

Minutes

San Francisco Region of SCCA Board of Directors Meeting

July 19, 2017

Vic's All Star Cafe

Attendees

Gary Pitts- RE

Barbara McClellan- Board Member

Rod Simmons- Treasurer

RJ Gordy- Board Member

Clint deWitt- Board Member

Daniel Burgoon- Board Member

Blake Tatum- Secretary

Sherry Grantz- Region Manager

Tim Sullivan- guest

George Robinson- guest

**1. Call to Order, Approve Minutes**

Minutes were approved prior to the meeting via e-mail.

**2. Presentation Corvette Spec C-5**

Tim Sullivan and George Robinson were present to pitch Clint's idea of a Sealed Spec C5 Corvette class, and actually came to the Board Meeting with a prototype for the Sealed Spec C5 class. The class will allow a very limited number of modifications on the C-5 Corvette, which was made between 1997 and 2004. The reason for this chassis is because of the handling, the LS1 engine, and the relatively low purchase price (Tim bought the prototype for \$7,500).

Although we have the Spec Mustang class, the Board felt there would be a large contingent of Corvette enthusiasts who would be interested in this class, as well as a number of others who would be interested in the amount of performance available for such a low economic investment. A rules package was already drawn up.

Motion by Blake Tatum to approve the class as written for the 2018 season.

Second by RJ Gordy, motion passed.

**3. Financial report**

Year to date profit after Sonoma is \$9,428. A note of concern on the financial picture is without the slots sales to PCA the region would be in the red. If the region was relying solely on the entry fees the year to date earning would be negative.

#### **4. Liaison Reports**

##### **Blake**

##### **Trophies**

At the last Regional at Sonoma the second place trophies were broken. Blake will call the vendor and have the adjustments made. Additionally it was decided that we will switch vendors.

Blake is working on a replacement for Chuck Koehler to handle the Saturday Trophies and take pictures at the track.

##### **WHEEL**

Blake shared with the group some positive comments regarding the magazine he received from Brian Ghidinelli.

##### **Solo**

Although it appears the Stockton Paving Project is dead, there has been movement from the State of California. We are still waiting for the exact language and details of the draft contract.

Sacramento Solo has rented the West Course at Thunderhill and will be holding an autocross on it July 22, 2017.

##### **Social Media Update**

Facebook Followers increased to 4293 We are also seeing more interactions and engagement from the community Twitter followers increased to 152 Youtube subscribers steady at 18 Activities

- Spec Miata Festival Coverage
- Sonoma Racer video sharing
- Spec Miata Festival Facebook and Twitter Banner
- Live coverage from Spec Miata Festival
- Races 9 & 10 Facebook and Twitter Banner
- Event promotion
- Event Recaps
- Worker of the Weekend
- Driver of the Weekend
- Registration reminders
- Permanent number reminders
- Worker Highlight - Heather Streets
- #WorkerWednesdays
- #Throwback Thursdays
- Wheel Article June 2017
- Illgen Enduro Promotion

- Update SFRSCCA website and imagery for all volunteer
- Volunteer promotion
- Website updates and articles
- Latest The Wheel posted to Facebook and Twitter
- Membership Volunteer needed

## Dan

Dan was involved in the conference call with the Chiefs Council. He said that the participation is still very good. They shared with him some recruitment ideas such as:

- At Sonoma, there were no SCCA brochures for the gate staff to hand out to arriving people. This should be fixed for the next race at Mazda Raceway Laguna Seca. We have a gate attendant who can do this we just need to get that person the supplies.
- Can we get with Bay Area AARP members who like cars and have the time and funds to volunteer? The question is how to approach this. Since SCCA is a non-profit we may have an in.
- Kevin Rogers teaches auto mechanics at Consumnes River College. There is an association of these teachers that we are currently not tapping.
- Spouses and children who have time on their hands is a potential volunteer stream. Do we announce over the race weekends any information on the Driver Draft Card program?
- Announcers do better if they have a written script. This would ensure that the correct information was communicated. Team members volunteered to put together some potential scripts and talk it over with the Announce team at the event at the end of this month.
  - We should have a couple of different versions so the same script is not read over and over.
- Do we still put an advertisement in the programs for pro races we work at Laguna Seca?
- Part of the contract negotiations for pro races should include discussing a free or reasonably priced ad in the program. The issue is that some programs are put together by the track and others are put out by the sanctioning body.
- Do SCCA racers still receive Acceptance Letters? If so, we could put a note in the acceptance letter recruiting volunteers.
- Where were the SCCA banners at Sonoma last weekend?
- Is the Hillsborough Concours an SCCA event? It is listed on the SCCA website. If so, we could have SCCA brochures and/or banners to advertise.
- I'm a new member who has been attending pro events for years and didn't know SCCA even existed. We need to do a better job at outreach at these events.

