

## AGENDA REPORT - COMP. COMMITTEE 1/16/07

The committee assembled on the above date at Miller Nissan in Van Nuys.

The meeting began with introduction of guests and members of the committee. The following members were present.

Steve Staveley - Chair and Secretary - Dave Golik - new to the Committee and representing SRX-7 ( (818) 943-7530 ( dave\_golik!@ yahoo.com ) Mike Marshall, Doug Stewart, Walter Carlos, Les Phillips, Bruce Allison, Mark Nichols, John Norris, Ross Olney, Mark Edwards, Darren Young.

Agenda item 3. was approved by the membership - noting the addition of item 4 a.

Agenda item 4. Dave Golik reviewed recommended changes to our SRX 7 rules to bring them into line with Az and thus foster more intra Division racing. Changes seemed small with the exception of a lack of understanding on all our part of the current applicable roll bar rules. Dave was asked to check with Dennis Fisher to insure understanding, and move into the SRX 7 community for their support and we will adopt.

Agenda item 4a (added at the request of Ross Olney). Front brake rotors are a problem for the Pro 7 and to some degree the SRX 7 community and Tom D. and Ross have agreed to look for an alternative. Apparently the very successful Mazda rotor is no longer available, and the Bembo rotor is problematic. One volunteer racer will test the new and possibly proposed system this year to insure it works before any change is recommended. Ross will insure the Pro 7 community is well informed and if any competitive advantage is seen by this change in rotors, it will immediately come back to the Committee for review and adjustment if necessary. No vote but consensus as to the course of action and thanks to Ross and Tom for bringing this forward in the interests of fair play and full discloser.

Agenda item 5 Visioning:

The chair explained that this process is frequently done in large and small organizations. Its purpose here is only to provide the Board of Governors (B of G) with some insight into how the racers in this committee, as one element of the membership and major stakeholders in the future success of the club see the clubs future. The process is incomplete, but useful none the less. The process began with a open floor discuss, and no wrong answers, focused on one question - WHAT DO YOU WANT THE CLUB TO BE LIKE, FEEL LIKE IN 5 YEARS - 2012? The second process was to ask each member of the committee WHAT ARE THE THREE THINGS THAT YOU AS A MAJOR STAKEHOLDER IN CAL CLUB NEVER WANT TO SEE CHANGED? Next we

asked the 3 OPPORTUNITIES FOR IMPROVEMENT YOU SEE IN THE CLUB?

The first part is the visioning - what do you want the Club to be and feel like in 5 years 2012. The comments were placed on flip charts and the membership of the committee all saw them go up. They may or may not have all agreed with every comment, but that is not the purpose of this process.

**COMMENTS ABOUT THE CAL CLUB'S FUTURE - What I want to see the Club like in 2012.**

I want our racing to have cars people recognize - they have a "brand recognition".

Great Packaging of the Club - it feels ( in the future ) like we are getting out there and hitting the right people in this huge market area.

Close and Intense Racing.

Good Time (fun) - Close and Intense Racing at a reasonable cost.

I want us to feel more like a club. I don't care much about National racing - not going to the Runoffs - Do care about regional events.

More flexibility in our rules too often it seems impossible to get stuff done.

I want the Club to have more agility (same as above I think shs ), be able to take advantage of opportunities and have a clear direction.

I want the Club recognized - there are lots of options to the Cal Club and SCCA and we are not recognizing that is a threat. I want the potential racer community to see us as the top level of wheel to wheel racing in our areas.

Regional racers recognized as being as important to our success and future as national racers.

I want it to be special to race in 2012 ( discussion here is that it needs to feel like it's a big deal to be successful - if success means doing a lap faster than ever before - or winning the event - or just having a really good time racing with another.

I want a sense of accomplishment - I got better - we got better.

Do we want 400 cars in a weekend? What is the size event we should have? Maybe our goal should be to have 200 car events. I want us to think about that and have a goal- maybe we are there and this is the golden period of armature sports car racing?

