

REPORT OF THE COMP COMMITTEE MEETING

Tuesday, Oct 30, 2007

Miller Nissan

5425 Van Nuys Blvd. Van Nuys Ca

1. The meeting was called to order at 7:30 PM
2. Introductions: Kyle Eggleon, (Pro 7) Don Hartman (Pro 7) , Angela Swan (Pro 7) John Neilson (SM) attended along with members, Walt Carlos, Doug Stewart, Mike Marshall, Dave Golik, Bruce Allison, Darren Young, Ross Olney, Jerry Anderson and Steve Staveley
3. Review Additions and Deletions and Approve Agenda - The Chair adjusted the agenda to allow the guests to get their items on first so as to provide “an executive session” at the conclusion of the meeting to discuss and make recommendations for annual awards.
4. Review of B of G actions and direction to Committee John, Bruce, Steve, and all. Steve and Bruce reviewed the most recent B of G meeting and discussed the issues there in.

Kyle, Don and Angela presented ideas about gaining new members and a very lively discussion followed with the members. Don provided a document (attached) in which discussions of the “farm system, using the LBGP and LA Auto shows to advantage and other excellent thinking. (the chair offers an apology for the damage he did to the great work of member Erik Rosenberg which is a part of Don Hartmans memo. Poor computer skills- but the ideas are still there and they are excellent ideas as well.

Angela added that some form of HOST or Mentor be developed for new and interested possible members and Bruce added to that idea as well.

Several really good ideas surfaced, and in the chairs view the development of a specific committee made up of drivers and chaired by a single board member to focus and implement these ideas is warranted and should be undertaken quickly. Several members and guests mentioned that maybe too a part time employee or contract employee should be employed in this effort.

All those present are strongly in favor of developing a major presence at the 08 LA Auto Show – the OC show if we can and of course the 08 LBGP.

All those attending offered to help.

Other points made was that there should be drivers meetings run by the club (NOT the SCCA / Stewards) to improve communications and the point was made that our race weekends need to be tightened up to provide a better product.

While not really on this subject, but a good idea nonetheless, Walter offered that NASA has developed a new racing rule, “three incidents in a session (hitting someone, having 2 wheels off etc) earns the driver a BLACK FLAG. Applies to all races, practice, qualifying etc.

6. Feedback from members via Ross and Dave re: the idea of ITX – see attached. Recommended by a member / racer in Pro 7 to allow double dipping. Steve – All.

NO FEED BACK YET - Discussion did follow which seemed to indicate that there were options already for PRO 7.

- 6a SM Compliance Fee Mark Nicholes and Guest John Neilson. Mark reviewed the compliance fee and noted that it might cause some issues with member/racers – new cost with no new benefit seen. (SCCA info attached). Mark noted that the SF region has made the decision to move SM to SMT in order to avoid the fee. Mark noted that he has surveyed the membership and thus far at least 50% of the drivers are NOT in favor of the fee for Regional Races. Mark and John will try to talk with all and make a specific proposal. Other options were discussed including for the first 6 months of the season or until a decision can be reached, that the CLUB pick up the regional fee but note the all drivers that it is temporary only just until we find which way they and the club want to go.

Mark noted that NASA is making a change in SM allowing different shocks etc. and he and John talked about the logic of us adjusting our rules to those standards, to prevent them from getting away from us.

Such rule changes would require driver input, before any changes.

7. Tires and is there a need to adjust the supp regs for SM / ITA / SRX others to allow the new 888 Toyo? For Les No decision, but there seemed to be no interest as long as the current tire is being made. Mark raised the question about the new Hankook tire for a racer planning to run the enduro. The chair reviewed the reason Hankook was allowed in SM as an alternate tire. The chair has subsequently contacted the racer who raised the issue and explained it would not be appropriate to allow the new tire without a change in the supp regs for next year. Conversation to continue at our next meeting regarding development of the 08 supp regs.
8. Review the car number system and make a decision regarding how that shall proceed in 2008 – note new B of G policy. Steve - All
Steve and Bruce provided info on the adjustments and restatement of B of G policy.
9. Review preparations and make recommendations for the regional/enduro in Nov. seek prizes for drawings, and class winners etc. Steve asked for everyone to consider finding prizes for the event.

