

SFR Board Minutes

March 19, 2026

Mike called the meeting to order at 5:35 PM. Members in attendance were John MacIntyre, Bill Booth, Robert Sachs, Greg Hoff, Blake Tatum and Linda Rogaski.

Minutes

Greg motioned and John seconded the February minutes be accepted. The motion carried.

Year to Date Financials

Bill reported that at this time we are approximately \$4,388 in the red. We sold the emergency vehicles with equipment to Thunderhill for \$75,000. We have prepaid rental payments to Sonoma and Laguna Seca in the amount of \$97,174.

Drivers School was close to a break even. Food and social costs and track rental is a positive step forward. If we have 125 entries at the March event, we will make money. When overhead expenses including fees to National, sanitation, track rental, ambulance, camping, etc. are deducted from the event profit, we will be close to breaking even.

Mike reported that the dividend from Thunderhill for 2025 is \$225,000. These funds will be used to grow the club.

Drivers School Recap

The Board felt the event was a success. This was the first year that entries were accepted with state issued drivers' licenses only. This may affect our percentage of returning students competing in regional events.

Discussion followed on the value of moving Drivers School to the West Track for 2027. Pros and cons were discussed the track is tight in certain turns which could help drivers develop skills but it is cheaper to rent. The discussion will continue at the next meeting.

Membership Meeting Recap

Board members who participated in the call agreed it was very positive. Mike expressed frustration dealing with zoom calls, not being able to better interact with the members. The session is posted on the SFR website. It was agreed that when the new Executive Director is hired, we will host another call to introduce the person.

Values- Mission

The Board has been working on articulating the Values and Mission of the Region. We feel it is important that members understand where we are going as an organization. John has taken the lead working to take Board members' ideas and suggestions and coming up with a final version to be shared with the membership.

Leadership Position

Mike advised that the position has been posted on Linked-In, he wants to share it on the MSR database also. Matt has also announced the position to other people in the racing community.

Mike will post the process on how we are recruiting for the position, screening process, reference checks, interviews, etc. The position will be in Willows. The goal is to have someone in place by mid-June.

Marketing

The Board discussed the importance of clearly defining the goal(s) of the Region – we want to grow the club. We want to increase the number of drivers, across the racing venues, but also increase revenue. We want to see a return on investment.

Discussion followed on how best to use marketing funds to accomplish our goals. Suggestions included helping out-of-region drivers come to our events, incent prep shops to encourage their drivers to enter our events, and determine other opportunities for marketing. The Board will continue the discussion at the next meeting.

Time Trials

Mike has been talking to John Hunter, national representative for the Time Trials program. Mike will meet with some of the stewards and chiefs at the March event to determine how we staff our portion of the event.

Sponsorship

Robert is working with Apevie, who build and sell Turn Key Systems, simulator equipment, to sponsor the Laguna event. For the sponsorship they will pay us 25% of the sales revenue. Robert is reaching out to other potential sponsors.

He will work with Yunni to make sure she is pushing the March event.

Mike adjourned the meeting at 7:20 pm. The next meeting will be April 22, 2026 at 5:30 via zoom.