

## SFR BOD Minutes

April 19, 2022

Tim called the meeting to order at 5:30. Members in attendance were; Tim Sullivan, Blake Tatum, Christopher Linkous, Seth Reid, Joe Montana and Linda Rogaski. John MacIntyre was an invited guest.

### Minutes

March minutes approved by email.

### Financials

Bill reported that the 2021 taxes have been turned over to the CPA, they will be filed by the due date of May 16, 2022. We are looking at a loss of approximately \$100,000.

The 2022 year to date numbers don't look promising. At this point we are showing a loss in excess of \$59,000. We are facing very high expenses in areas such as ambulances, trophies, food, VIP, volunteer lodging, etc. Pro/Track support has not been as lucrative as expected. Some events such as IMSA we trade days worked for race days, but there are still substantial expenses including, hotels, food, vehicle positioning and maintenance.

### Financial Cost Savings

- *Food*

We currently spend approximately \$7,000 an event on food. Chris stated options are:

- Eliminate social dinners for all participants and limit to workers only
- Find a dedicated social crew who can prepare meals at the tracks where it is permitted
- Eliminate one dinner per event

Discussion followed on what the different options would entail. Chris will develop a more detailed financial plan.

- *Trophies*

Joe has a contact in the Burlingame area – Access Uniforms – who will only charge 10-12% mark-up. They will deliver to Laguna, Joe will meet them half way for Sonoma/Thunderhill events. Joe thinks they will give us a better garment deal also.

- *Thunderhill Dividend*

Tim stated the tax attorney says there is no restriction on the amount Thunderhill can give to the Region. Tim and Blake will bring this up at next Thunderhill Board meeting.

- *The Wheel*

Blake stated after further investigation, he misstated the cost of editorial fees for the development of a bi-monthly Wheel. He had hoped it would be cut in half. But the editor stated the cost would

be approximately \$5,000 per issue as it will be larger than currently and require almost as much work. Discussion followed on the advantage of having a printed Wheel vs a digital presence only. With an online presence there will be a huge savings in printing and postage. The magazine could be delivered via the webpage and the SFR Face Book page. Discussion continued regarding the need to have some type of printed material for use as advertising and recruitment at events.

Seth motioned and Linda seconded that the Wheel be a digital magazine only, with an annual printed issue that would include contact information, group configurations, and specialty crew information. The motion passed.

- *PRO/Track Support*

Bill stated the cost for food, lodging, paid staff, etc. at PRO events is approximately \$42,000. The E-Crew is supporting some track events – we are not clearing any profit from these efforts. Tim and Bill will re-negotiate with Laguna.

- *MSR*

MSR is very slow in submitting payment after an event. Tim will talk to them about speeding up payment.

### **Western Shootout**

John shared a power point display he has developed for an April 2023 Super Tour event. The power point will be used as a sales tool to sell western Regions on the value of having a premier Super Tour on the west coast. John has designed the event to be four (4) days, three (3) tracks and two (2) races. We will have to get National to sign off on the idea. If they don't, we will look at converting the idea to an expanded Regional event in October. Tim and John will convene a meeting with the western states' Regional Execs to pitch the idea before selling the idea to National. They will also reach out to the NORPAC Area Directors before contacting National.

### **Liaison Reports**

Joe reported he will be working with the E-Crew at Laguna. Grid and Sound are doing ok.

Chris reported that both T&S and the Race Chair are going ok. Gordon Chin will be catering the next three events at Laguna. The question was raised as to if Loose Caboose providing lunches.

Linda reported that Start and Race Admin are doing ok. The crews are aging, but that is an issue across the board.

Tim reported Stephanie is doing fine in tech. As everyone else is, looking for volunteers.

### **Indy Car Support Race**

Bill reported that Joe Briggs will coordinate the event. The event allows for us to have 35 participating cars. The entry cost will be between \$1500 and \$1800 per car. The contract has not been signed with

Indy, but Tim is hopeful it will be done in the next week. We will then open entries on MSR with a closing date of May 10, it is anticipated there will be a waiting list. MSR will include a space for names of pit crew participants. The cost to the Region to participate is \$25,000. In addition to the traditional PRO support specialties we will need tech, registration, and timing and scoring volunteers.

There will be 30 minute practice and qualifying sessions on Friday and again on Saturday. The 30 minute race will be held Sunday after the main Indy Car race. There will be no camping in the paddock, unless in a toy hauler. There will be no tent or motorhome camping permitted.

### **Website Updates**

Bill reported the website updates are moving right along. Mabel has been very good in getting information posted timely. Gabe Bernardino is joining the social media crew to focus on Twitter and Snapchat. He will be posting videos. Gabe will work with Lynne.

### **Property Board**

Tim reported that he and Blake will be calling for a sub-committee meeting to discuss additional Thunderhill funding for the Region. It was suggested that the SFR board see a copy of the Thunderhill financials as that has not happened for quite some time.

Tim also reported that one of the Trans Am drivers caused a stir at the Trans Am event. He entered the track without permission prior to the start of the Trans Am event and parked at tenants garage. An argument occurred between the driver and the general manager of the track. Three participants of the event who witnessed the argument wrote letters to the Thunderhill Property Board complaining about the track employee's attitude.

### **Old Business**

- The annual banquet is scheduled for November 12, 2022
- The semi-annual membership meeting will be held by zoom on July 9, 2022 at 1:00 PM. The agenda will focus on an update of Region finances.

Tim closed the meeting at 8:09 PM.

The next meeting will be May 17 at 5:30 PM. It was agreed that we have a hard cut-off of 8:00 PM.