

New England Region, Sports Car Club of America

**Board of Directors Meeting May 8th, 2024**

Held via zoom online

The meeting was called to order at 7:02pm by Regional Executive Abhi Ghatak

**Board members present:** Regional Executive Abhi Ghatak, Asst. RE Steve Introne, Secretary George Farrar, Dave Patten, Tom Samuelson, Karen Petersen, Dan Sheppard, Tom McGinn

**Board members absent:** Hiroshi Hatano, Allen Briere

**Also in attendance :** Area 1 Director Peter Schneider, Treasurer Dick Patullo, Trevor Hermance, Chris Martin, Tish Munson, James Ray, Melissa Introne, JB Swan, Melanie Kwong, Kathy Barnes, Donna Stevens

**1) The meeting opened with a Motion to accept the April 10, 2024 minutes as presented by** George Farrar, Dave Patten 2nd Yes - unanimous

**2) Area One Director report submitted by Peter Schneider**

As per GCR, SMX will be equipped with new flag light in-car technology and testing will happen at Mid-ohio to allow stewards to test with full field.

National Bod will be putting an emphasis on good member behavior while at events and /or representing the SCCA

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

We're approaching the low point for cash flow, both solo and road racing have very heavy and pre-loaded expenses. I spent even more since the first of the month and we're still in a very, very good state. So, I'm not too worried about it, we'll see. We'll see basically a recovery after the Lime Rock event on the road racing. The solo is fairly gradual because it's prepaid the whole year. We're taking advantage of some interest rates and everything's good.

**Motion to accept report by** Dave Patten, George Farrar 2nd Yes - unanimous

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

Everything seems to be prepared for Palmer. We have a record entry. If we have the traditional 10 no show rate it'll be 20 cars more than we've ever seen at the facility and 30 cars more than we've ever seen for a spring date. So, let's hope everything goes well. I was told we have a pretty good crowd of flaggers, steward count is a little low but less stewards, probably means less drama. Hopefully, that'll be okay.

#### **5) Solo Report submitted by Melanie Kwong**

We just had our first points event two weeks ago, 120 people showed up, everything went well. We have our two national events in June at Brunswick, Me.

On July 20th, we have Street survival, it's like a teen car control clinic. I don't know if people want to advertise that for other disciplines, but if you have a teen with a driver's permit/license, they're welcome to come to Deven's for some car control training.

#### **6) Rally Report submitted by Chris Martin/Tish Munson**

We unfortunately had to cancel our rally for this coming weekend. We had low attendance and while we were making the decision to cancel, the site owner texted me and said that the field is underwater right now. And that's not going to clear up throughout this week of rain.

#### **7) Time Trials Report submitted by N/A**

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

Three different events so far, a solo event, volunteer recruitment event and the driver school. Merchandise is probably at its lowest financial level for the year as Dick Patullo had mentioned for other programs as well, but it's all invested in merchandise and starting out with a lot of inventory and we'll be at Parmer this weekend as well.

#### **9) Membership Report submitted by Kathy Barnes**

Both annual and weekend memberships are up

## **10) Social Media Committee Report by Trevor Hermance/James Ray**

We're advertising our next road race event and the statistics on it look good

Boston Auto Show went very well, our area was well attended by the public and we received almost 60 sign-ups with contact information

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

### **Event Content and News**

In April, the following content was created and posted:

- ROAD RALLY RESULTS: Cape Cod Courageous
- Tire Rack Street Survival: Coming July 20

### **Site Traffic and Constant Contact**

There were 2 Pit Talk emails distributed in April. The average open rate was 2% and a 5% click thru rate.

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

Always sorting when time allows.

NER 75th anniversary decals have been distributed to road racing, auttox and rallyx groups

## **13) Recruitment report submitted by Steve Introne**

At the Boston Auto Show, we received 59 contact names and contact information. That's a pretty healthy add-on to our constant contact list. We were able to use all of the materials that we brought, whether it was the full banners that rolled up and had information and constant contact and business cards. Pretty much everything is designed and in use. We had our meeting last night and still had good attendance by the recruiting team. We're going to start our registration link in [motosportreg.com](http://motosportreg.com) for the trackside experience. That's what

we're calling it. We actually already have someone signed up. We're going to start our recruiting advertising campaign on Facebook for that link. So we're gonna start seeing some stuff coming out telling people about the event and saying that they can register for it. We also talked about various different avenues that we're going to continue to recruit at that. Will include Palmer this weekend. Working on the crew members and family members of other scca racers, that will be there. Will ask if they want to come and learn more about how to run some of these events. We've got people identified for Track Night in America at both Lime Rock and Thompson, we got somebody going to Lime Rock Trans Am race. Then there's somebody else who's going to be targeting some colleges. So, we're starting to think of the additional stuff outside, the auto show names, which by the way, that total list is around 100 people that we've got names from. A lot of work is being done to put it together. Schedule's not defined as yet. What we want to do, how we want to do it but we don't have good clarity on the Chiefs and the Specialties doing what they have to do when we're there. I'm going to start the campaign with the auto show. 60. Probably within the next two weeks to start communicating letting them know more about how they can register and stuff like that.

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

George Farrar, Steve Introne 2nd

Yes - unanimous

**OLD BUSINESS:**

**RAL** - volunteers needed to run/assist with the event. George Farrar has agreed to be lead contact for the program this year. He will be assisted by Trevor Hermance and BoD members Karen Petersen, Abhi Ghatak and Tom McGinn.

**NEW BUSINESS:**

**75th Anniversary** - Donna Stevens is doing research considering a NER 75th anniversary bench to be placed at TSMP, SCCA's 1st race location. Much discussion about location, type of bench and plaquing was heard. Decision to be made after future discussion with TSMP management and bench budget finalized. The BoD wishes to thank Donna for her time on this project.

With no further business, Steve Introne made the motion to adjourn the BoD meeting, seconded by George Farrar All in favor Yes - unanimous

NER BoD Meeting adjourned at 8:23pm on May 8th, 2024

Next meeting date scheduled for June 12, 2024

**Respectfully Submitted,**

**George Farrar, NER BoD Secretary.**