

**NORTHWEST REGION**  
**BOARD OF DIRECTORS MEETING**  
Poodle Dog Restaurant – Fife, WA  
June 7, 2010  
APPROVED

The meeting was called to order at 7:14 pm

**Attendance:** Tom Masterson, RE; Jackie Kmetz, Chuck Huffington, Sherri Masterson, Harley Johnson, Lou Ann Christensen, and Val Korry. Excused: Jennifer Johnson, Neil Bryant (available by phone), and John Forespring.

**Minutes:**

***MOTION: To approve minutes as presented. M/S (Huffington/Kmetz) PASSED***

**Treasurers Report:** - LouAnn Christensen ATTACHED

**Venue Reports:**

**SOLO** – Jackie Kmetz

**RALLY** –

**RACE:** – Chuck Huffington

**COMMITTEE REPORTS**

**BMP:**

We are still looking for someone to take over BMP rep. Doesn't need to be a Bremerton person. Needs to go out on the lists.

**NWSCN:**

Kurt was processing photos from Double National to fill space. Should be out soon. If we set the 10<sup>th</sup> of each odd month for articles due Kurt will be able to get an issue out by the end of the month. But we have to have stuff in by the 10<sup>th</sup>. (Earlier is better). **July 10<sup>th</sup> is next deadline.**

**Website:**

Nothing new. There has been no activity on the SCCAGear link. Need past minutes posted

**Membership:** Complete report attached.

931 members (January 907). Membership contest: St Louis stayed ahead of us because they had their Annual Tech at a dealership on a busy road where they had hot dogs etc and brought people in! It's an idea to look at.

**Tire Rack Street Survival**

Event in November

**OLD BUSINESS:**

**NorPac Conference**

**Training**

Weekend Memberships. This gives you an idea of how to fill out a proper Weekend Membership. Race charges \$15 for drivers and free for workers. This example is from the Double National at Pacific Raceways. If you have any question please ask. Remember, everyone needs to be covered including those set up people on the day prior!

**Shows**

The Greenwood show is June 26<sup>th</sup>. There is a Solo event that weekend. We need someone but at this point no one has stepped forward. Val isn't going to Packwood and will see what he can find.

**Mason County Track**

A lot of people showed up at the meeting, easily over 100. The one word amendment was passed. They took people to the track site then to pizza afterwards. Tom, Sherri, and Chuck attended the meeting. The IRDC president had a chance to talk and told them that they and SCCA would support it.

### **Storage/ Archivist**

We haven't had time to check on prices but need to get this done. The place in Gorst is still the location of choice. The Manley family has contacted Tom about cleaning out there stuff. The garage is VERY full and we need to get it done. We need to move the items out then sort through it.

### **NEW BUSINESS:**

#### **Sponsorship:**

Jim's Detail Shop, Fordahl Motorsports, Tight n Tidy have all been sponsors of Solo. There is nothing written to what each receives and gives for sponsorship. What do the other venues do? What do they offer, what do they charge. Jackie would like formal documentation of an overall sponsorship program. What is going on now with the different venues? How we can get a full region program together for a business that might be interested? We need to know who might already be a sponsor of certain things (like trophies, or schedules), or as a full event sponsor and what it covers.

Race doesn't have a full event sponsor. Last year the luau was sponsored by Hard Rock Café and the 944 Drivers. Flyers were put in the driver packets, signs at the Luau, Plaques of recognition, and any publicity had their names on it. Armadillo Racing has sponsored the Time Trials drivers before. Having Class Champion Coats made was choice of Andy's to provide, not picked by the committee so available money wasn't an issue. Solo has had sponsors for schedules, trophies, and other things but has gotten confused because of no documentation and verbal commitments left unrecorded.

What are you offering the sponsor and what we are getting from sponsor? How much are your costs to give the sponsor what they want? It is a fine line to walk. If you need more information before making a decision at a meeting, move it to the next meeting. Deciding to buy jackets that cost \$100 each and needing 12 is fine if you have the money but if you don't find something cheaper.

Keep in mind we are a not for profit and business cannot take a sponsorship off their taxes in a normal way like they can in a non profit. They can count it as an advertising expense.

NorPac Convention in the past drew up an outline that lays out what different "levels" of sponsorship would be available. Gives a scale of choices so the small sponsor or large sponsor knows what the others would get. So what would a full sponsorship look like for the region? Some items would be only offered by solo, or race. Get a banner from a sponsor to hang or something else with a logo on.

We need a bulleted list of ideas what Solo / Race / or Rally would be able to offer a sponsor (IE Driver Packet insert, Course Map, Dash Plaques, Schedule, etc) and how to package it. Also contact other regions for ideas like Snake River.

***MOTION: To adjourn M/S (Huffington/Korry) to adjourn. PASSED. Adjourned: 9:16 pm***

Next board meeting to be July 5, 2010

Respectfully submitted:  
Sherri Masterson,  
Secretary