- We need to get things such as business card size handouts with SCCA and contact information. People tend to keep business cards.
  - As well as other things such as lanyards, pens, etc.
  - SCCA magnets with the year's race schedule would be a good handout.
  - Cal Club passes out schedule magnets every year. They seem to think it's worthwhile.
  - Vista Print and organizations like that specialize in promotional merchandise and the prices are normally quite reasonable.
  - Another handout idea would be fabric bags to hold the handouts from the various vendor booths. SCCA would be what would be seen from the outside.
  - How about micro fiber cloths for cleaning eyeglasses?
- On the back of T shirts and club shirts we could have SCCA Volunteer printed on the back.
- Do you remember the pro event at Sears Point where we had the biplane pulling a sign saying "Be a part of racing, join SCCA"? That banner along with a very rambunctious volunteer recruiter with business cards in the crowd resulted in a number of potential volunteers contacting the SCCA office for more information.
- We need to make sure we respond quickly to requests for information. Perhaps have a separate email address where an immediate response points the requester to the website and quick instruction on website navigation.
- Have we attempted to work with track day organizers for volunteer recruitment?
  - David Ray, Hooked on Driving, is willing to hand out anything we want to give him.
- Are there other organizations we could reach out to?
  - At Sonoma there are numerous organizations holding track days – Shelby Club, Speed Ventures, etc.
  - Sim Raceways is also another possibility.
- Larry Oka and his staff have cars running at most track days.
  - Team members will talk with Larry at the next regional.
  - Larry has many drivers and their family members who might be interested in volunteering, especially drivers who are having problems with a particular turn. What a better way to tackle the issue than by watching how others do it.
- For Social Media, there are forums and websites for car clubs, autocross clubs and events such as Cars and Coffee. We could, for example, take a tow truck to an event and let people sit in and see what it's all about. Get hands on.

Dan brought up the point that now we have lots of tools to reach out in the market place. How do we put the tools to work?

Discussion ended with the board seeking input from the chiefs on how to proceed with our promoting campaign.

**Note of Interest**

Participants of the Chief's Council are planning a year end party at social, which will be open to everybody. They plan on having it Saturday October 28<sup>th</sup>. It will be more then the regular social, additional information to follow.

**Barbara**

At the Friday night social at Sonoma some confusion was created when the schedule listed that social was open to all. This is true however the Dinner provided by the club is open to the volunteers. As the line for food grew it was more then apparent that there would not be enough food for everybody, Barbara had to make an announcement that reminded everybody the dinner is for the volunteers and the refreshments are available to everybody. So we do not run into this problem in the future Barbara would like to see the schedule reflect that the dinner provided is for the volunteers. She would also like to make sure that the rest of the guests are provided with snacks so they can enjoy their beverages and be part of the social.

Rhea Dods approached Barbara and expressed concern about the number of volunteers the club will have for the Laguna Regional July 28 -30. Barbara made sure the e-mail call to all volunteers had been sent out and will monitor the situation as the date gets closer.

**RJ Gordy**

Radio situation with the Pit Marshalls have been worked out

**Rod Simmons**

Looking for someone to buy a time slot at the September 1-3 Regional At Laguna. It was previously earmarked for the Lotus Club but they have backed out. Clint contacted Ralph Warren, who schedules the BMW CCA race groups, and asked that he contact Rod.

**5. Old Business**

**Banquet**

At the previous board meeting it was decided to book the Casino Fandango for the annual Banquet. Sine then the board has heard an over whelming negative response. The board feels they have no other choice but to cancel the Casino Fandango booking and look for a different venue. Blake will call Court Cardinal and cancel. Nan

Mendes will be assigned the task of finding a new venue with the following criteria:

- Target is to fit the survey as close as possible with a date after the last regional but before the holiday season
- Site needs to be located in the areas between Sacramento and San Jose
- Location should associated with a hotel

### **Enduro**

The only discussion was that to date we have not received any entries. Sherry Grantz pointed out this is not unusual. Gary Pitts was not worried as the RDC has agreed to cover whatever losses we have.

## **6. New Business**

### **Proposal to Sonoma Raceway on Behalf of Autocross**

This did not go anywhere as the Solo community is not interested at this time.

### **Social Trailer**

Nan Mendes asked the region to buy a toy hauler type trailer for her use at the SFR events. Currently she borrows a trailer to haul her supplies to the track and then she the region pays for her stay in a hotel. Nan proposed the savings on hotel expense would justify the purchase. At the same time the convenience will make her job more efficient.

Gary Pitts said that since this is a capital expenditure Nan needs to prepare a cost analysis that shows the financial benefits.

Matter tabled until Nan presents the cost analysis.

Since there are several more dates that Nan will be providing social Blake wanted the board to be prepared to vote on the proposal if Nan has her information gathered prior to the next board meeting.

### **Matters Arising**

None

Meeting adjourned at 2:00

Next Board meeting will be August 23, 2017 at 11:00 at Vic's