

SWMS Monthly Meeting

Oct 22, 2019

Attendees:

Jerry Stoughton, Ken and Viola Adams, Georgene and Dennis Wall, John Slenes, Steve Marino, Andrew Sanford, Gary Sanford, John Colton, Marci and Tom, Larry Haynes, David Swope, Mike Travers, Larry Pittsley

Called to order 6:36

- Last Monthly meeting minutes reviewed and approved
- Treasurers Report
 - Sept bank acct \$10,852;
 - Sept race netted approximately \$2k due to the 4 sponsors
 - All track Insurance paid for 2019
 - Motion to approve, second; Approved
- David Swope presented Advertising ideas for SWMS in his NM Motorsports magazine and ESPN.
 - Advertising rates and what that entails,
 - Distribution, 40 different business handouts with 5000 copies published for 32 pages
 - Format of submission,
 - Request for # of hits to web site etc,
 - Decision for the Board before the Jan 2020 issue submission schedule.
- Board Recommendations for 2020
 - New Board members will be voted on by a scrubbed list of SWMS members
- Website Contact List
 - Web bots scammed the e-mail addresses form SWMS website. Gary and Emily eliminated e-mail address until a solution can be worked out.
 - Steve Marino to work with Emily on ways to ensure web bots cannot access e-mail addresses
- Wendy M temporary Licensing.
 - Wendy has gotten everything from Cara B. Not much to do until 2020.
- Sandia Raceway- Deutschmark #19
 - Jerry S was chair and due to sponsorship dollars was a financial success even with <20 cars
 - Reverse course had a mixed review
- Arroyo Seco #2- "Petit le Desert"
 - Bob Lee race chair and steward
 - >15 entries expected
 - Large dinner planned at Adobe Deli sat night
 - Emily needs to get the race notice out.
- End of Year Celebration
 - Gary S, Viola, Wendy, John C, Larry P planning for Nov 16, 2019
 - To be held at John C's house

- Gardunos catering finger foods
- Larry P trophies
- Anticipated cost \$20/couple, 4:00-7:30, BYOB
- Anticipated expenditure for end of year party and trophies \$1k. Motion to approve, second, vote Approved
- Old Business-
 - Procedures Committee Update Bob Richards Later
 - Align Comp License and Medical Expiration dates, Bob Richards Later
 - Website Photos Update, Gary Sanford Later
 - Skills Training 2020, Steve Marino
 - Input any comments/changes to Steve Marino
- New Business
 - NM Motorsports Advertising
 - Earlier discussion topic, Board needs decision by early Jan 2020
 - Social Media, Gary S and Emily Later
- Open Discussion
 - Bob Lee raised the concern that the word “lappers” isn’t appropriate. In fact we should refer the two groups as: High Performance Driving School (HPDS) for the comp license participants and High Performance Driving Experience (HPDE) for all others.
 - Steve Marino discussed that noon time “lapping” for experienced/members needs looked at. Normally these laps are slow and controlled and others may want just a session at their own pace. Costs and track support requirements need discussed.
 - John Slenes would like at-large board members to be tasked with specific duties “like” oversight of the race chairs
 - John Slenes stated an opinion that if advertising in say NM Motorsports magazine doesn’t bring a rate of return (income vs expense) then his vote is too not do it.
- Meeting adjourned 8:10