10. Angela Swan (PRO7 driver) on the agenda...she wishes to discuss membership issues.
– included in prior item discussion.
11. Annual Awards – see attached. We must complete for this meeting.
12. Review Supp Regs for 2007 to apply to 2008. – no discussion, ran out of time
13. Round Table Discussion – no discussion – ran out of time
14. Adjourned 9:45 PM

DATE: October 1, 2007 **NUMBER:** RM07-01 **FROM:** National Staff
TO: Spec Miata Competitors
SUBJECT: Compliance Fee

The Club Racing Board solicited input from the membership on a Spec Miata compliance fee in mid2007. The feedback has been very positive; echoing the comments we received at the 2006 Runoffs®. The following is an outline of what the program will consist of starting in the 2008 season.

In general terms a compliance fee will fund several initiatives; inspections, equipment, research, and training. This program is not intended to be a money maker for the Club but rather a break-even service that the class wants and is willing to support.

The first component of the program and also the easiest to quantify is compliance inspections. The Club Racing tech staff will use the funds to travel to targeted events and perform detailed inspections on cars. The number and location of events, cars inspected, items to be checked, etc. would need to be finalized in cooperation with event officials and dependant on the revenue. Based on past participation numbers we anticipate 12-15 events for 2008 accounting for almost 60% of the program's revenue. The program would fund not only the travel to the events but also the fees needed to cover the teardown bonds per GCR section 5.12.2.C.5.

Since we can't measure a number of components with our bare eyes or by feel, specialized tools will be needed. While a number of the tools can be used for other classes there is a wide range of specialty tools can be designed specifically for the Spec Miata class. For example, fixtures or gauges could be built to measure camshafts, pickup points, and a wide variety of other things. The specialty tools, although expensive, will make the inspection process easier and prone to fewer errors.

Research into the cars and individual components is an ongoing necessity for proper technical inspections. We know competitors are continually developing their cars; we can't rest on our laurels on the inspection side. A part of the compliance fee could be used to offset the costs of buying parts, testing parts, and expanding the listed specifications for the class. The combination of specialty tools, comparison parts and development of additional component specifications will account for about 15% of the program's revenue.

The final element associated with a compliance fee; the training component will dovetail, in part, with the travel and equipment. To begin with, we will train local tech crews what to look for, and why. Then, we will instruct them to use advanced equipment that we have made available. The National Office will also hold a training session for key volunteers around the country such as the Divisional Administrators of Scrutineering. This type of training session will focus on all major aspects of Spec Miata compliance and will involve a few cars being disassembled and combed through from front to back. This component of the program will account for almost 25% of the income.

SPORTS CAR CLUB OF AMERICA, INC.
P.O. Box 19400 - Topeka, KS 66619-0400
785-357-7222 or 800-770-2055

Club Marketing Ideas

NASA / SCCA

Don

10/30/2007

Hartman

Farm System: The one big advantage that NASA has when compared to SCCA is their HPDE & TT. HPDE functions as an easy first step into motorsports for young and old alike. When the novice in HPDE becomes more experienced (HPDE I - HPDE IV) they can go to Time Trial or one of the door to door racing series NASA offers. This is a natural and almost seamless transition for the "already loyal" club member.

HPDE must be administered very differently than club racing. Very strict no contact rules must be enforced. Well trained and focused instructors keep over aggressive drivers in check during download sessions after each on track experience.

Run it Like a Business: The senior administrators will consider suggestions to improve any series. It has been said that changes are easier to implement at NASA.

Create Race Series to Attract Younger Demographic: The Honda Challenge for example is very popular because of the type of cars it supports. They are the cars a generation of drivers runs on the street. These cars are relatively inexpensive to build and race.

Track Time: Most track day clubs offer increased track time as their draw. Drivers come for the amount of track time and stay (presumably) for the relationships. We must put a greater emphasis on track time.

