

MINUTES 5/21/25

Minutes

SFR Board of Directors

May 21, 2025

RE Mike Smith called the meeting to order at 5:30 PM. Members in attendance, Greg Hoff, Joe Montana, Bill Booth, Trish James, Blake Tatum and Linda Rogaski.

Minutes

Bill motioned and Greg seconded the minutes be approved as submitted. The motion passed.

Thunderhill Event Review

Mike reported that for test day we had three (3) sessions and it worked well. For the race days each of the four (4) groups had 113 minutes of track time. Mike suggests that we follow the same format for the September Thunderhill event. He will develop a draft schedule.

The dinner and the Corn Hole game were a success. Everyone seemed to be having a great time. Mike thanked Blake for his help getting the Corn Hole game, lunch drive-arounds, and fun race events organized.

Financials - Bill

Bill reported that as of this date we are approximately \$94,638 in the red. This does include a pre-payment track rental deposits to Laguna. It also does not include expected invoices from SCCA National and for track services at Thunderhill, both for the regional event. Net of these factors, we are at a \$75,838 loss. In comparison to 2024, at this time last year we were \$148,972 in the red.

He also reported that for the cumulative events to date this year we are at a \$16,080 loss. Again, this total is not including the above pending invoices. This compares to an operating loss of \$148,902 at this time last year.

Laguna Event - Mike

The Laguna event will be our most expensive race to conduct. We will be taking one (1) of our tow trucks down, as Laguna only has access to one tow truck. Mike will be asking for help with load-in and paddock set-up. He has submitted a paddock map to Laguna.

We cannot use chalk but must use tape. We are going to have to be careful to police the paddock to make sure there are no messes left after the event.

Drivers School – Joe

At the March meeting Joe offered to call the students from Drivers School to see what they thought of the event. At the April meeting Joe said he had not completed the calls. At this meeting, Joe said he would not share what he had learned with the Board, he did not say how many students he has contacted. Other members of the Board will do the outreach.

Marketing – Mike

Mike asked for thoughts on how best to conduct a marketing campaign. He is going to develop a survey for MSR we can use to gather input. Mike will share the survey before sending it out.

Mike had previously shared a concept document with the ideas it might stimulate ideas about marketing strategies. Discussion followed on ways to conduct outreach and to whom.

- Community college and high school auto shops are a great target.
- Make sure Face Book page is updated regularly with pictures, news, etc.
- Make sure information on the webpage is updated and is current
- Come up with new ideas to encourage more people to run events
 - Run the by-pass at the next Thunderhill event
 - Do another dinner with a Corn Hole competition.

The bottom line is to keep coming up with new ideas and trying them.

Sonoma Contract – Greg & Mike

Mike reported that the contract is signed and sealed. It mirrors the last event. Discussion followed about pricing for Laguna and Sonoma events. Should we reduce the cost for those drivers who sign-up early? Knowing the count makes it much easier to plan the event.

Greg said we will have to abide by the contract including food service. He is waiting to get the Levy contact information to reach out to them to see what options we may have.

New Business

Laguna

Greg is thinking about hosting a social for Group 7 drivers and any others who might be interested. He will use Larry Oka's paddock area to set up. He is waiting to see what the count is before he commits.

Board Comments

Joe stated that board members should not be making negative or derogatory comments about other board members.

In-person Meeting

It was suggested we meet in person in early August. Mike will follow-up with date, location, etc.

Mike closed the meeting at 7:19 PM. The next meeting will be by Zoom June 18, 2025.