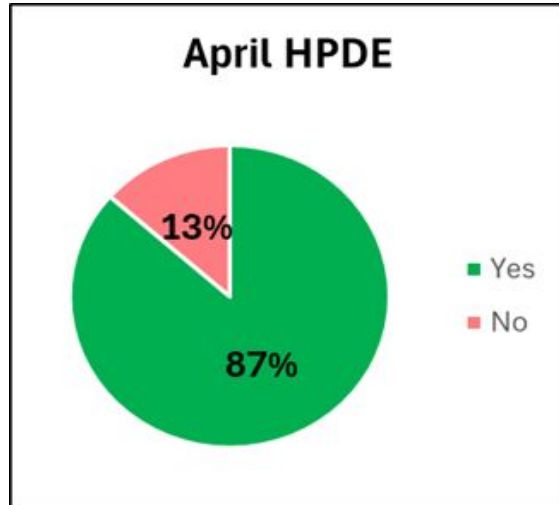
How far in advance do you plan to attend HPDE events?



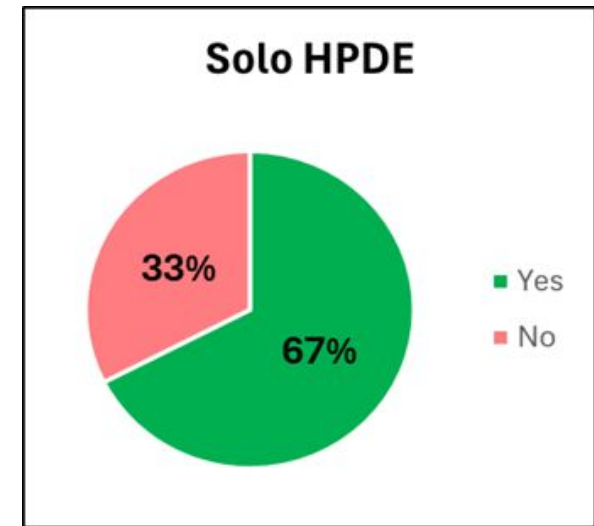
- Instructors aren't as likely to sign up within 2 wks of an event
- There appears to be an opportunity for additional students if registration is open until the day of the event

Spring/Fall and Solo Events

Would you be open to attending HPDE events in April and October?



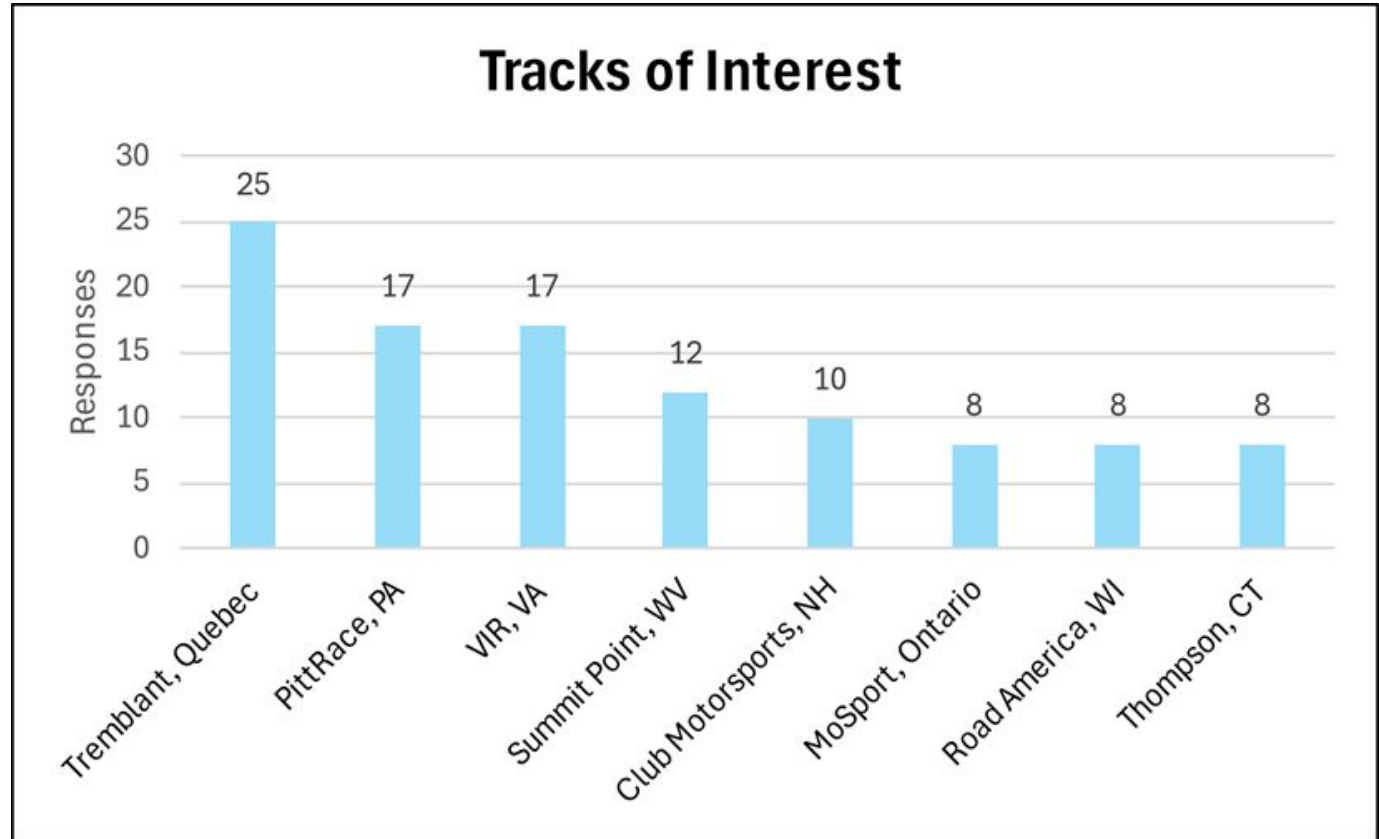
Would you be interested in more solo driving days (no instruction/all drivers pay)?



