

Minutes

Board of Directors Meeting

March 15, 2017

Vic's All Star Kitchen

Attendees

Gary Pitts-RE

Barbara McClellan- Board Member

Rod Simmons- Treasurer

RJ Gordy- Board Member

Clint deWitt- Board Member

Daniel Burgoon- Board Member

Blake Tatum- Secretary

Dave Arken-guest

1. Call to Order, Approve Minutes

Due to a misunderstanding the minutes were not sent out so there was nothing to approve

2. Dave Arken

Dave Arken, a group chief instructor, at the competition licensing school proposed changing the date of the school to a mid season date in order to attract more students and lessen the risk of bad weather.

Background: The competition licensing school has been held in the early part of the year so the graduating students could participate in the upcoming racing season.

Now that there are a lot more racing groups out in the market place the school has evolved into a vehicle where the participants learn how to race and not necessarily with the SCCA.

Many of the students attending have prior track day experience or club experience.

The instructors feel that the early date could backfire on the region if it were to experience foul weather.

They also feel the later date will draw more people with a better chance of getting them to race with the SCCA.

Dave made the following suggestions:

- Move the school to a mid May date
- Move it over to the 2 mile west track at Thunderhill
- Allow the instructors recommend competition licenses to the graduating student that they deem ready for full fledged competition.

Additional Points:

We are one of the few regions that still runs a competition licensing school
Dave thinks we have the ability to draw nation wide

He would like to see the cost of the school remain the same

Dave feels that with some promotion the school could attract more people,
although he said he could not responsible for the promotion.

Discussion:

Rod Simmons was concerned about the track rental being higher at that
time of year and the strain this date would put on the volunteers since it is
the peak of the racing season.

RJ Gordy felt the people running the school know what is best and should
be allowed to run the school at a later date.

Action:

RJ motions accept the drivers school staff recommendations as presented
subject to cost analysis. Second by Barbara, passed.

3. Social Media - James Chartes

Below is the report from James:

- Facebook Followers have increased from 3595 (24 Dec 2017) to 3841 (3 March 2017) We have also significantly increased our weekly reach and interactions
- Twitter followers increased from 109 to 127
- Youtube subscribers from 10 to 18
- Facebook Banner Images per event
- Event Announcements
- Drivers School
- Race 1 & 2
- Majors
- Event boosts
- Race 1 & 2
- Majors
- #MemeMondays from SCCA National as appropriate
- #WorkerWednesday
- #ThrowbackThursday
- Repurposing "Notes from Archive articles"
- From SCCA National as appropriate
- The Wheel articles
- Announcing Digital versions of The Wheel
- New GotBlueMilk photographer
- Race gear posts
- Race car rentals posts

- Annual Tech Day reminders
- Safecraft - safety gear seminar
- Sharing SCCA SFR videos
- Race license
- racing with the SCCA
- Worker Highlights
- Worker awards at the National Convention
- Sharing and cross posting from drivers school
- Winding Road Retail Store Opening
- TrackNight in America
- Permanent Number Announcement
- Mazda Raceway Laguna Seca Press Releases
- 2016 Champions Photo Album
- SFR SCCA Supplemental Regulations
- 25 Hours of Thunderhill stories featuring SFR SCCA Members
- 2018 Sonoma Runoff Announcement
- 2017 Contingency Program
- Announcement for Timing and Scoring open position
- Silicon Valley Auto Show

Twitter

- Profile image update
- Banner image updates for events
- Tweets for activities as above in Facebook
- Retweets and sharing of other relevant content

The Wheel

- January article - Ten Tips to go Faster
- February article - Racing Tire Tips
- March article - Racing in the Rain

Website

- Repurposing "Notes from Archive articles"
- Repurposing "The Wheel" articles
- Driver's School
- Ben Beams
- Blake Tatum
- James Paul
- Article Imagery updates
- Schedule updates
- Fixes and updates
- SFR SCCA hashtag #sfrscca
- Profile image updates with logo, social media channel and hashtag

- Co-ordinating with SCCA national and other region social media
- Reviewing social media materials from SCCA National Call with Dave Vodden and Thunderhill for Social Media Co-ordination
- Call with SCCA National for Social Media Support

Facebook is his main medium.

Discussion:

Question from Dan Burgoon: Do we have any results on the number of people that have actually become volunteers or new drivers?

Answer From James Chartres: We don't have those yet

Dan wanted to know if we could do a reach out in a target segment James said we are doing that, for the majors he has set up a filter that would target Majors groups.

Question Gary Pitts: In your opinion are we moving in the right direction?

