January 2, 2025

SCHATTENBAUM PCA BOARD MEETING MINUTES:

April 9th, 2025 6:30pm

In-Person Meeting: Angelo's Pizza, Mount Laurel, NJ

IN ATTENDANCE:

- Bob Stine, President
- John Beidler, Vice President
- Michelle Hoppenfeld, Secretary
- Arnie Cohen, Treasurer
- Mike Bono, DE & Track Chair
- Pete Debusmann, DE & Track Chair
- Jon Schepps, DE & Track Chair
- Claudia Debusmann, Social Chair
- Mark Lamboy, Webmaster Chair
- Sean Gallagher, Concours Co-Chair
- Bob Helm, Insurance Chair

NOT IN ATTENDANCE:

- Nick Katsikis, Past President
- Cliff Goldsmith, Safety Chair
- Eduard Hanekom, Concours Co-Chair
- Joe Eshelman, Membership Chair
- Touring Chair, VACANT

6:35pm - PRESIDENT, BOB STINE: CALL TO ORDER.

Bob opened the meeting and and made a motion to approve the last meeting's minutes. Mike approved and Jon seconded the approval. Minutes were passed.

Bob announced the next Board Meeting not to be scheduled till closer to the June/July Club Race.

Bob introduced Mark Lamboy, our new Webmaster. Welcome Mark! Thanks for volunteering!

Mike Bono has a new line on a possible new Tours Chair, Allen Gottleib. Bob Stine will follow up with him. (Michelle has a tour idea to be shared later.)

President's Meeting - Albany Update per Bob who was in attendance:

Zone 1 - Un-incorporation is going ahead as planned per PCA.

PCA National wants to continue Boardwalk Reunion Annual Event in Ocean City, NJ and the Clash at the Glen in Watkins Glen, NY. New Hampshire Region will be handling the books/money for the Boardwalk Reunion because Ellen/Bob created the original event and want to keep it in their current/new region of New Hampshire. Bob Stine said Ellen and Bob made that decision. NOTE: No profit/loss information about said event was given at the President's Meeting. It is also noted that we will be receiving NO money for the Boardwalk Reunion Event, as the "seed money" from Zone 1 will go to Ellen's New Hampshire Region.

Furthermore, in addition, the Boardwalk Reunion OC Event and the Clash at the Glen will be given the monies from the Zone 1 coffers to cover the events, and so… whichever Region takes over the Clash at the Glen will receive Zone 1 seed money (about $150,000) to put on the event. Discussion ensued about whether Schattenbaum would want to take over the Clash event. Bob said other regions have considered taking over Clash at the Glen such as Niagara Region and NNJR. Pete also pointed out that to run a big race like that you need a bevy of volunteers and returning drivers, etc. Pete wants to know what money they made last year. Bob said Clash made about $15,000 last year.

Boardwalk Reunion event date: OCTOBER 18, 2025.

NOTE: There was much board discussion about the fairness of this situation and whether Schattenbaum will be receiving any monies from our sponsor, Cherry Hill Porsche and also whether it is still worth volunteering to the degree we all do at the

event moving forward. Will be further sorted as more information comes to light during the coming year and time leading up to the event.

Michelle mentioned that the Mayor of Mount Laurel, a friend and also a PCA Schattenbaum Member, wants to know if there was any leading role he might be able to have for the upcoming Boardwalk event. Will be considered as it becomes clearer what Schattenbaum's role will or won't be this year.

Pete asked what our volunteers do at the Reunion event. Michelle explained all the work we do: airport traffic control, boardwalk traffic control, registration for 400+ people and all insurance forms signed, handing out goody boardwalk beach bags, stuffing said bags at dawn, handing out all the merchandise, organizing pace cars and flagging drivers out of the airport. One of our members, Jeff, has done all the legal papers for the event since its inception as well, but he stopped as of last year because he felt Bob and Ellen were receiving all kinds of free perks but we got nothing even though Schattenbaum does so much for the event. The question came up where the $37,000 goes to put on the event if it costs under $1,000 for Ocean City fees and some money for charity. Volunteer T-Shirts, Suite for Bob/Ellen, Manco & Manco Pizza and wine dinner for volunteers Fri night.