Club Marketing Ideas

Eric Rosenberg

10/25/07

Long Beach Grand Prix Club Display - (No more effective marketing tool to show 250,000 people who are already predisposed to our sport)

Advertise in the LA Times and other regional newspapers for the weekends the Club races - especially Cal Speedway since we race there for the proximity to the LA market. Let's tell someone!

Club officers meet with local O.E.s (Toyota, Mazda, Honda and others) and aftermarket suppliers - Club/track sponsorships, member discounts, banner and sign placement, naming of corners, volunteers outfits and more. We have a lot to offer and we should be leveraging it.

Regional agreements with other regions - incentives that would bring others to our races and us to theirs. We should discuss out of region points and tow money.

Hold drawing each race weekend! This is simple and REALLY cheap. The Club sponsors this and a different item is selected each race weekend. The Club covers the cost and it serves as an incentive and thank you for participating drivers. Drawings could include:

Free race weekend

- Free fuel

- Free shirt at the gift store

Free tire(s) at the tire store

- Tow money

Hold a Raffle each weekend! This is different from a drawing. In a raffle, club members buy tickets and the money goes into a pot of money. At the end of the day we draw a name and that driver splits the pot with the Club 50/50. Go Kart clubs do this all the time and it's very popular.

To encourage drivers to race through the end of the season (every year race entry's dwindle towards the end of the season. It's natural as championships are determined and budgets run out) - To resolve, start "weighting" the points towards the end of the year. You could start from the 3 to last race weekend and start adding graduated points to the traditional format. This way, the guys who traditionally think they're out of the points and stop racing can "catch up" towards the end... and this would require that the front runners also continue to run to protect their points lead.

Invert grids: To encourage close racing we could consider inverting the grid based on the previous day's finish. This way the fast guys would have to race through the grid to get to the To grow the sport in our region we can't continue to race in a vacuum. No finger pointing, no angry accusations, no pitting racers against workers, no pitting club members front and not just start from the front and drive away.

against club management. Simple, traditional marketing efforts work

Without qualifying on Sunday we could add more time to practice and to each race group. More real racing and less time qualifying.

Awards: No one races for trophies that's for sure BUT crap is crap. Entries cost well over \$300 per weekend and the Club should be able to "give something back" to each racer! EVERY kart race we ever participated in had better trophies than I've ever seen at a Cal Club event. Hands down. And kart entry's only run about \$75 for the weekend! The numbers just don't add up. In addition, each award should have the events name, date and place and not the "general" description that the club uses.

Costs: Why does it only cost a few dollars LESS to race at our own track?! We own the place and we should not look at these race weekends as profit centers for the club. Our race weekends should be held at "break even" pricing. Cal Speedway costs a fortune to rent and yet it only costs the racer \$30 more to race there.

Driver's work for points: The Club is desperate for workers and volunteers. This is a simple way to resolve. Require each racer to work a weekend (or race day) for points... anyone not working a weekend will have his points voided for the season and will not qualify for season ending awards. EVERY go-kart club does this to keep costs down and it works very well. Set a value for the race weekend (first place points) and then add them to each driver's points total.

Everyone works, everyone helps and everyone feels good about supporting the Club.

Discount race registration: For early enrollment offer \$50 off the cost. This should encourage early and consistent enrollments.

Discount race registration: The FIRST registration received by the office each month is 1/2 price or FREE.

To encourage yearly tech inspections: It benefits the Club to have cars teched at the beginning of the season (Winter TestFest especially) so let's reward the racer for coming out early. Ideas could include: reduced race fee for the first race, more race points for the first month, or preferred garage placement at ButtonWillow.

Survey the members! No better way to know what to do for member than to ask us and POST the results on the web and in the paper. Don't use the web to solicit input, create a survey, mail it out and add the results. We could use an outside vendor to create the survey and administer it to members. Once again reward members for responding (\$5 placed in each mailing for example). Then be prepared to hear what the members say AND implement changes