I want racing to be special and feel special.

I want Cal Club to have a sense of "LUSTER" - we are seen as a "hot s\_\_\_\_" organization. - the place to be.

We need to have several marquee events each year.

We need to keep up with our customer base - we must get past the "if we build it they will come" thinking and understand what our members really want.

SCCA (not Cal Club ) is not welcoming - they possess and exude a sense of arrogance which is "off putting " (my word shs) - that needs to change. Topeka needs to embrace - seek opportunities for improvement in the systems.

Race cars need to be more modern (younger was the phrase used) and the Club members need to be younger.

New Cars - New People and younger too and they need to be added to our current organizational culture and we must protect the membership and club feeling we have now.

## **SUMMARY**

The theme of this conversation seems clear to this writer, but each reader must come to their own conclusions as to the meaning of this work.

## **PH ASE TWO**

Each member of the committee (including those who were not able to actually be present at the meeting ) was asked to answer the following two sets of questions.

**WHAT ARE THE THREE THINGS THAT YOU AS A MAJOR STAKEHOLDER IN CAL CLUB NEVER WANT TO SEE CHANGED?** Next we asked the 3  
**OPPORTUNITIES FOR IMPROVEMENT YOU SEE IN THE CLUB?**

Before any change process can be successfully entertained, or even if it is desirable to have a change process, one must carefully understand what is valued in the organization now - what must never change. Then after one understands that, consideration can be given to trying to find out what changes are potentially appropriate for the organization to make in the future. These are call "OPPORTUNITIES FOR IMPROVEMENT". People and organizations do not fix what is a shortcoming, they live with it - like staying on a diet, quitting smoking etc. They will work on things that are seen as opportunities for improvement because they seem possible.

As you read on, you will see that there is ample agreement among the members of the committee as to both what should be improved and what must be protected at all costs in Cal Club. I have tried to insure that as I edited the items submitted that I did so with an eye towards keeping them from being identified with an individual so that we all can concentrate on the thinking not the voice carrying the thinking. I have edited as I said, but not content, only identifying elements. The reader should remember that we are all members of the same organization trying to help our elected leaders make as much improvement in this ever changing world as is possible for our joint benefit. "it ain't personal, just business", and that is true if you agree or disagree with the comments below.

I have grouped one persons comments together and if they wrote a lot, you see a lot, if they wrote their ideas in a word saving, but idea sharing manner, it is presented that way.

I thank the members of the committee as always for their effort and their loyal, consistent approach for making improvement and doing so fairly and most of all for their time - this takes lots of time.

## **THE THINGS WE SHOULD NEVER, EVER CHANGE**

1. Close, competitive racing.
  - 2 Friendly relaxed attitude of racers and course workers. Perhaps some Stress management for some.
  - 3 Having our own track- Even though some modifications are needed.
- 
1. Fun, low-key experiences ("a great hang" as some might say, "camaraderie" as has already been mentioned a couple of times). We have wonderful people in our midst!
  2. Maintain the level of safety and professionalism that CSCC is touted for WITHOUT letting it get overbearing and over managed. Safety and service first, I'd say.
  3. The close, intense racing that happens in one or two race groups (IT and SRX come to mind); someone said something about "people running to the fence to watch" or whatever -- that's the kind of stuff I like to watch -- and be in the middle of !
- 
1. Regional racing at our own track with competitors we enjoy seeing and improving with.
  2. The club to stay as a club of Southern California and the members of Southern California to run and maintain our club.
  3. The flexibility to race on many different tracks through out the year.

1. Double regional's
2. Friendship of fellow racers and workers
3. Victory laps with crew & checkered flags

1. Family feeling
2. Enough race events and ample variety in the events - tracks and locations.
3. Sense of good teaching / safety and friendly folks.

1. The skill, professionalism, reputation of our workers.
2. The sense of family and comradely at "Club" events.
3. Owning our own track.....even if it might be improved over time.

