

Minutes

Board of Directors Meeting

December 21, 2016

Vic's Allstar Cafe

Attendees

Gary Pitts- RE

Barbara McClellan- Board Member

Rod Simmons- Treasurer

RJ Gordy- Board Member

Clint de-Witt- Board Member

Daniel Burgoon- Board Member

Blake Tatum- Secretary

Sherry Grantz - guest

James Chartres- guest

Megan Anderson-guest

Anthony Tabacco-guest

Isacc Acks-guest

1. Call to Order, Approve Minutes
Motion to approve minutes by Rod Simmons, second by RJ Gordy, carried
2. Social Media Presentation

James Chartres

Social media objectives

Get people to the track

Attract New Members & Volunteers

Target Younger Audience

Increase exposure

Strategies

Quality and relevant content

Social interactions

#hashtags and the importance of them

Images and Videos

Engagements is key not just views

Medias

Facebook

Advantage-reach large audience

Disadvantage-Hard to search history

-boost posts cost money

YouTube

Advantage- videos can highlight a day in the life of a volunteer or show what it is like to race at a SCCA event

Disadvantage-content is labor intensive

Twitter

Advantage- wide Audience

Disadvantage- takes time

- unknown how effective

Instagram

Advantages-not a lot of ads

Disadvantage- does not drive a lot of traffic

Next Step

Clint moved we hire James for six months. James will set his hours monthly, and he will report to us monthly with a status report. Payment can be made in money and in kind trade (example entry fees). Second by Barbara, motion carried.

3. Stockton Auto X

Solo Chief Megan Anderson was present to answer any questions the board had regarding the current proposal SOLO has with the San Joaquin Country Fairgrounds (aka SDAA).

Dan Burgoon had some questions on repayment of the loan.

RJ Gordy- expressed concern that the last thing SOLO needs is for the region to interfere with their ability to run the site.

Although he applauded Clint for bringing forward a proposal to maximize the investment RJ felt the plan that we already voted on was acceptable.

4. Financial report

Bottom line \$44,600 for the year which includes an accounting error and includes a reconciliation of the income from the last event.

5. Liaison Reports

Blake

Solo

Presentation made by Megan Anderson Solo chief

Trophies

Brian Linn will handle half of the weekend's Trophies

Barbara

Flagging

Scot Zediker will continue as the flagging chief

Flagging assistant chief will be Heather Street

RJ Gordy

Radios

RJ suggests that we spend up to \$15,000 for the new radios.

Motion made by RJ second by Clint- carried

Majors

At the last meeting we talked about making the Sonoma Weekend a combination Majors and Regional weekend. RJ looked into the matter and it would mean that the Northwest Region would have to give up the Majors event they have planned for 2017. They were not interested in giving up the event therefore our Sonoma weekend will continue as a regional event.

Pit Fire

Jerry Platsis will be the new chief.

Dan

Announce

They will need to find a new chief. Steve Jaroch will not be back as the chief.

Course Marshall

The people are in place to handle this job for beginning of the season. It helps that the schedule allows for the equipment vehicle to be left at Laguna over an extended period.

Ambassador Program

The board felt that with a social media person in place we needed to reestablish the Ambassador Program. Barbara suggested Lynne Huntting as the person to head the program. She contacted Lynne and she accepted the role. Dan Burgoon will be the liaison.

6. Other Old Business

Race to Recycle Oil Grant

Gary will follow up with Ross Campbell and call for an accounting

7. New Business

Chiefs Meeting- February 4, 2017; location will be Vic's Café; start at 11:00.

Next Board meeting will be January 11, 2017 at 11:00