

Schonesland PCA Board Meeting – March 25, 2025 – Zoom

Board Member Attendees*	1/28/25	2/25/25	3/25/25	4/29/25	5/27/25	6/24/25	7/29/25	8/26/25	9/30/25	10/28/25	11/25/25
John Peeler (Pres.)	P	P	P								
Cam Torstenson (V.P.)	P	P	P								
Phil Patterson (Treasurer)	P	P	P								
John Carlile (Secretary)	P	P	P								
Jeff David	P	P	P								
Bob Eddy	P	P	P								
Skip Hammerman	P	P	P								
Erik Johnson	P	A	P								
Belinda Nordman	P	P	P								
Ben Nordman	P	P									
Garry Seemann	P	P	P								
Ken Watkins	P	P	P								
Kevin Wickham	P	P	P								
Megan Wickham	P	P	P								
Jen Scharff	P	P	P								

*" A" denotes absent, "P" denotes present

Other members in attendance:

Stephanie Riva

Past Months Recap:

Cars and Coffee Recap

- Mar. 8th
 - ~28 people attended – good turn out

Drive & Dine Recap

- March – Maxi's Supper Club
 - 41 people attended – fewer registered on Facebook – this is a challenge planning

Cars & Coffee:

Date	Time	Location
Apr. 12 th	8:00 am	Cozy Café
May 10 th	8:00 am	Cozy Café
Jun. 14 th	8:00 am	Cozy Café

Drive & Dine:

Date	Time	Location
Apr. 15 th	6:30 pm	Cool Basil - Tentative
May 20 th	6:30 pm	Handlebar – Dallas Center
June 17 th	6:30 pm	Gilroy's
July 15 th	6:30 pm	District 36

Tours:

4/12 - MadWarren Drive – Dustin

- All set – open for registration
- 40 car max – registered: 40 cars, 69 attendees, 5 cars on waiting list
- Insurance forms – sent to Dustin

5/3-4 - Loess Hills Run - Cam

- Registration Open
- 20 car max – registered: 13 cars, 18 attendees
- Insurance forms – sent to Cam

5/17-18 - Drive to Nauvoo – Jim

- All set – open for registration
- 24 car max – registered: 16 cars, 26 attendees
- Insurance forms – sent to Jim

6/5-8 - Driftless Tour – Jeff

- Registration Open
- 20 car max – registered: 10 cars, 14 attendees
- Scouting route completed in March
- Insurance forms – request into Gary

6/21 - Dragoon Trail Drive - Dave

- All set – open for registration
- No maximum cars – registered: 14 cars, 24 attendees
- Insurance forms status not discussed

7/12 - John Smith Collection Tour (Cedar Rapids) – Garry

- Will not happen due to date conflicts
- Garry considering another day drive - TBD

7/25-26 - SAC and Museum of American Speed Tour (Lincoln) – Bob

- Registration Open
- 25 car max – registered: 10 cars, 17 attendees
- Insurance forms status not discussed

8/9-16 - Lake Superior Great Circle Tour – Daryl

- All set – sold out
- All 12 slots are reserved – 19 attendees, two cars on waiting list
- Insurance forms status not discussed

8/28-9/1 - Eureka Springs Arkansas Drive – Skip

- All set – open for registration

- 20 car max – registered: 9 cars, 12 attendees
- Insurance forms status not discussed

9/13 - MA Hill Charity Drive – Jen

- Considering a scavenger hunt format
- Looking for a different location in place of Smoky Ds
- Considering an award related to 70th anniversary of PCA

10/2-5 - Wisconsin Drive - Skip

- All set – open for registration
- 30 car max – registered: 13 cars, 23 attendees
- Insurance forms status not discussed

Discussion regarding how to encourage new participants in tours:

Jeff recommends we look for ways to encourage members who have not gone on drives and find ways to invite them to join us.

