

Monday, October 10, 2022
7:00pm, **Black Walnut Café.**

Texas Region SCCA Monthly Meeting

Regional Executive—
Matt Lucas

AREs—
Ron Bashor (Asst Race), Danny Bullard, Sam Graff (Street Survival, not in attendance), Taylor Burnidge, David Powers (not in attendance), John Poulos, Sitara Wilson (not in attendance)

Directors—
Phil Elmore, Miles Furlong, Bob Neff, Phil Osborne, Angelica Sprehe, Ethan Wiseley

Officers—
Sherrie Ledbetter, Misty Wiseley

Guests— Paul May, Rick Berg with Berg Marketing

Meeting Open 7:02pm

Motion to approve September meeting minutes by Bob Neff and seconded by Phil Elmore. Unanimous approval.

What's Happening?! — Matt Lucas

Social Media Strategy— Rick Berg with Berg Marketing says, “bring all of the noise of the disciplines under one umbrella, then dive off into the different specialties. At present, this social media strategy looks like splatter paint. Compare apples to apples with successful competitors versus our attempts to market.”

Other organizations hosting track days are promoting their events better than we are, and their reach is far more productive. What are the differences?

We are a non-profit, they are for-profit. We have multiple disciplines; they have one. They market themselves as a driving academy, ie first step rather than already being experienced. Do they boost posts or post to social media groups? How to get new people from zero to hero; people just want to be recognized. We drive the same courses and are at or under price points.

Time Trials-- primary goal is to differentiate these three: HPDE—High Performance Driving Experience (Spell it out for Novice/First Timers), Track Day (Mid-Experience), Time Trials (Experienced).

Need data architecture for the North Texas Region FB Page to include groups, places, calendar.

Our presentation might be part of the problem. Push having fun rather than being so serious. #FunWithCars rather than come out and “compete.” Perhaps boost a post x# of weeks/days in advance. Also, we are missing active discussions and “sizzle videos.”

Points to take away from today:

Change messaging

Take a look at the data architecture of FB

Look at what other jumbo regions are doing. Duplicate success. Keep it simple.

How to gain access to the MAIN TEXAS REGION FACEBOOK PAGE?

// And the Road Rally Page.

Development Grant Submitted— Not heard back yet.

Annual Meeting— Nov 7th. RE, Secretary, Treasurer, and four BoD seats are open.

Nominations— Directors whose terms are ending in December: Angelica Sprehe, Phil Elmore, Miles Furlong.

Nominations were received for RE-Matt Lucas, Secretary-Misty Wiseley, and Treasurer-Sherrie Ledbetter. No nominations were received for the open Board of Directors positions.

Since there were no formal nominations received for open board slots, the current board member rotating off needs to seek out replacement board members to be appointed by the remaining Board members per the Bylaws.

Banquet— look out for Tammi’s email update.

Official Transfer of Time Trial ARE Position— Matt Lucas submitted a request for the Board to approve transferring the position of TT ARE from Sherri Ledbetter to Taylor Burnidge. Motion to approve by Bob Neff and seconded by Phil Osbourne, unanimous approval. For the record, Taylor is now the new TT ARE as of Sept 1, 2022.

Financials— Sherri will resend financials as solo tab was missing. Bob brings up largest amount for membership fees collected that he’s seen in at least a decade. Banquet expenses are covered. And membership keeps growing and this is very positive. How many of these new members are from other regions that have happened to move here? Also, how can we tap into that and get to greet/know them?

Discipline Updates:

John Poulos / RoadRally Update—

Tick Tock was Saturday. Gorgeous weather. Lower turn out than usual. Would like to have more than 15 cars per rally. 7th event of season. Two non-competitive trek rally's coming up.

Angelica for Sitara / Road Racing Update—

Regional Race Nov 13-14. Fire extinguishers are picked up.

Taylor Burnage / Time Trials Update—

Oct 22nd Cresson 3.1 is next event. Stretched for corner workers. Back-up plan is 1.7. Looking for social media person. Needs someone to do timing. Shirts and gear are in process. Going to share a track with road racing next year. 7 Events next year with 7 configurations. Nationals have pulled out National Tour at ECR and Track Night. Taylor wants to do it in house. Sweet!

David Powers / Solo Update—

Last event 137 registered 109 with times. Good number of novices.

Danny Bullard / Membership Update—

Up incrementally at 4 members this month. 1156 total. SCCA Vanity Plates?

Sam Graff / Street Survival—

Not present.

Round Table:

Bob—Texas law changes on non-profits. Going to send an email to board members. Keep eye out for it.

Ron— With only two pro races weekends left for TMS in future... is another run going at TMS for bus lot for autocross? They do have a new general manager and are grossly ruining their relationship with grassroots motorsports.

Misty— Ethan and Misty out of town next meeting. Requested Taylor be acting secretary and Miles a thoughtful backup.

Angelica— Already has corner workers for the Oct 22 event mentioned earlier that are needed. Bravo, Angelica!

Paul May – Annual Texas FSAE weekend running Oct 14-16 at UT Arlington. Solo is providing timing and event support.

Meeting adjourned at 8:51pm.

Next meeting November 7th, 2022 at 7pm, BWC.

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// Texas Region LOGO?!

// Need Social Media Volunteer Person or HIRE!

// Need more people to help run Time Trials program, along with workers.

// Fire School. Do it. Stewards should go to this.

// Targa— March of next year? Start planning in Nov/Dec.

// drone video from secondary lot at LoneStar Park? Tim Boesche