



Saturday, October 8th 2011
Executive Board Meeting Minutes

Pump House Bar & Grill
Terrebonne, Oregon
12:00 PM

2011 Board Members

Sparky Rose
Commodore
Eugene, Oregon

Lee Reinhart
Vice-Commodore
Crooked River Ranch, Oregon

Cherri Willis
Secretary
Springfield, Oregon

Debi Julius
Treasurer
Damascus, Oregon

Dwight Timm
Race Director
Eagle Creek, Oregon

Mike Grover
Safety Director
Myrtle Creek, Oregon

Jim DeBoard
Board Member
Prineville, Oregon

Joe Willis
Board Member
Springfield, Oregon

Rick Coffman
Board Member
Klamath Falls, Oregon

Al Zemke
Board Member
Bend, Oregon

Board members present: Sparky Rose, Lee Reinhart, Debi Julius, Cherri Willis, Dwight Timm, Rick Coffman, Jim DeBoard, Joe Willis, Al Zemke

Board members absent: Mike Grover

Members and others present: Andy Haavisto, Ginger Haavisto, Lorena Reinhart, Sandi Coffman, and Charles Smith.

Meeting Topic: Financial Status

Item #1: Financial Committee Report:

Al addresses the board and others present and states that Debi, Cherri, and Andy have worked "tirelessly" on getting the books set up. Al asked that everyone listens to what they have to say about the current status and then discuss the many ideas for the finances.

Al also states that he would like to apologize to anybody who's feelings he may have hurt when he stated that "we never have had good record keeping" at the previous general meeting. He states that the club has had wonderful treasurers and secretaries who have kept very good records with what they had to work with. He states that the club's records are in "shambles" but they are turning around and we will now have the figures we need at the end of the day.

Item #2 Financial Report: Debi

Account balances: Checking and savings. The account balances and accounts payable are discussed.

Item #3: Commodore's Ball

Per Andy, there would be a \$500.00 deposit if we were to go to the Keiser Inn again with the same costs as last year. They have also specified that if there were to be 150 people or more, we would be required to hire security at \$500.00. The question was raised as to if the club can supply its own security. Mike will be checking on the security situation. Per Sparky, he got a call from Valley River Inn offering the club facilities for the ball. A quote is forthcoming with regard to prices and rooms. Lorena states that Michelle suggested having the ball at "Spirit Mountain", the casino near Salem. They have all the facilities necessary as well as the ability to stay in RV's in the parking lot at no charge.

Item #4: Ideas for raising money and cost-cutting measures

- Raise registration fees. This has been done. All registration fees have been raised by \$50.00
- Pre-registration – on line registration
- Board members donating \$500.00 towards high points jackets (this money should be sent to Debi)
- Raise camping and parking fees:
 - Discussion / Camping: Dwight brings up the issue of charging per day. This would prove difficult to do with regard to the paperwork. Sparky suggests \$25.00 for tents and \$40.00 for RV's. Cherri makes a motion to raise the camping costs as above, Debi 2nd the motion and the motion passed.
 - Discussion / Parking: Debi discusses the price that other clubs are charging compared to what we are charging. The board agrees on \$10.00 per day or a weekend parking pass for \$18.00.
- Security: The costs of security have increased dramatically. Per Dwight, we need to police those that we are paying. He suggests to everyone that “we all treat this association as if it were our own company”. Rick will get a bid for a different security company. He also suggests that we get bids from several different companies and “shop” for prices. Sandi suggests that we check into the police reservists in the area as they need training. Sparky will check with the sheriff's department. Lee will check on Jefferson County for Haystack. Sparky will contact Mike to check in the lakeside area. Three security people are needed during the day and two at night. Joe suggests that the security people have board members to contact in an emergency.
- Change in dates for the Lakeside and Haystack Races: This was suggested in order to attract more attendance to the Haystack race. Currently, there are several other functions happening the same weekend of Haystack presumably attracting our audience. Sparky voices concern with changing dates again for these two races as people are getting used to the current schedule. Sparky also suggests making these racing more appealing to drivers, thus making it a larger event. He suggests making Lakeside and Haystack “double points” races. Sparky has put the July race on the schedule as co-sanctioned with NJBA as well as the Lucas “run for the ring” making the July race the “biggest” of the year. This would create a good cushion for the less productive races. The double points would help get more boats and make these events cost effective. In the past, double points races have generated a much larger boat count. We would need to advertise it as such. Now that the club is beginning to build up a following it is decided that we need to really market the Haystack race. Lorena suggests targeting the Portland area for marketing as well as the drivers in Washington. Dwight brings up that the obvious difficulty in attracting boats to Haystack is the inability for many racers to “run their numbers” in the sometimes extreme conditions. He suggests that for the Haystack race only, “everyone” runs as a dial in for their particular class that they are licensed in. This dial-in idea as well as the double points will be brought to the membership at the commodore's ball. The current schedule will stand.
- Pre-registration revisited: Referring to NJBA registration form, Al discusses discounting advanced registration significantly; registering at the race would cost more. Lorena suggests a discounted membership if joining by January 1st. She also suggests a discount for registering one race ahead.
- Driver's foot the bill? Jim reminds everyone that we can't put the entire financial burden on the backs of the drivers. Everyone is strapped tight for finances. He also reminds the board that the club would still be competing with the car shows and swap meet for the Haystack race. There is further discussion as to why the race date was originally changed. Lee will contact the forest service to question this.
- Toilets: Dwight brings up the subject of toilets. He states that in the past, more people stayed in tents. Now, more and more are staying in RV's or across the lake thus reducing the need for the number of portable toilets the club now rents and pays to have pumped out. Dwight states that Mary has offered to clean the regular bathrooms at Dexter (they are currently locked during CDBA functions as the association is required to clean them) and then we can have them open. These bathrooms are handicap accessible, eliminating the need to rent those. The park will need to let us know the “standard of care” in cleaning the restrooms. Per Ginger, Oregon Parks will provide cleaning supplies.