- Board can work to understand why new members are not going on drives
- Consider a buddy system
- Club used to have ambassadors – divided up membership among ambassadors and they checked in on new members and educated about events and encouraged participation

Consider a committee to explore how to engage new members

- This can be part of our efforts to manage club growth with the new dealership
- Proposal for Ken to lead and include Cam and Ben

Skip reminded us that we used to do a mid-month email from the president which could include tour details
Recommendation to create “how to be a member” page on website with a possible Facebook tie on what we do as a club.

Kevin volunteered to lead this effort to improve “how to be a member”

How to manage RSVPs and registrations:

Belinda recommended we consider expanding Motorsportsreg for more events than just tours

Other Events:

Dates	Description
5/30	<p>Cubs night at the ballpark</p> <ul style="list-style-type: none"> ▪ 8/150 registered ▪ Belinda – encourages us to start promoting at drives. ▪ Meghan will include the event in Spinner again and assure it is in a prominent location ▪ Registration closes 5/4/25 ▪ Ben will prepare a flyer / card with the Motorsportsreg registration site to hand out at the drives and events

- Funding:
 - Committee has sufficient funds to cover existing and expected expenses with recent committed donations from the DSM Porsche dealership and others.
- Breakfast meeting:
 - Breakfast with Patrick Long – held in the meeting room at Machine Shed
- Event location change
 - Revised event venue: Foundry Distilling Company – West Des Moines
 - Benefit of venue change:
 - Club will not have to rent facilities like tents or porta potties
 - Venue can accommodate regardless of weather
- Main Event
 - Will need volunteers to tend to food lines and set up
 - Parking lot management – guide to 9th street entrance to register
 - Will arrange cars by model/vintage
 - Bill has curated ~20 special cars – some will be on lawn, some in the Foundry
 - Jeff has secured a photographer for the event
- 50th Anniversary Memento
 - Angie and Ben have been working diligently on **creating an online store for 50th Anniversary merchandise**
 - The online club store offers made-to-order logo clothing and other merchandise
 - Benefits of vendor:
 - No inventory
 - We can add merchandise as we like
 - Store is designed in a way that we can make a profit with it and the club needs to decide if we want to mark up or not.
 - Markup can be set as percentage or dollar amount
 - We could use for merchandise beyond 50th anniversary
 - **Motion** to markup items sold on the site 10%, was proposed and **approved**.
 - This will cover the cost of the on-line site
 - Phil will research how this income will be categorized for tax treatment and if this may cause any issues

- Ben will find out how the site pays the club so that this does not become a burden for treasurer.

- Promotion of Event

- Jeff to send invite to club members with 50 anniversary logo clings
- Jeff will send promotion copy to neighboring regions to promote
- Goal is 150 guests

7/17 Thursday Nights in Pella (car display) July 17th – Bob Timmerman

- 5 cars registered
- Historically most participants wait to register until close to the event

9/13 70th Anniversary of PCA – September 13, 2025 - Jen

- No new updates

TBD Porsche of DSM Grand Opening (expected early June 2025) - Jeff

- No new updates

12/6 Holiday Party - Jasper Winery – Belinda

- Catering arranged
- Venue reserved
- More details to be determined closer to the event

PCA National Events:

Dates	Description
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3/30 – 4/4:	PCA Spring Treffen – Hot Springs VA
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7/6 – 7/12:	PCA Parade – Oklahoma City
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- Early Registration Feb 26th
- Dustin and Kelly are registered
- Skip suggested we request a list of people from our region who are registered

10/5 – 10/9:	PCA Fall Treffen – Teton Village, WY (Jackson Hole)
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Financial Report: Phil Patterson

- Phil provided an update on club finances
- Belinda asked if we have a way to pay other than check. Phil advised that currently we do not.