Back to Bob and another President's Meeting Topic:

Losses at the Track nationally. Bob Stine will be sending the Schattenbaum track attendance numbers for our DE's to PCA National to help them ascertain what's happening US-wide. All regions are to do so in an ongoing effort to understand attrition and combat it in the future if possible.

Bob directed Arnie to put the Schattenbaum Region's Financial Statement Spreadsheet into the "PCA Glovebox" online at the end of every year in case it's ever needed.

Bob moved on to another topic: OBSERVER REPORTS.

PCA requires TWO Observer Reports for ANY/EVERY event that requires Insurance. The Safety Chair (Cliff) is to designate who is to do the Observer Reports. To be discussed with Cliff, as he was not available to attend tonight's board meeting.

Next Topic: October 2025 DE Sponsorship: Alex Witham, Porsche Delaware.

PCA Delaware Region has consistently received a $5,000 Sponsorship from Porsche Delaware and since we've taken over their October DE Track Weekend, we should be asking Alex for the same sponsorship funds, as we anticipate the same Delaware PCA members to be attending that NJMP Race Weekend regardless that we are now paying for and running the event.

Michelle will approach Alex at Porsche Delaware about the $5,000 since she has several friends/contacts at the dealership. She also suggested approaching Kyle (PPF April Meeting Speaker) about doing a Sponsorship for the upcoming Club Race.

Also of note: R & D Exotics (Sal) wants to be a Sponsor of some sort for the upcoming Club Race. Mike asked if $1,500 is fair for a Sponsorship for our website and for coming to the DE's at the track as well. Mike also suggested another $500 for the Club Race T-Shirt sponsorship. Arnie and Bob S. will look for the Sponsor Sheet Schedule and get back to Mike.

Bob then moved to open the floor to John, our Vice President for an update on our meeting planning progress.

7:34pm - VICE PRESIDENT, JOHN BEIDLER:

Our April 17th meeting will be on PPF and Ceramic Coating on cars with Kyle as our Speaker.

Our May monthly meeting, May 15th, at Valenzano's Winery will be about Air-Cooled Porsches. Several people are lined up to be speakers about their cars.

Our June monthly meeting, scheduled for June 19th will be a Wash & Shine Event, led by Shaun and Eduard. Location to be decided. Date was discussed with Sean, Bob and John before decision was made. So Wash & Shine will take the place of any other monthly meeting topic.

John suggested not doing a July monthly meeting because of the conflicting Track Schedule that third Thursday.

John is still working on a Northern alternative for alternating monthly meetings. His lead on a brewery in Hamilton seems to be going nowhere so he's back to square one.

June 22nd will be our Lobster Run Event at Bar Anticipation in Lake Como.

Our Schattenbaum Concours Event is scheduled for July 12th and will have a change of venue this year and be held at Sweetwater Marina.

August 19th (Tuesday) will be our Evergreen Dairy Event and replaces our Monthly Meeting event every year, as it will this year. The event must be on a Tuesday because that's Evergreen's Car's Night which we piggyback every year.

Bob asked Arnie to continue the meeting by discussing Treasurer business.

7:40pm - TREASURER, ARNIE COHEN:

Arnie brought up club money losses and whether we needed to use club money for about $500 in food at the monthly meetings. Bob S. reminded everyone that PCA gives us money specifically for those monthly meetings so we can provide food/drinks and that its the track losses that are the bigger losses that need to be considered more than the monthly meeting food bill.

At that point, the March DE Track Event and another year of losses at said event was brought up by several board members, including the Treasurer, Arnie, and the President, Bob, to be discussed, decided, and the final decision to be included in the Board Meeting Minutes. A board discussion ensued an the decision was made to cancel next years March Track Weekend.

*Mike Bono made note of the change in next year's scheduling: March Track DE Weekend to be dropped for next year due to continued losses and attrition. We lost too much money again this year to continue having the weekend moving forward.

Arnie asked if other Race Events should also be canceled moving forward due to the losses we continue to accrue. Mike, John and Pete said no.

Mike brought up how they've tried to drop the entire May Track DE Weekend event but that NJMP played hardball and wouldn't let them, using the other scheduled weekends and the Club Race as leverage to have us continue renting the track for that already contracted date.

