**SFR Board of Directors**

**Minutes**

**May 17, 2023**

Tim called the meeting to order at 5:37pm. Members in attendance were Tim Sullivan, John MacIntyre, Joe Montana, Blake Tatum, Bill Booth and Linda Rogaski.

**Minutes**

The Minutes had been approved previously by email.

**Financials – Bill**

Bill announced that we are currently running a deficit of approximately $217,000. This number will go up as we have not received all of the costs of the Western Shootout. Bill anticipates the Region will be in the negative around $280,000. Every event this year has been in the red.

Discussion followed on the issues surrounding our financial situations. We make money off of participation, fewer participants equal less money. We need to build our participation bases. At the same time we must cut costs everywhere possible.

**Cutting Expenses**

The Board reluctantly agreed to there will be no off-site banquet this year. The awards dinner will be at Thunderhill on the Saturday night of the last Regional event. Consequently, there will be no karting event.

**Discussion followed as to cutting back on providing worker merchandise at no charge. When crew specific merchandise was first provided there was no VIP program. Since that time the Region has instituted the VIP program gifting workers 20 points per day for their use in obtaining merchandise. Many volunteers do not use the accumulated points the Region has to then buy back the unused VIP points. In 2022 that cost the region in excess of $60,000.**

The Board also agreed on including financial information in the Wheel on a regular basis so everyone can see where the money is going – what it costs us to do business.

The Board agreed there would only be regional trophies provided on request.

**Recruitment**

The Board discussed different options to increase our driver participation numbers. Joe Montana will compile a proposal eliminating the $25 vehicle replacement fee and lowering the entry fee for one event per year.

The Board did agree that we would initiate a **Frequent Racer Program**. For any driver who participates in three (3) of the next four (4) events will receive a 50% reduction in entry fees for the last event. We must publicize this quickly. If this is successful we will carry the program forward with a requirement of participating in six (6) events for a 50% reduction in the entry fees for the last event of the year.

The Board also agreed to try a **Racer Referral Program**. If a current SFR racer refers a driver with another sanctioning body’s license that has not raced with SFR the referring driver and the new driver will get 50% off their next race. The driver will have to become an SCCA member. We will have to determine how to insure referrals are tracked appropriately.

**Western Shootout Evaluation**

The Board expressed appreciation to John for all the hard work he put into the event. It was a great learning experience for everyone. From the feedback Board members have received, National staff were very positive about the event.

It was agreed that for 2024 the Region would take responsibility for assigning parking spots for competitors at Thunderhill. This year the test day was run by Thunderhill, they assigned parking spots causing a lot of confusion.

John has a debrief call with Deanna on Monday. They will discuss what worked and what didn’t. John will suggest some changes for 2024 including adding some regional classes.

**Website – Peter**

Peter advised there have been changes to the webpage. He will continue to work with Mabel to add more current information, keep pictures current, etc.

**Pro Events**

Tim reported that food costs for IMSA were down considerably from last year. Loose Caboose is providing sandwiches at $9.00, dinner was pizza one night and KFC the second.

**June Thunderhill**

Crossflow Cup will be running with us as Group 8. Groups 1 & 2 will be combined. Tim advised we will be doing a barbeque dinner Saturday night.

Tim advised that at the June Regional there will be a barbeque Saturday night which will also help keep costs down.

**Truck Maintenance**

Tow 1 has a transmission issue. We are finding trouble finding a local shop who wants to deal with the transmission as it is on a tow truck, etc. There is a shop in Redding that will do the re-build. Joe may also have a contact.

Jeremy’s labor rate is $125 an hour. He is charging us $25 an hour to relocate the trucks as needed.

**2024 Schedule**

Peter has recommended that we include an HPDE event in our schedule for 2024. Peter will develop a proposal to incorporate an HPDE in the schedule and possibly an enduro. In adding any dates we must be mindful of worker burn-out.

**2024 Dates**

The Board discussed dropping one (1) date in 2024, possibly the February date at Sonoma. Tim will come up with a list of potential dates to give to the tracks with the understanding the only track where we get primary consideration is Thunderhill. At Laguna our requests are secondary to Pro events and at Sonoma are date requests are not given any particular consideration.

**Old Business**

**Insurance**

John brought up the insurance discussions that National is having with the Regions. There are 2023 changes. The Board will review and act accordingly.

**New Business**

**Worker Recruitment**

Linda advised that National is instituting a Worker Recruitment program. Divisional Administrators have been invited to participate in the first zoom meeting.

Next Meeting will be Monday June 19th at 5:30