

SSSCC April Club Meeting

April 12, 2010

Meeting called to order by Vickie at 6:20pm with 24 members present.

Old Business:

Treasurer's Report – Jodee reports the balance in the checkbook is \$6,600. The net profit from winter heats was \$1,700 and we collected \$400 in membership fees. There are no upcoming expenses.

John Jobin and Rex Ayers have been working on signage for TCR. They brought a sample of what the sign will look like. A portion of the sign will have the capability of being updated to announce each event. The entire racing schedule will be posted at the bottom. A suggestion was made to use the common real estate practice of having a box filled with copies of the schedule available for cars to pull up to and take. John is also working on a couple of sandwich boards to announce event day on nearby roads around TCR. A discussion was started about the appropriateness of our current slogan, "Come Race with Us". There is a possibility that it does not reach our target group because of the connotation the word racing has. The alternative is to change that one word from "race" to "drive" making the slogan imply a more general activity with your car instead racing. The majority present agreed it would be best to make the change in an effort to promote the sport to novices and people who have never participated in the sport before.

New Business:

Dave Johnson, a hard-working club member, passed away April 2nd. The club offers sincere condolences to Jo and the family. Jo, who races with us and is our lunch lady, still wishes to attend the events. In order to make this possible she needs some assistance with lunch duties and getting her car to the site. Vickie has added a lunch assistant to the worker positions to help cover that need. We need some volunteers to help get her car to the site.

Upcoming Events

April 24th & 25th at TCR- Season Events #1 & #2

Friday set up at 3pm. Lawrence is the course designer. This is the first season point's weekend.

A work day is scheduled at TCR on Saturday April 17th from 8:00 to 12:00. Agenda is cleaning up weeds and attempting to get rid of as much tack weed as possible. There are a few holes in the track that need cold packed as well. The port is very impressed with how the club has taken care of their property. We need to stay diligent at keeping up the standard we have set. It will be taken under consideration to purchase tack weed eating weevils.

Lynn met with the Port of Kennewick today and talked with three administrators to discuss TCR. They have received a grant to work on the master plan for the site. They will not be proceeding with any action for at least 2-3 years although this is not a formal statement. Knowing we will be able to stay on the site, it brings up the question of whether to put money into the site to make it more beneficial for racing. It will take some discussion to decide the best course of action for the club.

PR

Promo cards have been ordered and will arrive soon.

Vic brought up the status of continuing PR agendas. The first subject was the possibility of the club attending local parades. Steve volunteered to gather data on parades in the greater area. Lynn will follow up with a new detail for Cool Desert Nights. They have added a car show at a winery in Prosser on that Friday. We need to look at all the events available for that weekend and decide which events the club wants to participate in. We need to consider putting a free ad in the newspaper for each event. Rex brought up the idea of holding an event where all the proceeds are donated to a pre-determined charity. This could draw in media coverage as they are more likely to be interested in covering a story if it supports charity. Kelly has a contact with the Kennewick Dairy Queens and can approach them with the idea of the club holding a PR event in the parking lot of one of their establishments.

Sponsors

Autobahn is still considering continuing as a sponsor but they have to settle estate affairs before they can completely commit.

Kaizenspeed wishes to continue their sponsorship.

There are a couple of organizations that we should approach as possible sponsors. One is Traffic Jams as they have expressed interest in the past. Another one is Art Carpenter of Kart Sports NW.

Meeting adjourned at 7:25.

2010 SSSCC Event Schedule

March 13	Winter Heat – AM + PM
March 14	Winter Heat – AM + PM
April 24	Season Points Event #1
April 25	Season Points Event #2
May 29	Season Points Event #3
May 30	Season Points Event #4
June 19	Season Points Event #5
June 20	Season Points Event #6
June 24-26	Cool Desert Nights PR
June 27	Cool Desert Nights Race Event – AM + PM
July 24	Season Points Event #7
July 25	Season Points Event #8
August 28	Season Points Event #9
August 29	Season Points Event #10
September 18	Season Points Event #11
September 19	Season Points Event #12
October 16	Thank You Event TBA- AM + PM
October 17	Thank You Event TBA- AM + PM
November 13	Banquet