SCCA Board of Director Meeting Minutes
July 29-30, 2022

The Secretary acknowledges that these minutes may not appear in chronological order and that all participants may not have been present during the entire meeting.

The Board of Directors met at the Kansas City Airport Hilton Hotel, July 29-30, 2022.

Area Directors in attendance: Peter Jankovskis, Chairman, Area 5; Steve Strickland, Vice-Chairman, Area 12; KJ Christopher, Treasurer, Area 7; Lyn Hodges Watts, Secretary, Area 3; Jack Burrows, Area 2; Charlie Davis, Area 9; Chuck Dobbs, Area 10; Dayle Frame, Area 4; Peter Schneider, Area 1; Dale Shoemaker, Area 11; Clay Turner, Area 8; Jeff Zurschmeide, Area 13

Area Directors not in attendance: Chris Albin, Area 6

National Staff attending: Michael Cobb, President & CEO; Jeff Dahnert, Sr. Dir. Finance & Administration; Eric Prill, VP Road Racing; Deanna Flanagan, Dir. Road Racing; Chris Robbins, Dir. Region Development; Heyward Wagner, Sr. Dir. Rally/Solo & Experiential; Rick Myers, Dir. Solo; Kristen Poole, Dir. Marketing & Communications; Aimee Thoennes, Sr. Mgr. Member Services; Mary Hill, Executive Assistant

Guest(s): John LaRue, Chairman, Club Racing Board; Mark Scroggs, Chairman, Solo Events Board; Michael Daigneault & Grace Williams, Quantum Governance, L3C

Friday, July 29, 2022
Call to Order – Vice Chairman, Strickland – 8:00am CST
Roll Call – Vice Chairman, Strickland

1: CRB Update: John LaRue provided an overview of CRB activities for the year-to-date and outlined strategic goals going forward.
2: Quantum Governance: Michael Daigneault reviewed aggregated results of questionnaire responses received from and interviews conducted with Directors and Mike Cobb during the 4th quarter of 2021. The results indicated governance and Board operations generally improved relative to surveys of the Board conducted in prior years. Michael Daigneault also led several exercises that assisted the Directors and Mike Cobb in identifying opportunities for further improvement.

Saturday, July 30, 2022
Call to Order – Vice Chairman, Strickland – 8:00am CST
Roll Call – Vice Chairman, Strickland

1: YTD Financial Update: Jeff Dahnert provided an update to the Board. Mike Cobb and staff have been working aggressively to contain expenses, largely offsetting the negative impact of a difficult economic environment. SCCA Inc’s Net Operating Income for 2022 is projected to exceed the targeted level of income in the budget approved by the Board of Directors. Turning to SCCA’s subsidiaries, Enterprises is having a good year. Pro is looking good as well, with support services provided to the Formula E race generating additional income that was not included in the budget.

2: Marketing: Kristen Poole provided an overview of the 2022 Branding refresh. The SCCA block lettering had minor changes. Wire wheel still in use but focus going forward will be on SCCA block lettering without the wheel attached. Better visual identity, color identity, and typography. Next steps are to share with the region leaders, social media, email marketing assets, website, and website assets, print materials, and program marks as bandwidth allows.

3: Solo/Exp/TNiA – Wagner/Myers/Scroggs: Heyward Wagner provided an update along with Rick Myers and Mark Scroggs; Mark Scroggs is the new SEB chair. Rick Myers indicated Region Support had backfilled some of his previous responsibilities having onboarded Abby Scher as Region Communications, Training and Events Manager. It was noted that 2023 will mark the Golden Anniversary (50 Years) of the Tire Rack SCCA Solo Nationals. A season long celebration is planned.
4: Road Racing/Enduro – Prill/Flanagan: Eric Prill provided an update on the SCCA Enduro National Tour. Customers like the product. However, the market is well served and launching something new in current economy is difficult. Eric then reviewed the Green-to-Checker (G2C) program with a focus on lessons gleaned from detailed statistics from 2022 Super Tour events. Deanna Flanagan discussed plans for this year’s Runoffs. Working with Prep Shops to improve the process and build a better experience; more Test Day groups for higher quality sessions; Personnel and Process changes and Partner Engagement and Involvement.

5: Region Development/Member Services – Chris Robbins/Aimee Thoennes: Chris Robbins provided an overview of 2023 Convention planning and training programs. Mike Cobb provided a review of Membership and Sanctions. Aimee Thoennes provided an update on Registration.

6: Legal Summary/Member Conduct: Mike Cobb reported on the status of various legal matters.

7: SCCA Enterprises: Robey Clark provided an Enterprises update to the Board. They are doing well, with sales through June 2022 above budget.

8: Ops Manual Update: Lyn Hodges Watts reported the Governance Committee is bringing the manual up to current practices. The committee has been meeting every two weeks via Zoom. A redlined version has been submitted to the Board for review, but it is not the final version. Lots of spelling, punctuation, and numeration changes. Watts reviewed some of the changes with the Board. Anticipate that a final copy will be available for Board review by end of September.

9: EVAC/CRB: Dayle Frame reported the Committee is making progress on several documents. Regarding the SCREV (Supplemental Competition Regulation Electric Vehicle), the Committee is making minor changes to the document previously distributed. The revised version will be sent to the Board for approval, then sent to the Program Boards. Most of the items are safety related and will be new guidelines and recommendations in 2023 and in 2024 will become regulations and requirements. Working on Rulesets for three types of cars in Club Racing.

10: RXB/Experiential: Heyward Wagner reported on the below: Track Night in America; On track to exceed 2022 projection. Forward focus: incentivize membership, Region engagement. Time Trials; Reinventing Time Trials Nationals with shift to mid-October. Continuing relationship with Global Time Attack. HillClimb; adding the Appalachian HillClimb Series. Coordinating alignment with Pikes Peak. RallyCross and RallySprint; After discussion, the Board requested additional information regarding both programs.
Motion to Adjourn by Lyn Hodges Watts, Second by Clay Turner; Adjourned at 3:26pm

Respectfully submitted,

Mary H. Hill

The Board resumed in Executive Session