

New England Region, Sports Car Club of America

**Board of Directors Meeting May 12, 2021**

Held via zoom online

The meeting was called to order at 7:03 by Regional Executive Abhi Ghatak

**Board members present:** Regional Executive Abhi Ghatak, Asst. RE Andrew Benagh, Secretary George Farrar, James Ray, Rich Currey, Wiley Cox, Jerry Papenhausen, Steve Introne, Jennifer Ferreira

**Also in attendance :** Treasurer Dick Patullo, Donna Stevens, Trevor Hermance, Melissa Introne, Chris Regan, Area 1 director Bob Dowie

**1)The meeting opened with a Motion to accept the May 2021 minutes as presented**

Andrew Benagh, 2nd Wiley Cox    Unanimous - Yes

**2)Area One Director report submitted by Abhi Ghatak**

Jumbo regional call - main objective to attract new members and how the club should proceed. The National office would like to have a regional member to deal directly with the National office to receive new contact information and then direct that info to proper specialties within that region.

**3)Treasurer's Report submitted by Dick Patullo**

All programs are doing well. There was a larger than normal increase from membership dues.

motion to accept report - James Ray, 2nd Jerry Papenhausen        Unanimous - Yes

**4)Club Racing Report submitted by Dick Patullo**

Palmer event May 1-2 was well attended and weather stayed decent.

Nhms event May 15-16 also well attended and decent weather again

Next event June 11-12 at Lime Rock Park

July Majors - discussion to be held in future, should BoD be involved/lead the hospitality/race chair/trophy/etc.

**5)Solo Report submitted by**

No report at this time

**6)Rally Report submitted by Chris Regan**

Multiple events were held, fun was had and all events were at max capacity.

**7)Time Trials Report submitted by**

No events as yet, nothing to report at this time

**8)Merchandise Report submitted by Donna Stevens**

Able to attend multiple events and sales have been going well, new SCCA uniform patches are the hot item presently.

**9)Membership Report submitted by Abhi Ghatak**

Steady rise in membership, currently at 2427 members. Same period last year had membership at 2301

## **10)Social Media Committee by Trevor Hermance**

A matter was brought before those present on how we should handle media posts/pictures after a recent incident in which a picture generated a few phone calls of concern. It was the general agreement of those present that a post/photo would be suspended, concerned parties notified and editing made if needed.

## **11)Pit Talk Update by Melissa Introne**

### Event Content and News

In April, the following content was created and posted:

- Bob Introne Awarded Castle-Stone Steward Award
- Finding A New Beginning Through Autocross
- RESULTS: Solo #1 – Winter Tire Shakedown
- CRE – TT – TNiA: Understanding the Differences
- RESULTS: 508 INTL RallyCross
- SCDA Announced as 2021 NER CRE Title Sponsor

### NER.org Site Redesign

The NER BOD awarded the NER.org site design contract to Introne Communications. Control and management of the domain has been initiated with National's assistance. Two proposed homepage designs are being presented for the BOD to review. Once the new layout is approved, transfer of existing content will begin. During that phase, review, editing, consolidation, etc. of the existing NER content will take place.

### Site Traffic and Constant Contact

April was another outstanding month for traffic to PitTalk.org. Users, sessions and pageviews again increased dramatically.

There were 5 Pit Talk emails created and distributed in the last month. Open rates averaged

33%, with a click thru average of 25%.

### **NER site redesign presentations:**

2 presentations were delivered by Melissa Introne to the BoD for their consideration. The BoD overwhelmingly chose option 1. It was also decided that a subgroup from the BoD would work with Melissa to oversee/fine tune the changeover. Subgroup to consist of Rich Currey, James Ray and Gerry Papenhausen

### **A Motion was made to accept the reports as presented by**

Andrew banagh, 2nd Rich Currey      Unanimous - Yes

### **OLD BUSINESS:**

#### **Archives Report submitted by Donna Stevens**

We have reached a milestone, all pit talk issues from 1953 have been scanned and will be sent to Melissa Introne for the integration into Pit talk

### **NEW BUSINESS:**

The board of directors accepted a donation of \$1500 last year to promote new race workers but as of yet has not approved a plan on how to use the money. The discussion was to pay the dues of new workers. I am hoping to get the board to approve a way to use the money. This is what I am suggesting:

First time worker volunteers receive free trial membership. Valid for the weekend, no cost to the region.

Second time worker volunteers receive Weekend Membership at no cost. Valid for the weekend, \$15 retail value, \$10 cost to region.

Third weekend worker volunteer region pays for full 1 year membership, cost to region \$65-\$95 depending on age. A \$15 credit toward membership is available if full membership is within 60 days of weekend membership.

When it is time to renew, dues can be paid by the member with a combination of VIP credits from national (\$15-\$45) and TRPs from the region that are worth \$8 per day worked.

**Motion was made to accept Dick Patullos' proposal by**

Rich Currey, 2nd Andrew Benagh Unanimous - Yes

**At 8:59 pm a motion to adjourn byways made by**

Rich Currey, 2nd James Ray Unanimous - Yes

**Respectfully Submitted, George Farrar NER BOD Sec.**