

February 2025 SOVREN BOD Meeting

Minutes

2/12/2025

Board members in attendance: Craig Larsen, John Allen, Bill Simer, Rich Newman, Jamie Buskirk, John Rankin, Mike Lawler, Bruce Boyd

Officials and guests in attendance: Sherri Masterson, Charly Mitchel, Brad Shinn, Martin Rudow, Loren Campbell, Stephen Newby, Devon Newby, Corky Russell, Doug Kirk, Mary Zeitner, Phil Edwards.

5:30 pm Social time

6:00 pm Call to order, President Craig Larsen

1. Approval of Draft January minutes: Mike Lawler made a motion to approve the minutes, seconded by Rich Newman.
2. Action items, Registrar Sherri Masterson
Handbook: a call for final edits. It's time to go to press.
Cancellation insurance policy; Will be available through entries made through Motorsport.reg. Entrants will check, or not check the box. Entries made through the Registrar will have the previous SOVREN cancellation policy applied.
3. Financial report from Treasurer Rich Newman. He reports a quiet month, without much activity. He displayed the January P&L on Quickbooks. Lots of cool features are available.
4. Administrative report from Registrar Sherri Masterson. She has been busy processing memberships. She currently shows 109 renewals and new memberships, plus 40 lifetime members. YODA memberships are at 5, with appreciation being expressed by those receiving that discount.
5. Race Chair reports. Pretty quiet is again the theme. Tom Masterson reported through Sherri that the Medic 1 contracts are in progress, with rates going up.
6. Competition Committee. Not much to report.
7. President's items.
Public Face of SOVREN. President Craig Larsen reached out to a group of members and officers who produce material for public consumption, including Jake Angel, Steve Poole, Patrick Krohn, Jamie Buskirk, Sherri Masterson, Martin Rudow, Loren Campbell,

and Devon Newby. The group had its first meeting on February 5th. It focused on improving and coordinating social media and website content, and doing outreach marketing at a select number of car shows, with at least 3 race cars with their drivers on hand to speak to those interested. Also discussed were ways to improve the spectator experience at SOVREN events, such as more lunch time laps, and a guide, in print and/or digital form to help spectators find their way around Pacific Raceway. There was a lot of appreciation expressed for Vintage Drift, and expanding distribution was discussed and supported. This was echoed from the floor in tonight's meeting. These measures are all in support of the Club's stated goals of increasing sponsorships, spectator attendance, and the number of volunteers and racers. Loren Campbell graciously agreed to schedule and initiate monthly meetings of this group.

Ads in Victory Lane magazine. To recap, the Board committed previously to run 4 or 5 ads for 2025, front loaded before racing season. One was to be full page, the others half page. We have been upgraded to full page for the last couple of months at the half page rate. Craig asked for those in attendance for potential changes to the layout for the remaining ads. He also relayed the magazine's need for written content from drivers or others.

CRC/ABFM update. Craig and Tom Masterson continue to meet regularly with the ABFM folk, and hope to have something to present to the Board soon.

LeMay/Pacific Raceway. Craig continues to meet with LeMay representatives, and has a meeting this week with John Ramsey, GM of Pacific Raceways to plan for this years Historics, and to get a sense of what to expect from the Fire Marshal.

8. Looking ahead.

Spokane report from Vice President Bill Simer. He reports having a great team at work preparing for this event, with Craig, **Mike Lawler** and Sherri participating on SOVREN's behalf, partnering with the Kalispel Tribe, and the Associated General Contractors. The downtown drive is looking good.

Bill will try to post some video showing work happening at the track.

He is talking to David's Pizza about having their " Pizza Emergency Vehicle" cater Saturday nights dinner, which sounds like a lot of fun.

The regional Porsche Club has agreed to feature the event, and will lead the car corral.

The budget is covered at each planning meeting, and continues to show the break even at 69 or 70 entries.

YODA update.

Loren Campbell reports another 12-14 drivers are eligible based on MSR's database.

He is collecting good used drivers safety gear to pass on to those who can use it, both drivers and safety crew members.

He also is preparing a Midget with some great history for the upcoming season, for use by drivers who might not be in a position to buy a first race car, and is accepting parts and assistance. In particular he needs someone to prep and paint the car. Corky Russell raised his hand. Bravo Corky!

A couple of members in attendance remarked on inquiries received from other Vintage clubs regarding the YODA program. It is attracting a lot of positive interest.

9. Other business.

Rich Newman reported on his attendance at Andy Collin's final racing seminar. Of particular interest was a presentation by Jason Fiorito of Pacific Raceways, who detailed the work being performed at the track this off season. A lot of armco has been installed track left through Turns 4-7, and drainage installed. Hopefully this minimizes or eliminates the runoff crossing the track at the exit of 3b.

Mary Zeitner reported that abbreviated safety train courses will be provided at PIR Sunday March 9th. The details should be in the next Bulletin.

Podiums and medals were discussed quite a bit. Of course there aren't currently awards for position finishes in SOVREN racing. There seems to be interest in changing that, and it may become an agenda item at a future Board meeting.

John Rankin discussed the specialty Chiefs responsibilities as provided in the Handbook, and their actual practices, and how they differ. He proposes producing a white paper for next steps in addressing this.

Meeting adjourned at 7:18 pm