

BOARD OF DIRECTORS

BOARD OF DIRECTORS MINUTES | March 31, 2016

The Board of Directors met by conference call on March 31, 2016 at 9:05 EST. Area Directors participating were: John Walsh, Chairman, Dan Helman, Vice-Chairman, Tere Pulliam, Secretary; KJ Christopher, Treasurer; Arnie Coleman, Bob Dowie, Terry Hanushek, Steve Harris, Lee Hill, Bruce Lindstrand, Brian McCarthy, Jim Weidenbaum and Peter Zekert.

The following SCCA, Inc. staff participated in the meeting: Lisa Noble, President and CEO; Eric Prill, Vice President and COO, Mindi Pfannenstiel, Senior Director of Finance, Howard Duncan, Senior Director of Rally/Solo and Heyward Wagner, Director of Experiential Programs.

The Secretary acknowledges that these minutes may not appear in chronological order.

CHAIRMAN'S UPDATE

Chairman John Walsh expressed his condolences from the board to President Noble in the passing of her mother. Howard Duncan, Rick Myers and Lee Hill traveled to Puerto Rico to explore revitalizing programs for the Puerto Rico Region of SCCA. Walsh thanked Hill and staff for the outreach and moving things forward.

Walsh is tasking the planning committee and some members of staff to look at tiered membership business model. Lee Hill mentioned that in 15 months there have only been 4 discussions on this topic. The real issue is that membership revenue is a big part of the current business model. The Board needs to look at a broader view than just membership including the upside to all programs and build on that

Heyward Wagner, Director of Experiential Programs gave an update on the website and registration program since his department took over the project. The biggest challenges in the project are process and communication. Each team member has been tasked with a part of the project. Wagner is the project lead and interface with the board, developers, and staff. In-staff resources are Michael Fitzgerald as the new IT Director and Jon Krolewicz who will be working with the Regions, Rick Myers is working on the Registration System as expert resource and Randall Prince with Wagner as the "end user advocate".

Wagner reported his team is on a repetitive 30-day window with ACME to get primary tasks focused and be able to identify primary tasks not completed. In March the following were completed: Solo Timing Report, Event Audit Report, PWC Timing Screen and Majors Timing Screen. In April, they will be working on an Event Template, Shopping Cart improvements, Advertising Program, and Runoffs Parking.

The registration system is being tested; New England Region has an April 5th go -no-go date to use the system. There are a dozen regions testing the system to date and they have a target of June 1st to bring on more regions to test. The plan is to launch the system to all regions on Oct 1st for use in 2017.

Wagner also discussed the cost component of the website. There are 2 types, labor and development which is a 1 time cost as well as monthly service. Randall Prince is promoting advertising programs to partners. Wagner and Pfannenstiel will give updated web site reporting on marketing and financials to the Board at their May meeting.

Lee Hill reported on the planning committee's March meeting. The difficulty is in the mid-states with entries. The planning committee will have a recommendation at the May face to face meeting with various ideas that are being considered with Eric Prill's input to improve the mid-states participation. The next planning committee meeting in April will be discussing classes for the Runoffs. There will be a full report at our May face to face meeting.

MOTION: Steve Harris made a motion that the BOD grant a waiver to GCR 9.1.1.I.13 for FE competitors for the MSR Houston Majors race on April 29 – 30, 2016 to allow the use of alternative tires. Seconded by Lee Hill. Discussion was held a vote taken. PASSED.

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MOTION: Lee Hill made a motion to adjourn, seconded by Tere Pulliam. PASSED.

Meeting Adjourned.