Tracks of Interest

Are there any other tracks you'd like to drive at in future years?

- **70%** of respondents requested these tracks



Areas of Focus for 2025

Category
Event Safety
Cost/Budget
Event Mgmt
Attracting/ Retaining Members
New Driver Experience
Driving Experience
2026 Schedule

- Comments were organized into 7 categories.
- A few topics of focus for 2025:
 - Increase social time at HPDEs
 - Provide new students additional support to increase confidence
 - Evaluate ideas to improve HPDE (e.g., incentives, track time, classroom material)

Nominating

Seeking Committee Members...here's how to get involved:

- ❑ **Complete NEQ Committee Survey** (*January 25 - February 8*)
 - ❑ *includes Committee descriptions and desired skills/experiences*
- ❑ **Get Involved through Committee Member Outreach** (*February 8 - 22*)
 - ❑ *get your questions answered and learn about projects where you can contribute*



Marketing & Membership Committee

New Team for 2025

- Co-Chairs
 - Marketing - Glen Robbins
 - Membership - Jerry O'Loughlin
- Matt will help transition through 2025
- Harrison - Continue to focus on Social Media

Marketing & Membership Committee

Continue The Blocking and Tackling of Membership and Communications

Email Blasts

- o Social and HPDE Events
- o Club News / Communications
- o Special Purchase Offers
- o Event Updates / Post Event
- o Surveys

Website

- o Freshen it up.
- o Getting the website aligned better with all Club Posts and communications
 - Feed social into the site
 - Feed events into the site from MSR

Marketing & Membership Committee

Social Media

- Coverage of events has been good but we can do even more with proper calendaring of messages out from events.
- Would like to do more with post-event summaries/photos.
- Need to identify more non-event content to post between events to growth followers.
 - o Would be good to identify areas of focus
 - o Which demographics / Messages would resonate best?
- Overall there is more energy and support to increase our outreach.



Marketing & Membership Committee

Membership Focus - Analysis of 2021 - 2023 Seasons

- Overall HPDE participation was consistent 2021 - 2023.
- However there is significant churn in each run group.
- Overall 63% of drivers only attended one event with us in the 3 year period.
 - Green Group - 65 percent
 - Yellow Group - 59 percent
 - Red Group - 41 percent

Significant opportunity to improve driver retention and increase HPDE revenue.

Marketing & Membership Committee

Action Items

- Survey those churning out in each run group to identify deficiencies.
- Improve driver retention.
 - Additional nurturing and communication to new drivers.
 - Address negative survey feedback.
- Work with Driving Committee to modify experiences as appropriate.
- New Students - There are opportunities to put some money behind the events to increase HPDE attendance. I.e. Bring a Friend Promotion
- Currently we run ads run close to events, promote events earlier.

Marketing & Membership Committee

Additional Action Items

- The current 25/50/100 Day rewards program isn't well known. Review existing program, modify if needed and start communicating it at all events.
- Swag: More creative approach to clothing, that drives club pride and interest from others.
 - We believe that better and more swag drives awareness. Our drivers are our best advertising.
 - Online Store
 - Expand NEQ products without carrying inventory and expense.
 - Direct ship to customers.

Marketing and Membership is expecting to make a meaningful impact in 2025!

Social Events for 2025 Season

Scheduled :

Watkins Glen Opening Day – April 6
Memorial Day Classic @ LRP - May 26
IMSA - Sahlen's 6 hrs. at the Glen - June 22
Spring/Summer Scenic Drive –TBD
Dream Ride Experience – Aug 22,23,24
Tanglewood/Bethel Woods
Summer Concert Event. -TBD
Gathering of the Marques @ LRP Aug 31
FCP Euro Autoberfest – Oct 26

Proposed:

**NASCAR - GO Bowling @ the Glen @ WGI
**Off Road Adventure –
Near Hunter MTN, Fall/Winter
**F1 Viewing Party - Tri State Area – TBD
**Car & Coffee – Darien
**Speed Tour @ LRP – July 19
**Greater NY Air Show – June 28
**Sunday Motoring Company - TBD



Driving Schools

2025 Calendar - 9 Driving Events!

- **Jan 25** | Car Control Clinic #1
- **Feb 22** | Car Control Clinic #2
- **Apr 28-29** | Watkins Glen 1
- **May 15-17** | Lime Rock Park
- **Jun 23-24** | Club Motorsports Park
- **Jul 19-20** | Palmer Motorsports Park
- **Aug 13-14** | Watkins Glen 2
- **Sept 15-16** | New Jersey Motorsports Park
- **Oct 10** | Lime Rock Park Solo Day



Driving Schools

NEQ is known for running exceptional events. Let's build on our decades of success and continue to be an exceptional player in the market.

2025 Initiatives

1. Recenter around student experience and building relationships at events.
2. Explore incorporating technology to improve event management.
3. Document classroom curriculum to ensure proper material is covered while adding some variety event to event.



Thank You & Adjournment

