

San Francisco Region Board of Directors Minutes

San Francisco Region Board of Directors Minutes June 18, 2025

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

Minutes

Bill motioned and Greg seconded that the minutes from the May meeting be officially approved. The motion passed.

Financials

Mike reminded the Board that our financial goal this year was to target our loss at no more than \$125,000. We are not going to be able to overcome all of the losses from the last three (3) years in one season.

Bill reported that our income year-to-date is \$382,320. Our accrued expenses are \$649,944. This includes pre-payments to Laguna Seca \$159,972, Sonoma Raceway \$26,500 and Thunderhill \$3,350. Our net is -\$77,724. Bill noted this represented a substantial improvement over the same period last year.

Bill also reported:

- Worker Appreciation fund monies are being used to offset workers' lunches and dinners and other social activities.
- To date we have paid workers \$35,850 via the Stipend program.
- For those who elected not to be paid, we would have paid an additional \$21,000
- There are a handful of people who have not submitted their W-9's, and have not been paid.

Laguna Event

Mike reported that the upcoming Laguna event is going to be very expensive. Instead of using chalk in the paddock, we will be using tape, and all tape must be removed at the end of the day Sunday. Per the contract there are no dogs allowed. Mike's not sure how Laguna staff will enforce that provision.

Drivers' School Follow-up

Mike, Bill, Greg and Linda made phone calls to the Drivers' School graduates. The response was very positive. The drivers were extremely pleased with the school and no one felt they did not get their monies worth.

Many of them did not know that they received a free entry to a Thunderhill regional. The free entry did not seem to be a motivator.

Sonoma Event

Mike suggested we look at a tiered pricing structure. Discount the fee for drivers who entered before a specific date and a higher rate for those drivers who wait till a few days before the event to enter.

Discussion followed of how best to encourage drivers to enter timely to eliminate the need to correct the schedule multiple times. Group combinations including optimum numbers was also discussed. Mike will send out a concept paper. He asked all Board members to comment and get back to him as soon as possible.

Mid-year Driver Survey

Mike asked that the Board get suggested questions to him that they think would be helpful in getting the opinions from the Drivers. Mike wants to get the survey out in July/August.

Tow Truck Rental

Mike stated that Laguna would like to lease a tow truck from us for the remainder of the year. They would cover the insurance, maintenance, etc. It was agreed we would need a contract to ensure any damage expenses, etc. would be covered. Mike will talk to Laguna to discuss next steps.

NORPAC Funds

The Northern Pacific Division (NORPAC) has dissolved its checking account. NORPAC management agreed that the money would be divided amongst the Regions in the NORPAC Division. The Board discussed the best way to use the approximately \$4800 SFR will receive. One suggestion was conduct a joint road racing/ auto-x at Thunderhill next year. Mike will talk to the Chapters and see what they think.

Marketing

Mike requested that Bill, Blake and Greg continue to work on marketing. Bill will come up with a basic marketing plan, including specific action steps and bring back to the next meeting.

In-Person Meeting

The Board agreed to conduct an in-person meeting on August 6, 2025 in Stockton at the Mercedes dealership.

Mike adjourned the meeting at 7:10 PM