- Sponsorship: Chuck Smith has made contact with an organization for sponsorship for Haystack. He discusses a 50% cash sponsorship and a 50% advertising sponsorship using their professional marketing department. Chuck will check on this and get the details to Sparky. He is also working on another possible lane sponsorship for the year. Per Lorena, she has another potential sponsor and they are in advertising. Sparky lists the current sponsors who offer services rather than cash and this has helped the club tremendously. The trophy sponsors, this year, need to be cash. Rick has offered to be the "Best Race Team" sponsor. The board members agree to make a concerted effort to each work on sponsorship. Trophy sponsorship is \$500.00, lane sponsorship is \$500.00, and race sponsorship is \$2500.00.
- Marketing: "WE NEED TO PUT ON A GOOD SHOW"!! And we need a good contact person in the club. Cherri makes a motion that the board appoints Lorena Reinhart as Marketing Director for the association. Rick 2nds the motion and the motion is passed. Lorena has been appointed as Marketing Director for CDBA.

Item #5: Super Comp Eliminator Class

Al reads the list for the NJBA classes for the upcoming race. He points out that the "Super Comp Class" has rules specifying that they need to be registered in another class in order to sign up. Al is reminded that this was the original intent of the "Super Comp Eliminator Class" for CDBA. It was originally not intended as a stand-alone class. Al agrees that the class needs to be adjusted.

Item #6: Website and announcements during race

Cherri will work with Rich to create advertising on the website. Different sized ads and prices. She will also put together the sale of "adds" or "shout-outs" for Gary Bergeron to announce during races. These can be sold at the race trailer and those purchasing ads for either can fill out their forms on site or they can download a form to do so. There will be different costs for the length and how many times they will be announced. Cherri will also discuss with Rich to add classified ads.

Item #7: Ballots / election

Cherri presents a sample ballot and discusses how it will go out. John Loshbaugh will be at her house this coming Monday to help process the ballots. Sparky suggests sending out other items with the ballots.

Item #8: Bylaws

Al wants to add a paragraph to the pending bylaws that the association "will use QuickBooks as its financial operating software". Al will draft a short paragraph for this issue and email to Sparky. The new bylaws will be sent to the membership.

Item #9: Order forms for Liz Edward's Calendar

Ginger presents an order form for Liz Edward's Calendar that she worked on this summer. It will be put on the website. Liz has committed to the association that she will donate the proceeds to CDBA. It is currently budgeted for 200 copies. Debi makes it clear to the board that the calendar is not a CDBA fundraiser.

Item #10: Additional Business /Treasurer

Debi states that as treasurer, she will require W-9 forms from those that receive checks. They will be receiving 1099's for 2011. She will require purchase orders for all vendors. The accounts payable status is discussed as well as particular invoices. Andy will prepare a projection of funds needed for the upcoming year. The registration on the club truck is discussed.

Item #11: Disciplinary Action

A disciplinary action for a particular member is discussed.

Item #12: Next Meeting

The next meeting will be November 12th. Cherri will secure a location and notify the members and get it on the website.

Meeting is adjourned.