1. Keep having lots of fun weekends racing.
2. Keep the racing action competitive (at all speed levels)(always having someone to race with).
3. the racing is always safe!!!

1. Action here needs to happen quickly. The thing that must not change and has been the domain of SCCA forever in club racing is the purity of the racing. We are still the only race club with purpose built race cars. Years past we were the only real race club and now there are others nipping at our heels. Some are easing into purpose built race cars. When I describe real racing I always describe SCCA and Cal Club. That description may be accurate for only a few more years.

2. The spirit of helping one another as fellow sportsmen and racers is still unique. I have never been turned away for help and I hope I have been able to do the same for others. In karting and some of the newer race clubs the false sense of too much competition can be silly. We are all still club racers without a need to become too serious.

3. The Nation wide aspect and history of SCCA is nice and I would like it to continue. It can be a great strength. However, to continue the leadership must begin to manage from the view of managing for the needs of the members rather than the needs of a bureaucracy in a national office serving purposes disconnected from **all our members**.

1. The clubs 'we are family' culture.
2. Maintain Cal Club as the club that has the best racing talent.
3. The strong focus on safe, fair, and clean racing.

1. Current members attitudes to help/teach others - as a newer member, time and time again other racers have gone out of their way to either enhance my racing knowledge, provide parts, help me fix/adjust my car, etc..... I can not say enough about this as it facilitates "keeping" new members involved in racing/Cal Club.

2. Costs - From my perspective, the registration costs are reasonable for a

weekend of racing.

3) Number of race weekends per year - from my perspective this is just about right.....

1. The trust & sense of family. Currently I lend tools, give spare parts away, and leave my trailer wide open with \$1,000's of dollars worth of equipment exposed...never give it a thought. I would hate to lose that.
2. Having our own track. Nice, clean, ...welcoming.
3. A place for racing open wheel & sports racer cars.

1. Ownership of a track that has multiple configurations and much opportunity for improvements(space). This ensures that Cal Club members will not be at the mercy of others for racing and can control, direct and provide a venue for future for club racing. The track is a very value asset to the Club and soon will become a major source of generating cash to be re-invested in membership development, equipment upgrades & track improvement.

2. The fun of racing with friends and the family nature/feeling of racing in Cal Club events. Like other comments, we loan tools and help each other in our group to make sure that if someone has had racing or mechanical misfortune, we all pitch in to help them make the next race. We do team fiberglass repairs on many weekends. Intense competition on the track and good friends in the pits and garages. Some of my best friends are guys I race with and did not know ten years ago.

3. The sense of accomplishment and pride in being a SCCA Competition licensed driver. It is a significant achievement and puts us all in a very elite and recognized small group of people that most familiar with racing envy.

## **OPPORTUNITIES FOR IMPROVEMENT**

1. The feel I've been getting from Cal Club / SCCA the last few years can best be described as "stagnation". While there have been some great changes made in certain areas (thanks Tammy et al), in the Big Picture, SCCA is headed over a cliff. It's all been said here already: Ancient-history cars (VARA beckons...), old-school attitude that seems to be dictatorial rather than service-oriented, and a head-in-the-sand approach to marketing and recruiting.

2. I have to go along with the "popular opinion" here: If we as a racing business (emphasis on that word) failure to recognize the needs of our customer base, fail to recognize that said base is changing, and fail to recognize that if we do NOT adjust, we will be left to spin in the dust like a poorly-driven Spec 7 (sorry, Ross!!). When I first got involved with the CSCC Board in the early '90's, Alex Cross and I stood there before them and explained that we needed to take a professional approach to our marketing. Everyone listened -- and no one did anything productive. I was working in advertising at the time, and Mr. Cross ran this measly little company called Swift Race Cars. One would think the recommendations would have been taken seriously. Now that was all some 15 years ago but the need is still present. Unfortunately, it is very difficult in a

volunteer, i.e. unpaid organization to find someone capable of pulling off good marketing; it needed to be outsourced, and never was, despite the best efforts of members like Jeff Nadler and the like. So stop running this operation like a club and run it like a service biz, because that's what it is.

