

Dec 11, 2024

Attendance

E-board Members:

President: Kumpy Kump ✓

1st VP: CJ Hobbs ✓

2nd VP: Tico Sandoval ✓

3rd VP: Danielle Mulkins ✓

Race Referee: Louis Stevenson ✓

Novice Representative: Damon Poor ✓

Riders Representative: Don Williams

Secretary: Mallory Dobbs

Treasurer: Neil Heineman

Event Coordinator: Turin Cox ✓

Guests:

Jason Iverson ✓

BOD Members:

Chris Wilcox ✓

Craig Johnson

Mark DeGross ✓

Meeting called to order at 7:00 pm

Key Discussions and Updates:

1. Attendance and Administrative Items

- Some members, including the Treasurer and Secretary, were absent.
- Issue with meeting invites noted; follow-ups required to prevent future miscommunications.

2. Financial and Licensing Updates

- Discussion about increasing race fees while maintaining license fees at the current rates.
- Confirmation that fees are updated online and will be reflected in the new rulebook.

3. Rulebook and System Changes

- Updates to the 2025 rulebook underway, including improved formatting and hyperlinks for easier navigation.

- Transition from Race Hero to MyLaps for race timing due to service discontinuation.

4. Banquet Planning

- Final preparations for the banquet on December 14, 2024, include:
 - License renewals available on-site.
 - Final guest list to be confirmed.
 - Discussions on offering attendance-only tickets (no dinner).

5. Novice Program Updates

- Approval for a 15-year-old novice racer, Ella Heilman, to join the 2025 season alongside her father.
- Required documentation, including a liability waiver signed by both parents, is pending.
- Positive outlook for novice program participation, with over 20 signups for 2025.

6. Website and Merch Store Improvements

- New features include:
 - A novice interest form for easy contact and recruitment.
 - Online merchandise store offering customizable items, generating additional revenue.
 - Updates to outdated documents and evergreen forms planned.

7. Sponsorship Enhancements

- Secured 12 sponsors for 2025, totaling approximately \$12,000 in commitments.
- Strategies for improved sponsor engagement include:
 - Co-branded messages.
 - Social media campaigns and event promotions.
 - Highlight videos showcasing racing events and sponsors.

8. Miscellaneous Updates

- Continued focus on outreach and growing community involvement.
- Exploration of new content for social media and video promotions to attract members and sponsors.

Action Items:

- **Banquet Preparation:** Finalize attendance numbers, ensure ticketing options, and prepare for license renewals on-site.
- **Novice Program:** Ensure all required documents for new novices are collected before the season begins.

- **Rulebook Completion:** Finalize and publish the updated rulebook by the start of the year.
- **Sponsorship and Marketing:** Develop sponsor recognition materials and social media content.
- **Website Updates:** Update forms and integrate evergreen documents.

- Meeting adjourned at: 8:20