

March 16, 2012

Minutes of Board of Directors Meeting, March 14, 2012 The Courthouse Grill, Plymouth, MI

Attendees:

Jennifer Glass, Pat Barber, Bob Martin, Scott Harvey, Jennifer Merideth, Steve Balanecki, Eric Penn, Ray Jason, Ken Wiedbusch, John Kytasty, Ed Arthur, Brian Sumeracki

Meeting called to order at 7:00 PM

1. Current Business

- a. **Online approvals** . February BOD Meeting Minutes approved
- b. **Sno*Drift (equipment)** - all equipment was returned to Ken Wiedbusch
 - i. Needs to inventory the radios as he may have Solo radio equipment

2. Reports

- a. **Race**
 - i. DBIGP check is in the mail for 50% of our fee (\$17,750)
 - ii. DGIGP worker situation looks good - updated budget in April
 - iii. Double National - cooperation good between Detroit and South Bend
 - iv. Workers - Question raised regarding DBIGP equipment, fire & rescue, etc., staffing
 - v. Jennifer Merideth advised she was approached at the national convention to co-host a triple regional with Fort Wayne and Western Michigan at either Grattan or Gingerman
- b. **Solo**
 - i. Solo planning meeting was held on February 25th
 - 1. Events will adhere to national road tire classes this year
 - 2. Will keep some of our regional classes
 - ii. Ray Jason advised that he has a contact for the Livonia site used for police training
 - 1. Advised that it is smaller than Belle Isle
 - 2. Could be used for solo school
 - iii. In discussion with Oakland University, Belle Isle, and Compuware for solo school this summer to be chaired by Sean Alexander
 - iv. We've been approached by SVR to co-host a regional at Oscoda scheduled for July 6 - 8
- c. **Rally**
 - i. USRRC has been scheduled for October 19 - 21
 - 1. Aaron working with rally board to finalize requirements
 - 2. Location is still TBD as that weekend is the U of M / MSU football game
 - 3. Off-line discussions being held regarding schedule and location
 - ii. Twilight Tour Rally is scheduled for April 28th, location TBD
 - iii. Moonlight Monte is tentatively scheduled for June 9th
- d. **Rallycross**
 - i. Event at Crystal this past weekend was a success
 - 1. There were 40 participants
 - 2. Everyone got 9 runs; would have been more but course needed to be reset due to ground conditions
 - 3. A Cooper Mini overheated which was the only incident
 - 4. Report was phoned to the national board on Monday; they appreciated the contact
- e. **Treasurer**
 - i. Reports were not printed and will be emailed to the board
 - ii. Reduction in balance on hand due to expenses relating to event location deposits

- f. Asst. RE**
 - i. Membership meeting scheduled for March 21st at Tech Shop
 - 1. Meeting starts at 7:00 PM
 - 2. Tour at 6:30 PM
 - 3. Pat Barber will pick up refreshments
 - 4. Alcohol is permitted with advance notification to Tech Shop
- g. Equipment**
 - i. RallyX - the main part of all hoses were replaced
 - ii. Indy Region was quoted the cost for us to manufacture equipment
 - 1. Quote was for \$500 plus shipping, payable in advance
 - 2. Check was received and equipment was shipped
 - 3. Profit of \$234.22 realized and it was requested that this be applied to monies in reserve for POR
 - a. Bob Martin to review procedure for accounting purposes
 - iii. Solo timing equipment is in Ken Wiedbusch's possession for upgrades
- h. Membership**
 - i. Membership report . 1090 as of today, down 6 from last month. 9 new members, 4 expired memberships were renewed, 19 memberships not renewed.
 - ii. Reviewed notes from membership meeting at national convention (see attached notes)
- i. Website**
 - i. National Convention Awards Luncheon information posted to Facebook by Jennifer Merideth
 - 1. Regional Achievement award
 - 2. Regional Rally award

3. New Business

- a.** New Worker training budget - Moved Bob M., 2nd by Scott H., passed unanimously
- b.** May RallyCross budget - Moved Bob M., 2nd by Jennifer M., passed unanimously
- c.** Season Opener Solo budget - Moved Bob M., 2nd by Scott H., passed unanimously
- d.** Memorial Day Solo budget - Moved Bob M., 2nd by Steve B., passed unanimously
- e.** Twilight Tour Rally budget - Moved Bob M., 2nd by Jennifer M., passed unanimously
- f.** Membership directories - will be available at membership meeting next week
- g.** FSAE - Pat Barber reported that event has full staff of volunteers for Wednesday through Friday of the event
- h.** Audit & Taxes - Bob M. is behind schedule, needs to be included as agenda item for next month's meeting
- i.** Scott H. reported being contacted by Jim Cain, editor of the OE around 1970
 - i. Jim is seeking unpaid helpers for his DSR team, can pay expenses
 - ii. Bob M. asked if he may have copies of OE's from that period that we may have to scan to make available in our website archives
- j.** Brian S. will be putting on demonstration with Cub Scouts this Saturday and is seeking stickers and membership brochures
 - i. We may not be able to supply due to time constraint