Spinner Submissions: Megan Wickham

- Articles in work – deadline 3/26/25:
 - PCA SIM Racing Operation Motorsport – from PCA
 - Ben is working on an article for Spinner – Birth of the club.
 - John working on presidents' article for next issue
 - Bob Eddy is working on an article for next issue
 - Jeff is working on an article on the 50th anniversary
 - Jeff recommends we include the 50th anniversary page ad with updated venue / location
- Articles submitted:
 - Jeffs' article about Winona trip has been received by Meghan
- Access to past Spinners
 - Meghan shared all the links on Slack for past Spinners that she has access to (2023 – 2024)
 - Meghan does not have older issues
 - Eric asks Meghan to provide him with PDFs so he can upload for the website
- Deadlines for Spinner publications:
 - 1 week before publication (1 week before the end of the month)

Advertising: Ben Nordman

- Ben provided an update on advertising
- All vendors are paid

Competition/Autocross: Bob Eddy

2025 Schonesland Calendar of Competition & Track Events:

Porsche Club of America Sanctioned Events:

April 25-27 – Track Experience at Ozark International, Missouri

May 10th – Track Experience at I-29 Speedway, Iowa

June 14 – competition seminar – Cozy Café / no registration required (may move to new dealership)

June 20-22 – Track Experience at Hastings Motorsports, Nebraska (Cup Race, Track Experience)

August 16-17 – Track Experience at I-29 Speedway, Iowa

September 26-28 – Track Experience at Ozark International, Missouri.

October 4th – Track Experience at I-29 Speedway, Iowa.

Sports Car Club of America Sanction Events:

June 28th – Track Experience & Time Trial at I-29 Speedway, Iowa

July 11-13 – Track Experience & Time Trial at Ozark International, Missouri

August 8-10 – Track Experience & Time Trial at Hastings, Nebraska

September 20th – Track Experience & Time Trial at I-29 Speedway, Iowa

PCA event – Competition seminar

- Date – June 14, 2025, after Cars and Coffee
- Location:
 - Cozy café
 - Or DSM dealership if dealership is available and ready
 - No registration required

Joint club event Great Plains region – in Des Moines

- John Peeler reached out to Great Plains president and there are no plans in place for this event.
- Event will not happen

Non-Club Events:

Date	Description
Saturday, July 26 th 9am – 1pm	Valley Classic Car Show - Registration opens Mar. 21 st – Jeff Hammond
Saturday, Sept. 6 – Sunday, Sept. 7	Des Moines Concours

New Members: Ken Watkins

3/23/2025 for the month (looking back from 2/23/2025)

- 1 new primary member.
- 0 new co-members.
- 1 new test drive members
- 1 transfer
- Expiring members
 - 4 members expired on 2/28/2025.
- Total to 225 primary, 121 co, 19 juniors for a grand total of 346 (juniors not included in total).

Website: Erik Johnson

- Annual website content submitted in February.

Other Business:

- Scouting Trip Reimbursement
 - Recommendation made on Slack to increase to \$150 – 175/night for 2025.
 - **Motion** to increase scouting trip reimbursement to \$175/night per person was **approved**.
 - **Agreed that the motion will be retroactive to 1/1/2025.**
- Windshield Cards – Ben
 - Ordered and produced
- 50th Anniversary Merchandise & Window Stickers – Ben
 - Completed
- Slack Membership
 - Board's desire is to limit Slack to board members
 - Currently, some 50th Anniversary committee members are also on Slack.
 - Skip recommends reevaluating a month or two after the 50th Anniversary.
- Procedures for transferring admin rights
 - John Peeler, Jen and Kevin will work on how to handle admin rights for on-line accounts
 - No Update
- Reimbursement request for Lake Superior Great Circle Tour

- **Motion** for \$400 for binder and hood cling **approved**.

Next Meeting – April 29th at Person at District 36.

- Bob Eddy confirmed that we have the room at District 36 for 4/29/25 board meeting
 - 6 pm for dinner
 - 7 pm for board meeting
- Future Board meetings – dates and format TBD