

Draft SOVREN March 2025

BOD Meeting Minutes

3/12/2025

Board members in attendance: Craig Larsen, Bill Simer, Rich Newman, Mike Lawler, Tom Masterson, Bruce Boyd, Jamie Buskir

Officials and guests in attendance: Sherri Masterson, Charly Mitchel, Linda Grass, Doug Kirk, Corky Russell, Chuck Ward, Martin Rudow, Devon Newby, Loren Campbell, Michael Evans, Stephen and Lori Newby, Phil Edwards, Mary Zeitner, Michael Nau

1. Approval of February minutes. Motion made by Mike Lawler, seconded by Craig Larsen.
2. Finance report from Treasurer Rich Newman. He noted \$110,000 on hand, and \$73,000 track rental fees pre paid, for a total equity of \$183,000. He then presented a January and February P&L. He pointed out a drop off in revenue and an increase in costs for the AGM year over year. It's a good thing the LeMay donated the space for our meeting.
3. Action items. Proposed discount for Canadian racers at the Spokane race. The Board approved a \$50 discount for Canadian racers, in an effort to boost car count.
A related proposal to eliminate non member surcharges for entries from drivers licensed by any VMC member clubs was then brought to the floor for discussion and the Board approved it.
Craig Larsen circulated a draft MOU with the LeMay that he and Jake Welk have created. Craig described it as an aspirational rather than a regulatory document. The Board voted to adopt the MOU.
Victory Lane magazine ad. Craig summarized our advertising with Victory Lane; we've bought 4 months placement so far, with the upcoming April ad being the last of those. The Board voted to authorize 2 more months, at \$400 per.
4. Race planning updates. Bill Simer said that preparations are going well for the Spokane race. Most of the earth moving is complete. He hopes to have video of the heavy equipment at work ready to upload to social media soon. David's Pizza will send it's "Pizza Emergency Vehicle", a fire truck reconfigured to carry a pizza oven, to the track Saturday night.
He says his only area of concern is the withdrawal of a volunteer group after last year's non SOVREN event. He is working to replace them.
Jamie Buskirk gave a brief outline of the plans underway for the Historics. These include the traditional car corrals and vendor row, exhibition cars, a high quality program and poster, and several social events intended to replace the traditional Saturday dinner. There is also a paddock layout plan being created by Tom Nuxoll to help showcase the race cars. Craig Larsen, Bruce Boyd, and Stephen and Lori Newby delivered a sponsorship pitch at Evergreen Chevrolet, which was positively received. Craig has also

reached out to the Permian Basin Petroleum Museum, where Jim Hall's famous Chevy powered Chaparral race cars are exhibited, with a request for one of those cars to feature at the Historics, where this year's theme is "70th Anniversary of the Chevrolet Small Block". If the cost to SOVREN is too much to absorb, possible cost sharing with event sponsors is being discussed.

CRC/ABFM. Not much news, as Tom Masterson and Craig Larsen didn't have a meeting last month with the ABFM folks. Craig submitted a letter to the City of Portland decrying a proposed ban on the use of leaded fuel at Portland International Raceway, which is owned and operated by the City as part of their Parks Department.

5. New initiatives. Loren Campbell talked about the Public Face of SOVREN working group. This is a group effort to enhance and improve our social media presence, as well as our website, and to better utilize our YouTube channel. The traditional distribution of fliers and posters is being continued as well.
He also conceived of and is spearheading our YODA program, which subsidizes young drivers, to help attract and retain younger drivers to help ensure the future of this club and our sport. He didn't have any late breaking news.
6. Administrative report from Registrar Sherri Masterson. Membership renewals stand at 217, down at this point from last year. Hopefully as spring progresses this changes.
7. Race Chair Tom Masterson reports having signed a 2025 contract with ambulance provider Medic 1, with rates higher than last year, but not as high as feared.
8. Other items. Loren Campbell and Devon Newby talked about a fledgling project they're working on, involving live streaming video from our races. They will be beta testing at this year's Spring Sprints . This effort has a lot of potential, with the video potentially being accessible after events on our YouTube channel. Stay tuned...

The meeting was adjourned at 7:10 pm.