

San Francisco Region SCCA Monthly Board Meeting

Vic's All Star Kitchen

Wednesday January 17, 2018

11 AM

Attendees

Barbara McClellan-Regional Executive

Clint deWitt-Board Member

Tim Sullivan-Treasurer

RJ Gordy-Board Member

Roger Eagleton-Board Member

Blake Tatum-Secretary

David Vodden- Board Member (absent)

Anthony Tabacco-Solo Steering Committee

I. Call to Order

II. Approve December Minutes-Motion RJ/CD-carried

III. Financials—Tim and Sherry

a. 2017 year end Financials profit was \$84,582

b. Overhead expense per event \$18,975

c. Several Regional events lost money last year

d. We need to look at the historical performance of all of our events to make sure they make sense or to see if we should change the way we do our events.

e. Budget for 2018 shows a slight profit

f. a big factor in our performance next year could be the compressed schedule.

g. RJ would like to see a meaningful regional championship race as part of the schedule

IV. Liaison Reports

Blake-

Nothing

RJ-

a. Chiefs Council-Had a small number of people calling in-nothing to report

b. Radios for pit Marshalls have been delivered

c. No pit Marshall as of yet- Jerry Platsis has resigned but RJ has not accepted his resignation

d. RJ and Barbara have a meeting with Laguna in February

Barbara

Nothing to report

Roger

Nothing to report

Tim

a. Paddock Marshall Cecil wants to come up with some rules for the paddock regarding parking

Clint

- a. Drivers school is at a bad time of the year. The February date is too early, entries will most likely suffer
- b. So far only 21 entrants
- 3. Kevin Rogers would like to put on an event later in the year and on the West course that is advertised nation wide

David (via email)

- a. HALL OF FAME-- No contact as I am not sure who to contact? Please advise. Was there any specific reason why there were no inductees last year?
- b. SOCIAL MEDIA - I have talked with James and we are going to meet at the Chefs Session on the 27th.
 - i. Thunderhill Metrics I will share: Website = 78,283 site visits;
54,879 unique users;
218,252 total page views;
Average time = 1.56 minutes;
35% bounce rate;
66.7 were first time visitors meaning that 33 + were return visitors;
84% male; 25% in age range 25 - 34 years old;
41% of visitors used a mobile device and so it goes.
 - ii. We have metrics for FACEBOOK, Instagram and others. All of this is worth it's weight in gold!! We are currently engaged in a significant Geo-targeting program that we just redirected to the bay area.
 - iii. I will work with James to make the most of this incredible value in exposing the SFR/SCCA to new people. Please Note: the Rebranding article that came out from SCCA national wherein they said that what we are doing is Greek to new people and has to be changed, this will be a target of James and my efforts moving forward.
- c. SOUND - No report - have not met with the Chief
- d. TROPHIES- I have briefly talked with Sherry. My recommendation that we stop all trophies past third place. No real value and I would bet that the leftovers, of which there are many, may include many of these
- e. CONCOURS- Talked with Pat and Butch. I learned a lot. All good.

V. OLD Business

A. Solo Site Update—Blake

- a. Discussion about the need for Solo to incorporate in order to protect the region against litigation
- b. Blake asked if Solo agreed to incorporate would that get everyone to agree to the deal
- c. Anthony Tabacco suggested that would alienate the entire Solo community
- d. Blake asked if SF Solo needs to incorporate why doesn't Sac Solo, Fresno Solo, and SFR need to incorporate?
- e. Tim Sullivan said this process has gone on too long. He is comfortable with the deal, he wanted the board to act on the issue.
- f. **Motion TS/RJ** (carried Dave Vodden was absent and his vote was not to proceed via his email)
To proceed with the Stockton Solo Site project pending Barbara meeting with the appropriate National Staff and BoD members at the convention to verify the following:
 - i. verification that the money is still being available from National

- ii. **verification with National Officials to see if there is or is not a need for Solo to incorporate in order to protect the Region's financial interests**
- iii. **approval of the final contract with all the proper attachments**

B. Open Chief Positions

Pit Marshal

RJ has not accepted Jerry Platsis resignation and will be talking to him at the Chiefs Meeting

VI. New Business

A. Chiefs Meeting Agenda

- a. January 27, 2018
- b. Handles Gastropub, Pleasanton
- c. 11:30-2:30
- d. BOD finalized agenda for the Chiefs meeting
- e. She would like James Chartres to make a presentation (James has been contacted)

B. Region Office IT Needs

- a. Tim Sullivan received an email asking for money from an account to be paid. The sender was apparently using Barbara's sfrscca email address..
- b. The problem was looked into by Tam Luu and he was able to fix the hacked account.
- c. The question is do we need an onsite IT person? Tim Sullivan suggests hiring someone on a case by case bases. Barbara asked if Tim could recommend somebody

C. 2018 Supplemental Rules (Supps) -All

- a. The board went over the Supps page by page. In addition to the changes of the entry fee amounts several changes were made.
- b. Allen Davis sent an email to the board and asked for several changes that relate to vehicle eligibility. These were all reviewed.
- c. Sherry Grantz will make the corrections and send to Mary Lou Robson for steward review

D. National Convention

Barbara and David will be going

E. Outstanding Track Contract Issues—Barbara

- a. Sonoma contract has been signed. Outside vendors will have to be approved by the track.
- b. Thunderhil contract has been signed
- c. RJ and Barbara have a meeting Feb 1, at Laguna to discuss the contract.

F. Tech Trailer—Dave Vodden's email to Allen Davis

- a. David Vodden found a trailer he thought would be acceptable for the tech crew and he could arrange necessary modifications.
- b. RJ was concerned about the entry door being over the tongue and the difficulty this would present in loading equipment
- c. Tim Sullivan will check with Allen Davis to see if this trailer is acceptable and see if modifications would be needed to satisfy the needs of the crew
- d. Allen and Tech crew will examine the trailer at Driver's School

G. Driver's School Social

- a. Entries are pretty low at this point (21)
- b. we will be bringing back the spaghetti feed on Saturday Night. Social on Friday will be the normal Social that we host.
- c. Driver's School Sunday afternoon social will serve beer and wine because of the celebratory nature of completing the School.

H. End of the Year Banquet

- a. Will be held in conjunction with the Annual Meeting
- b. We want to give out Jackets at the event
- c. Plan for the first week in November

I. Miscellaneous

- a. First Regional race of the year will be the celebrations of the life of Ron Cortez
- b. Tim Sullivan will obtain a decal in honor of Ron Cortez which we will available to all participants at the first race of the year.

Next Meeting: Confirm--February 21 at Vic's

Adjourn. Approx. 2:00 PM