Answer from James Chartres: As far as informing our members we are ahead of schedule, as far as getting new participating this is long term project so there should be some lag

4. 4. Financials-Rod

Budget-last regional turnout will hurt our bottom line

Barbara thinks the conflicting Majors hurt the overall attendance

Social will cost us a lot more money this year especially at Laguna

Gary will check with Hooked-On Driving to see who they use.

5. 5. Barbara McClellan Items from the Season Opener

Announce Follow Up

At the last meeting the board agreed that there would be no play by play calling of the races.

At the first regional of the year David Vodden asked if he could call the group six race, which Barbara McClellan as chief steward allowed. This upset some people.

Blake Tatum was not at the last board meeting and thought the idea of not calling the races was a bad move. Basically not calling the races brings us closer to a track day event rather than a racing event.

Clint deWitt suggested that we have two voices on the public address system, one to call the races and another to make the important announcements.

It was decided to bring the play by play announcing back and to do a survey of the members to see what they would like to see out of the announce team.

Dan Burgoon will talk to Mike King see if he wants to come back.

Together they will work on creating a survey that addresses an overall solution.

Trophies

There were some negative reactions regarding the quality. Blake will work with the vendor.

Tech Stewards

Corbitts Plan to sell their Motorhome which for years has been used as the gathering place for all tech stewards decisions. Barbara suggested that we buy an EZ-up as a temporary solution.

Gary suggests the Ez up is only a temporary solution and something more permanent would ultimately need to be figured out.

Race Administration Building at Laguna Seca

Crew is concerned about the condition of the building. According to recent users it is essentially in the same shape as it was last year. It is not going to collapse and the building is fine for operations

Ambulance at Thunderhill

The Emergency Crew wanted to know what time SideTrax was supposed to arrive? If it is 30 minutes before the first track session they will not be at the crew meeting.

Rick Bynum is the contact between SideTrax and the SCCA and he needs to make sure he works things out with them.

2017 Banquet Location and when?

There have been complaints regarding the timing and location of the banquet. There are some people who feel the banquet being at the end of the year after the last race does not give them time to get ready and attend. Others like the idea of having the banquet on a separate weekend. The banquet was moved to the night after the last race so that the regional champions could celebrate their achievement shortly after accomplishing the goal.

Attendance from the volunteer ranks has been down from previous years. Last year attendance from the regional champions was low also.

BoD to make decision on date and place at April meeting

Race Dates at Sonoma in 2018

According to National sources Sonoma has been encouraged to award SFR two race dates. Pitts to follow up.

Worker Appreciation Program (WAP)

Rhonda Corbitt and Karen Cantu will be responsible for the funds and a joint checking account will be set up to handle funds.

Communication line at Thunderhill.

Lack of volume from race control and turns. Logger and Communicator dialog was broken off on numerous occasions.

Bleed over from the land line to the communications was so loud that they could not be heard. Chief of Comm will be asked to follow up with Thunderhill concerning the problems

Liaisons

Dan Burgoon

Chiefs Council

They had their first meeting at Thunderhill and the turnout was good.

First item was reaction and rumors about the pro-team of volunteers.

They worked together to squash the mis-information and rumors floating about.

The Chiefs are baffled by the schedule changes with SCRAMP-do we have a formalized contract with them?

The answer is no due to several reasons. As the vendor of racing services we need to be aware of their need to show a profit. Therefore additions of races dates although taxing on the volunteers will have to be something that we work very hard to accommodate but at the same time keeping the overall health and well being of the volunteers in mind.

Course Marshalls

Are still coming together

They have a new hopper which will be stored at Laguna

RJ Gordy

Emergency Crew trucks are getting serviced

Pace Car is being serviced

Clint deWitt

The users of the fairgrounds are liable for a county tax called the possessory interest tax. It applies to people who rent a government property for private non charitable use. The purpose of the tax is to help

the county or city pay for essential services used by the private party during their possession of the property. The lessee (SFR Solo) owes the tax, but could pass it on to the end user as part of their rental agreement.

Rod Simmons

Laguna has asked that we do not do full support for the Ferrari Challenge- they want rescue trucks and grid.

Equipment storage can become an issue at Laguna. Rod is trying to verify what can be stored there. Main issue if it belongs to SFRSCCA it is easier to justify. Any private person's property could cause some issues.

Rod wants to consolidate the tech trailer with the course marshal's trailer so we can have fewer pieces of equipment stored there.

Blake Tatum

SFR Solo had their first event of the year at Marina Airport. Attendance was good. They also had a Starting Line School at Crows Landing hosted by National and staffed by SFR Solo. This event was well attended. The following day SFR Solo had a solo event also at Crows Landing which was sold out.

Adjourn next meeting April 19, 2017 at Vic's All Star Kitchen

