**SFR Board**

**Minutes**

**March 27, 2024**

Tim called the meeting to order at 5:32 PM. The members in attendance were Joe Montana, Greg Hoff, Bill Booth, Blake Tatum, Peter Phung and Linda Rogaski.

**Minutes** were approved previously by email.

**Financials**

Bill reported that year to date loss is $126.418.33. This includes only partial financials from Regional 3 & 4. The $20,000 cancellation fee for Regional 1 & 2 and the deposit on the Sonoma dates for $20,000 are included.

Tim is talking to Narigi as we have not received the $52,000 from the cancellation of the race last year.

There is a balance of $52,243 in the Equipment Fund. This will be used to replace the stolen Holmatro equipment. Discussion followed regarding the need to protect the equipment. Once the conix trailers are in place we will be able to store the equipment. The E-crew will be asked to secure the equipment after each Thunderhill event.

Discussion followed regarding the need to increase our “top line”. What changes can we make in promotion, new schedules to increase attendance? If it does not look like we will get good attendance at the September Laguna event would we be able to sub-let the dates? Tim will include that in his discussion with Narigi.

We will have additional expenses for PRO events. We need to include EMTs on the three rescue vehicles, 15 pit marshals, and a roll-back. Tim will talk to Jeff Olinger and Side Trax about the possibility of using Monterey County fire department EMTs.

**WAP Fund**

Tim said the fund is basically broke. Much more money is going out than is coming in. Discussion followed on possible promotional ideas; send an email to all drivers, raise the minimum donation from $5 to $10. Tim will talk to some of the other Jumbo regions to see how they are helping subsidize their volunteer base.

Linda motioned and Greg seconded that the Board will convene a sub-committee lead by Bill Booth made up of both board members and members to develop a volunteer model and the mechanics of how it would work. The motion passed.

**Regional 3 & 4**

The Board discussed the positives from the event; it went well, the weather held, almost broke even, good racing, thanks to the Oregon drivers for coming down. Load-in went well.

The Board was reminded of the importance of providing good customer-service by all volunteers to our customers.

**Majors/Restricted Regional**

Friday is a test day conducted by Thunderhill. There will be no novice permits accepted.

**Grid Procedures**

Greg reported that the grid procedures worked well. For Groups 6 & 7 the first two rows were gridded for qualifying. Greg will be sending out an email to Group 7 drivers to ask for their input on what they would like for gridding for qualifying.

**2025 Western Shootout**

It was agreed we need to start planning for the 2025 Western Shootout now. Ideas raised included revenue sharing with local regions, establishing a tow fund, marketing across all media, prize money, etc. Discussion followed on how to entice the “icons” of each class to participate. Using the PCRRC model, invite the top five competitors from each class from all of the Western Regions.

Tim will talk to Joe Briggs about helping to develop a plan to get a sponsorship(s) to help cover costs.

Joe Montana will reach out to a local television channel to see if we can get some TV coverage as a human interest feature.

**Web/Social Media**

The new site is up. When it was re-launched they used the old information. The current webmasters are not responding quickly to Peter’s updates. The Board agreed it is time to find a new source to up-load information. Greg will talk to Alberto Goncalves and Daniel Kulas for ideas/suggestions on improving the site.

**Alternative Driver’s School**

Greg brought up that Audi and BMW Clubs are looking for alternative ways to get SCCA competition licenses. Linda said Jon Becker was working with the leads of the Drivers School groups to come up with a current alternative driver’s school model.

**New Business**

Linda stated she is working with the race teams to get information on their drivers for promotion of the teams and celebrate the success of their drivers. She will be reaching out to teams over the next few months for information. We are looking for a writer who will take on the task of helping to finalize articles for the Wheel and the webpage.

**July 4-5 Event**

The Board agreed we will use this event to honor Gary Meeker and his outstanding support of the region.

**Old Business**

Greg reported he is working on article(s) for the Wheel on “lessons learned” from incidents on track.

Tim ended the meeting at 8:30 PM

The next meeting will be April 24th at 5:30