4. April Meeting Location

Mexico Lindo - Waterford
April 11, 2012 at 7:00 PM

5. Adjourn - 9:05 pm

2012 SCCA National Convention

Notes - Steve Balanecki

Friday, March 2, 2012

Club Racing Specialty Meeting

- Worker of the Year Award
 - One per division - need nominations
 - Can be any specialty
 - Nomination form is on the website
 - Deadline for submission is August 1st
 - Division Administrator and Regional Executives vote
- Specialty Manual
 - Updated every five years
 - Updates this year are for Flagging & Communications and Emergency Services
 - Recommended changes are submitted by each Division Specialty Administrator
 - Recommended changes are then compiled and submitted to Club Racing Board for review and approval
- Worker membership
 - \$30 per year for three years
 - Renewal application is not on the website
 - Member must contact national membership office to renew
- National website forum
 - Need to increase use as a means to communicate
- Motorsportsreg.com
 - Can be used for sending email

Majors - National Program

- Piloting in 2012
 - Current product is stale
 - is of little interest to younger demographics
 - other groups siphoning off drivers and workers
 - multiclass racing is not desired by racers
 - Proliferation of Nationals and Rationals dilutes the number of participants in single events
 - Current program has little marketing opportunities
 - This is an opt in program
 - The intent is to cluster the competition and provide a better experience for everyone
 - National office will provide a 'tool kit' for best practices
 - A Zone will consist of combined Divisions
 - Midwest, Rocky Mountain, and Southwest will be testing this year
 - Will be comprised of six weekends, two per Division (one Invitational and one Showcase each)
 - Invitational event
 - Comprised of top ten classes within a Zone representing 70% of entries at previous National SCCA events
 - On track two or three times each day for no less than 20 minutes each
 - Showcase event
 - Comprised nineteen classes not included in the Invitational representing 30% of entries at previous National SCCA events
 - Split starts

Saturday, March 3, 2012

Membership Programs - 2012

- Copies of the March issue of SportsCar available to all Regions
 - Cost of \$1.00 each with a minimum of twenty-five copies
- Multiyear membership renewals
 - Two or three years discounted
 - Region receives onetime payment of dues for multiyear renewals
- Automatic renewal
 - A members credit card will be charged prior the membership expiration
 - Member will be notified by national office prior to their renewal date
- Family membership renewal
 - All family members will be listed on the form
 - Credits earned by any family member will be displayed on the form
- Worker membership
 - Application form not currently available on the website
 - Unable to renew on line
 - Membership office has it on list for future enhancement
 - Three years at \$30 each year
- IT changes will be more frequent
 - Dedicated IT staff
- Credits
 - Transferable to any other member
 - Can be used for membership renewal, event registration including national convention, and for merchandise
- Retention

Years	Membership Renewal
1	40.8%
2	66.2%
3	73.9%
4	78.7%
5	82.5%
6 - 10	83.5%
11 - 15	86.6%
16 - 20	89.5%
21 - 25	93.5%
> 25	94.0%

- Membership loss is greatest within the first five years

Leadership Pickle

- Enthusiasm
 - You don't need to feel enthusiastic to be enthusiastic
- Confidence
 - Inspire confidence
 - Take the fear out of the future
 - Share everything you can and ask for opinions and advice
 - Help them to feel included
 - Keep them informed
 - Ask what is working and what is not working
 - Volunteers need assurance they are part of the big picture and that they are valued
- Integrity
 - Make sure your actions match your words (Walk the Talk)
 - Avoid hypocrisy
 - Be consistent
- Believe it, Live it, Prove it

Social media

Email blasts: pat are we still doing this? (also google analytics). 3xmonth most successful.

Mailchimp 12,000 emails /month free (templates optimized for mobile)

Regular website updates

Up to date calendar

Out all events on FACEBOOK!!, MSR, MAE, divisional page, region website : make sure we get flyers for all events to click to as info page(or PDF) on region website

flicker account for region - use tags.

Social media dashboards: hootsuite.com, sproutsocial.com. Not free but have not for profit pricing.

Friday Awards and Special Recognition Luncheon:

Special Recognition: Bob Dowie

George Snively Award (Safety in Motorsports): Dr. Jim Butler

RoadRally Regional Achievement Award: Detroit Region

RoadRally Divisional Achievement Award: Northeast Division

National Tour Rally of the Year: "Badger Trails" - LOL Region

Arthur J. Gervais Award: "1" - Steel Cities Region

Time Trials Participant of the Year: Bob Smith - OVR

Time Trials Event of the Year: "Tail of the Dragon Hillclimb" - Central Carolinas Region

RallyCross Regional Achievement Award: New England Region

RallyCross Divisional Achievement Award: Midwest Division

David Morrell Award: Steve Harris

Solo Divisional Event of the Year: El Toro Divisional - Cal Club

Saturday Awards and Special Recognition Luncheon:

Club Racing Mechanic of the Year: David Steele

Jim Fitzgerald Rookie of the Year: Eric Heinrick

2011 Johnson Spirit of the Sport Award: Atlanta Brotherhood

Solo Rookie of the Year: Jonathan Lugod

RRDC Mark Donohue Award: Kevin Fandozzi

Kimberly Cup: Lee Alexander

Solo Driver of the Year: Brianne Corn

2011 TireRack ProSolo JCJ Cup: Matt McCabe

Solo Triad Award: Doug Rouse

Tom McKean Award: Lewis Cooper III