

# 2025 December Meeting Minutes

## SFR Board of Directors Meeting Minutes December 2025

Mike called the meeting to order at 9:06 AM. Members in attendance were Mike Smith, John MacIntyre, Blake Tatum, Bill Booth, Greg Hoff, and Linda Rogaski. Invited guests were Matt Busby and Dottie Quimby.

Mike provided a San Francisco Region (SFR) Plan for use during the meeting to focus on goals for 2026. He would like to see Board members take responsibility to champion one or more of the tasks.

### **Financials** - Bill

Bill reported that as discussed at the annual meeting, it looks like we will end the year with an approximate loss of \$20,000. This is a great improvement from 2024 operational performance. With the expected dividend from Thunderhill, we will be positive for the year, and will allow us to use the Thunderhill dividend to benefit the club.

### **Social Media/Marketing**

Yunni Zhai has submitted a proposal to take responsibility for social media for the Region. Everyone felt this is greatly needed however we need processes in place to make sure the correct information is being posted and an approval process is established. We need to make sure we have identified the target audience we are clear on what product we are offering and then begin promotion efforts. The Board will continue to work with Yunni to make this happen.

### **Web-site/Wheel**

The current SFR website is operating as designed. Mike would like to see a blog attached to the website. In addition, add a section so participants can add their pictures and videos. Mike would also like to add a Race Shop section where the Race Shop is listed giving them the option to add pictures, videos, etc. In addition he would like to see a sponsor section added.

Discussion followed Re how to best manage the expanded site. Blake and Mike will continue to work on refining the website and the Wheel.

### **Sponsorships**

Mike has asked Robert to take the lead on identifying potential sponsors for the Region

### **Event Pricing**

The Board agreed to continue to offer "early-bird" discounts to enter events, and payment by credit card only. The Board is looking at re-establishing a Thunderhill Rewards program to encourage more participation at Thunderhill.

### **Race Shops**

Mike will continue working with the race shops to see the best way the Region can support their efforts. We need to make sure we have consistent communication with the shops.

## **Spec Class**

Mike suggested we look at establishing a new "Spec Class" that can deliver reasonable car counts of 15-20 entries per event. Discussion followed on what cars would be able to deliver these numbers. It was agreed that the Subaru BRZ/Toyota FR-S might fill the need. These cars are one of the largest classes in solo. It was suggested we search out a race shop(s) which might be willing to spearhead the class.

## **Surveys**

Mike wants to see surveys of drivers to determine;

- Interest in competing in the 2026 season
  - How many events are they planning on attending?
  - What is driving their participation?
- What improvements can we make to provide a more enjoyable experience?
- Are trophies of value to your working experience?
- In addition, send a survey to 2024 drivers who did not compete in 2025 as to why they chose not to participate.

## **Communication**

SFR is going to implement using a communication tool called Discord. It is a free tool that is now in common use by many businesses. Discord allows communication as well as the ability to attach files. The original concept is to start with Board Members, and then add Chiefs and workers.

## **Event Schedules**

It was agreed that last year's schedules caused confusion for drivers and workers alike. We will go back to an easy to read single event schedule. However, we will work with the stewards and race control so they understand that the schedule is to a follow-by format, not time certain. The only time certain on the schedule is the first race of the day and the first race after the lunch break. We do not want the track to be idle waiting for an arbitrary time on the schedule. Race Control will manage breaks as needed, they will not be included on the schedule. Information on the schedule will be cleaned up so duplicative information, e.g. Supplemental Regulations, will not be listed.

## **Trophies**

The Board agreed that we need to determine who does or doesn't want trophies we are spending a lot of money on trophies that do not get picked up. In 2026 we will award a flag and a win decal only for Saturday races and Sprint races. Trophies, flags and win decals will be awarded for the "main event" Sunday races. It was agreed that for Sunday races:

- 1-3 starters = 1st place trophy plus a flag
- 4-6 starters = 1st and 2nd place trophies and a flag for first
- 7 or more starters = 1st, 2nd, 3rd place trophies and a flag for first

## **Bracket Racing**

The Board will look at the option of conducting a bracket race, possibly at the Enduro and maybe at a regional. Cars are gridded by estimated lap time and not by class. The Board will continue to look at Bracket Racing to see if the program could be useful to the Region.

## **Driver Experience Quality**

There have been complaints that bad driver behavior is negatively impacting racing and driver satisfaction with the program. The Board will be looking at tightening up the rules in the Supplemental Regulations on bad driving and penalties. In addition there will be more consistent driver's meeting to bring issues to light for discussion.

**SFR Attitude**

It was pointed out that in many ways SFR has lost its positive attitude towards our customers. We want to stress the importance of SFR customers, both workers and drivers, feeling welcome. At the January Chiefs meeting Mike will stress the importance of a welcoming attitude by all workers to the drivers and other workers.

**Fun Stuff**

Mike would like to see a volunteer(s) step up to organize fun events after the conclusion of a day's racing. It could be something as easy as a corn-hole competition or an outside speaker, something that will be entertaining and fun for all.

Mike adjourned the meeting at 4:45 PM. The next meeting will be by zoom on Wednesday January 7 at 5:30.