3. One big thing (and THIS has been a sore point with me for nigh unto a decade now...): We were sold on the idea of owning our own track leading to less-costly racing for us; HAH! We paid a \$50 "new track surcharge" per entry for, what, ten years? to get to this Promised Land -- and never got the payoff. The entry fee NEVER went down, only kept going up. (And I don't want to hear that "the cost would been higher if we didn't do this. Back when Pam was managing Cal Club, we had a discussion about this factor, and I was told that "the financial deal required we keep the \$50 surcharge on board". So fine -- TAKE THE \$50 OFF THE ENTRY ITSELF. Guys, it's not so much the \$50, it's the principle that we were sold a bill of goods here. We own our own facility, we should get the benefit promised. Why are only the investors in CCP making something off our track? Last time I checked, Cal Club owns the damned place, and WE ARE CAL CLUB. Run the damned organization with the benefit of the members as the Number One goal. NASA is doing this, even while paying some of their administration -- and turning a profit, I'm told.

1. I am not a number for profit, and have credibility as a club member, as a person, and racer and should not be taken for granted or advantage of.
2. Keep moving with technology in all facets of our membership and operation to track new members and competitors, I am tiered of losing to the same people all the time.
3. Open our minds that we are a few of many and need to take every opportunity to attract new people who have the same interest but don't know we are here or all things we do besides race car. Attend and participate in as much car and racing marketing opportunities as we can such as the auto shows local and large, and other car and racing events to expose our club to others.

1. Speed up Registration- Enter on the day. Everything should be on File... There should be no need for all the paperwork at every event.
2. Buttonwillow. Let's try and make it the Best track to race on... rather than the Worst! Less configurations, modified for better racing.
3. I agree whole heartedly with others. Too many obsolete classes... Encourage competition from the new generation cars and Drivers.

1. Computer based registration system - I know its on line, but once we have it in our system, why should I not just be able to call or e-mail Tammy and be in?
2. Much, much, much more flexibility in rules where such is possible.
3. A Czar of racing groups - maybe 3 or 4 - i.e. fast car Czar, open wheel Czar, Sports Racer (all ) Czar - folks who can go directly to the stewards and speak on behalf of racers and tell them when they need to invoke the rules i.e. combining classes - split green flags and the like.

1. Registration, why do we have to do it every time?
2. Speed up some of the corners at Buttonwillow.
3. Let's get spectators out to the races. They are the future racers AND workers.

1. TOO MANY CLASSES, cars that are too old to be relevant, one-off entries with guys just doing their own car thing and afraid to really compete, and therefore boring meaningless races and race winners. I'd vote for no trophies if less than 5 in the class, if they don't like it change classes. Old racecars have to go away eventually...they can't say forever, if they do they screw it up for everyone else. It's a hard decision but has to be made.
2. The attitude of our staff (paid and volunteer)- tend to be defensive to the status quo when it is questioned.
3. We need to attract the young drivers.....they are mostly going elsewhere (largely due to #1 and #2 above).

1. Give the club flexibility in it's decision making.
2. Stop the graying of Cal Club (more young drivers and Workers).
3. Publicize Cal Club to our target audience.