Bob S. said we should wait to consider canceling any other events till we see what PCA determines is the cause of entrant attrition.

There are currently only 14 drivers signed up for the single May Saturday Track Date (Saturday, May 10th) which translates to $7,000 incoming monies currently.

Arnie suggested it would potentially be more cost effective to cancel the date and take the loss of the deposit rather than run the race if we'd lose less money that way. It was taken under advisement and will be considered when the date gets closer and we see what the costs versus gains/losses will be based on expenses and number of attendees and their incoming fees. We are currently losing $17,000 on the May date if no new entrants sign up, after discussing the financials for the event.

Arnie moved on with the rest of the financials to date:

Deposits for the rooms for the Club Race have been made.

January member meeting cost $985.

February meeting cost $530.

March meeting cost $500.

Bob Stine also interjected that we received a $500 subsidy from PCA for our New Membership Meeting. Arnie made note of this for our Treasury records. So that puts our January costs out of pocket at about $485 after the subsidy is accounted for. Arnie advised and confirmed the subsidy money from PCA was received February 11th.

Bob Stine then turned the meeting over to the Track Chairs….

7:50pm - DE & TRACK CHAIRS, MIKE BONO, JON SCHEPPS, PETE DEBUSMANN:

Pete said we came close to break even at the Club Race last year which means at least our efforts to curb our expenses helped a great deal.

Pete also explained the issue is that this year the track has once again raised their rates and expenses across the board are going up so we will have to increase our rates again this year in order to offset those rising expenses.

Pete explained how other Club Races are trying to use Live Streaming to increase incoming money from Sponsorship. Several other track events such as Somer's Point and Sebring have already done it and raised good amounts of money doing it. ($9,000 was brought in at Somer's Point for instance.)

John suggested we market and advertise our Race Events. Mentioned how VIR had a banner at their last race and maybe we could do something like that too. He doesn't know the logistics but he suggested getting our Club Race information on some of those Live Stream's and find ways to market our races. Pete isn't sure who to approach but a discussion was had and the Track Chairs will see if there's any options available to market ourselves somehow.

Bob Helm suggested contacting Vu at PCA about getting free advertising on his YouTube station.

Mike and John will continue to speak with Kyle about getting more members since he seems to know a lot of people and younger people too, and actually brought 4-5 new people to the last meeting.

Michelle suggested and will approach Full Circle Automotive in Berlin NJ to see if they'd be willing to do anything with Schattenbaum to bring more people to us or perhaps do an event on premise, be a speaker, and/or be a Sponsor for any of our events.

Mike also brought up our New Members and why we don't announce them any longer on our website or on Facebook, and wondered whether they're still getting a welcome letter from our New Member Chair, Joe. Mike reminded everyone that new members really like to see themselves announced and it's good for the club as a result.

*Bob will try reaching out to Joe again and see what his status is currently.

*Bob also brought up a side note: Taste of the Track cannot be done because according to PCA Rules, that would need to be its own Run Group at the track.

He went on to discuss doing a slightly different event, which IS PCA sanctioned called The Track Experience and charging $20/car which will go to a chosen Charity, still to be determined. That would give the car (with as many people they can cram into it) one session on the track with the Green Group at the DE Track Event. An instructor must be driven and it's in the registrant's car.

*Note also there is a FOUR (4) Car Limit per Green Session (each car with an instructor) on the track for the Track Experience.

*Everything for the Track Experience is delineated by PCA rules and Bob has them and will share them with the track chairs.

Everyone liked the idea and Bob will organize and follow up with details.

Bob then turned the floor over to Michelle.

8:05pm - SECRETARY, MICHELLE HOPPENFELD:

Michelle discussed her idea of creating a new Tour (Gimmick or Rally) in Burlington County, called the Troll Trek Tour, based on the Danish Artist's Garbage Art Trolls that are sprinkled throughout Burlington County. There's already a map online that denotes the locations of the 18 Trolls. Michelle suggested creating a Tour where members drive to several of the trolls, stopping at each for a brief look, and then ending the Tour at a designated spot for a bite of food and drink (picnic or sandwiches, pretzels and beer kind of idea), which Michelle can discuss with the Mayor of Mount Laurel, Nick Moustakas, who has agreed to help find a location (as of the writing of these minutes). Nick suggested using Rancocas Woods Recreation Area as a gathering spot at the end

of the Tour. Michelle also expressed that she would like a date and a RAIN DATE alternative if we decide to run the event so we don't set everything up and then cancel, with no future plan in place to have the event, which has happened with events in the past.

