

Northwest Region SCCA

Minutes from the NWR Board Meeting of 01 June 2015

The meeting was called to order at 7:04 PM by RE John Taylor at Poodle Dog in Fife.

In Attendance: John Taylor, RE;
 Sandy Taylor, Treasurer - Race;
 Scott Miller, ARE;
 Karen McCoy, Membership Chair;
 Chuck Huffington, ARE - Race;
 Gretchen Everett, ARE - Solo;
 Tim Weidemann, Secretary – Solo;
 Sonya Vasquez, Region Treasurer, CPA;
 Karen Babb, Member at Large;
 Tom Burnt, Reno Region Member, Guest;
 Steve Schattenbild, Secretary

Transcription of the May minutes was incomplete and will be reviewed at the July Board meeting.

Treasurer report

All accounts are current.

Race

There was a race last weekend, with 64 race drivers and 9 Time Trials participants, and prior to all calculations the events appear to have generated a surplus. In addition, a \$20 surcharge on participants has generated enough revenue to cover almost half of the cost of the new weigh-in scale assembly. There is a Regional Race scheduled for July 18.

Time Trials

No new business.

Solo

There will be a Regional Pro Solo on Saturday June 6th and a Regional Event #4 on Sunday July 7th at Packwood. There are 60 new students for Novice School. There is a safety CPR class scheduled for June 18th.

Drift

No new business.

Website

Website is currently being worked on; target date for review is August Board meeting. Access has been given to Joe Goeke, who has begun transferring Solo information over to the new website and playing around with formatting.

Membership

Karen McCoy is introduced as the new membership chair. There are currently 869 members, 760 active, and 109 expired. This is not an unusual amount, as those represent commonly tardy renewals.

Tire Rack Street Survival

The next TRSS event is scheduled for the 2nd and 3rd weekend of July at Packwood.

Rally Cross

No new business.

Old Business

Banquet is still being worked on by Scott Miller.

The first Track Nite in America was held at the Ridge with no major issues aside from an engine blown on the track and the resulting cleanup, and a power-on over steer into a wall. This has resulted in placing instructors in cars. Also, National will reimburse for wrecker services. E-crew usage and reimbursement is still being worked out.

New Business

Push marketing is proposed by Scott Miller. Solo is currently working on this prospect. It can be as simple as an Evite invitations to race. They were sent to all persons who had previously attended an event. This kept people aware and involved in upcoming events. The proposal is to expand this usage in Solo and Race on a continual basis. Targeted search results are also a part of this strategy, allowing greater horizontal integration in the predominant demographic.

Scott Miller moves for \$25/mo for both Solo and Race to fund social media web marketing for a period of 12 months, Gretchen Everett seconds the motion, and with no objections, the motion passes.

John Taylor would like to relocate the storage unit from Gorst to a location in Fife, make it more central and accessible. Chuck Huffington would also like to find a more permanent home for the Race trailer.

John Taylor will be campaigning for Area-13 Director, and Scott Miller has agreed to step in to finish any residual term left as RE.

Steve Schattenbild moves to adjourn and Scott Miller seconds the motion. With no objections, the motion is passed.

The meeting is adjourned at 8:14 PM.

Good of the order

Karen Babb is encouraging members to nominate acceptable recipients of awards.

Sonya needs to be added to Solo's accounts.

Use of JBLM for events has not worked out, as the initial contact is no longer available, and requested retainers are not feasible.

If Solo has a coach for TNIA, contact John Taylor.