1. If SCCA cannot figure out how to be more responsive to all its members Cal Club should consider being Cal Club again. At one time Cal Club was as big as all the SCCA and held all the biggest races. It had total independence and wrote the book on amateur and some pro racing. If the red tape and administrative procedures that make us not competitive cannot be updated consider forming a Cal Club entity that is for regional racing only, independent of SCCA. That entity is an advantage only if it can make quick decisions, have liberal licensing procedures, and can be managed creatively within a race framework that meets the needs of racers young and old. We have amazing assets and can accomplish anything we want. A National program can continue for two or three National races for those that want to pursue the runoffs. That entity will still be SCCA. We have enough disenchanted regions here on the West Coast that you we may be surprised at how many clubs would like to join us.
2. Simplify even more the registration process. Annual waivers for drivers. Accept selectively other entities race licenses. Update our staffing needs. Cal Club is unique in that we sometimes have more workers than drivers. We are supposed to have three flaggers per corner station. That seems a little odd when we sometimes have ten cars in a race group. How many stewards do we require? Other clubs are able to administer an entire race weekend with just a few people.
3. Accelerate the pace of our events. Many of our races will never be attractive until we can make the events move at a faster pace. I am too often asked why are we shut down? People say we need spectators. We will never have spectators until we can find a way to move from group to group with greater

haste. Being in NASCAR country we have learned that people that come as spectators expect a fast pace and they expect to be entertained. We are not entertaining, we are slow and we are confusing.

1. Recognition at the BofG and SCCA National board that the aging driver and worker group is a serious threat to the success and viability of the club. Significant action and changes need to be made to address this or the club will die a slow death with declining member and entries over time.
2. Need an active and professionally managed recruiting effort for new members, drivers and workers. The members of the comp committee and BofG probably do not have the expertise, time or energy to do this vital project. Serious consideration should be given to hiring an outside paid expert to develop a plan and make a presentation to the board. This will cost money to do properly.
3. Recognition that the current environment for attracting racers and workers is intense. NASA, HSRA and other groups are attracting former Cal Club folks to their events. Changes need to be made to the Club to become more agile and flexible to stop the outflow of existing race entries. Example of the "speed flight" are Super7, FF, CF & FV. We must find a way to attract and retain these types of cars.

1. Streamline current processes for change/improvements to be made - it appears that there are several layers of approval to make any changes - this restricts us from being a dynamic organization
2. We must facilitate bringing in new members - Add "additional" events to our races (Ex. Car show / drifting exhibition / etc.....) - anything to get people to the track
3. Promotion of our current events outside the existing racing community - it appears that the only spectators we have are family and close friends.....

To Remain the Same:

1. Streamline classes and run groups to make them more attractive and understandable to both racers and spectators.
2. Create a marquee event that showcases the club annually that both spectators and drivers target. The POC Tribute to Lemans is great example of this kind of approach.
3. Make the club more visible, attractive, and accessible to the motor sports enthusiast.

1. Members should become more involved in their club. The same 2% of the members volunteer to do all the work.
2. Stewards need to exercise their authority regarding run groups and discipline on the track to maintain good racing.
3. (probably impossible)....better run groups. Current groups discourage many drivers.

## **SUMMARY:**

This is a good start at understanding how the members of your Comp. Committee see the future and the current state of the organization. There is lots to be very proud of in Cal Club. There are threats and opportunities for the future, but if they are not identified the outcome will be very much in doubt. If on the other hand, we know our strengths, if we know and have a **VISION** which we are working toward which is carried by our CEO (RE) but beyond this day, by both he and the B of G but belongs to the club itself then our strengths, will help us resist the threats as we move forward toward a clear vision of the future. This is not a business plan, it is the very early stages of a course of action the B of G can take to help prepare the club to develop a plan of action if they desire to do this important but time consuming and difficult work.

I think the Comp. Committee would be willing to help the B of G in any way you seek our assistance. It is our hope here that the members of the B of G will simply review this input, consider the bigger picture and help us all move forward. We recognize well, that the Club is not just those driving cars, but it is important to many who volunteer, work in specialties, or simply enjoy the family that is the Cal Club. If this report of the 1/16/07 agenda, becomes "fodder for the trash can", OK, we - the Comp. Committee will still be here doing the work you have asked us to do, but the opportunity for positive change will have been missed, and as you can see from this input, that itself is the greatest threat to the Club, and maybe to the SCCA itself.

Adjourned 9:20 PM.

Steve Staveley  
Chair / Secretary