Everyone liked the idea. Bob asked that the information be shared with him and he'll share with the Board. Mike suggested Michelle create and possibly run the tour and Michelle agreed if we still don't have a Tours Chair. Michelle will follow up with Bob.

Bob turned the floor over to Sean.

8:10pm - CONCOURS CHAIR, SEAN GALLAGHER:

Concours Event is set for July 12th at Sweetwater Marina & Riverdeck in Hammonton, NJ. Lot will be roped off for us.

Sean is still working on getting a Cars & Coffee due at Cherry Hill Porsche but Tom Couch says they've got work still being done on the parking lot so there's no way to have it there as of yet, and he still doesn't have a date for us yet, so Sean suggested we table it for a month or two and push it back a few months and then hopefully we can get a date later in the year that works. If it gets to be too long, Sean suggested doing it at Gibson House or Valenzano's Winery instead if necessary.

Arnie suggested doing it at the Flying W as an option too.

Bob then moved to Claudia and Socials….

8:20pm - SOCIAL EVENTS, CLAUDIA DEBUSMANN:

Spring Social and Lobster Run is locked down.

*Claudia sending Bob an detailed writeup email for Registration on ClubReg for Spring Social and for the Lobster Run as well.

Claudia opened up a discussion about the Holiday Party and what to do at this point. She said she's running into a time problem. Arnie had given Claudia a possible place in Hammonton but apparently they don't have a liquor license.

Claudia feels stuck in a rut after doing Socials for 20 years. The suggestion was to keep the Stone Terrace for this year given the time crunch and look for next year. Claudia also explained we've been very generous subsidizing the event for many good

fiscal years and now that the costs have risen and we're also cutting back our subsidy for the event since we're not bringing in the same big track money, members are complaining. She's looking for more ideas and options for what to do for our upcoming party as a result.

Michelle will try and contact owner/operator, Erik Kent, of NJWeddings.com for help in contacting Claudia and helping find possible new venues for our Holiday Party this year, or for next year if it's too late for this year. Will share information with Claudia and loop her in with Erik if he's amenable. Stay tuned….

Bob turned our attention to our new Webmaster, Mark and welcomed him to the board.

8:25pm - WEBMASTER, MARK LAMBOY:

Bob asked that content for social media and the website gets shared to Mark for our club. Come up with ideas and help Mark out. Please.

Mark asked that members and Board members send anything to post or upload to him at marklamboy@chronosusa.com. He will be working on the Website and the Social Media accounts. Thank you Mark and welcome!

Bob interjected and mentioned again that Joe isn't here and he's going to try getting in touch with him again, and if he can't respond, we need to find a new New Member Chair. Joe hasn't been seen or heard from since the January New Member Meeting. Arnie brought up that we should know if the New Member Welcome Emails are still going out or not and that they really need to go out monthly.

Bob Stine asked Bob Helm if there was anything new to report about Insurance….

8:15pm - INSURANCE CHAIR, BOB HELM:

Per Bob, we spent $300 for insurance for the last Track event. That's all for Insurance at this time.

Bob Stine reminded everyone to try and attend the upcoming Monthly Meeting the following Thursday on April 17th.

2025 UPCOMING CALENDAR REMINDERS:

APRIL 17th - MONTHLY THURSDAY CLUB MEETING - PPF SPEAKER, Kyle

MAY 4th - SUNDAY SCHATTENBAUM SPRING SOCIAL AT TARANTELLA'S.

JUNE 22nd - LOBSTER  ***RUN AT BAR ANTICIPATION.***

JULY 12th - SCHATTENBAUM CONCOURS, SWEETWATER MARINA.

****

*** NEXT BOARD MEETING TO BE DECIDED CLOSER TO JUNE/JULY AND THE CLUB RACE ***

****

8:30pm - BOB ADJOURNED THE MEETING. THANK YOU ALL FOR YOUR TIME AND THE WORK YOU ALL DO.