

# Oregon Motorcycle Road Racing Association Board Meeting Minutes

Date: January 16, 2019 Location: Clyde's Prime Rib, 7:00 – 9:00 p.m. Board Members: Chris Page, Matt O'Rourke, Taneka Burwell-Means, Tullio Celano, Josh McKay, Alex Taylor, Mark Wilson

Guests: Keith DiBrino, Jeff Brooks, Monta Knudson

Meeting called to order at: 1905

## BUSINESS ITEMS:

1) Guest Business

\*Jeff Brooks - Inquired about Bubble Run Schedule.

\*Matt - Bubble run will be the same weekend as our race on July 21st.

\*Keith DiBrino - In attendance to support the treasurer {Taneka}, and will be giving 2018 financial report. We need to approve a 2019 budget to present at the general membership meeting in February.

\*Monta Knudson - The potential liability insurance issue that might have prevented Bridges to Change from bringing volunteer workers has been solved.

2) Approve December BOD Minutes

\*Matt - Question about meeting minutes.

\*Matt - Motion to pass board minutes from December 2018 - Josh 2nd - vote unanimous.

3) Financial report – Keith is covering 2018 end of year wrap up and Taneka (budget presented) for 2019 that will be presented to general membership. Keith - 2018 wrap up - going over the previous budget and end of year for 2018 then Taneka will talk about 2019 budget and what will be going to general membership.

\*Keith - Some of the depletion in 2018 was to cover costs that need to be covered.

-Race fee refunds were adjusted when we took TI credits and made them a liability.

-Outstanding class sponsorship cannot be carried into the next year, so we make a journal entry and write off the income. We then make a January 1, 2019 reversing the entry.

-We never allocated an expense for airfence to OPRT. It was an additional \$12K that we ultimately split with OPRT.

\*Chris - As long as the news is good next year then we can ultimately reconcile this next year in the payment.

-\$360 survey monkey owed to Keith but he owed OMRRA for Sprint so it is a wash.

-Last YTD 2018 compared to YTD 2017. Loss of \$34K. We have had two financially terrible years in a row. My explanation for most significant reasons for this:

(1) Expenses significantly more this year from last - food expense - Spectra/Ovations and No Brakes this went up almost \$3K. We also had agreed to subsidize No Brakes Cafe in the amount of \$250/weekend. More people are willing to get food from No Brakes then Spectra. The BBQ account went up significantly as well.

(2) We had not charged off anything for race day trophies. Suggestion: shift \$8K from banquet to daily awards to get a more comparable number on this issue. We also didn't get the last of the banquet awards invoice in the amount of \$5K until after January 2019. About \$2K was for 2018 and \$3K is for 2019.

\*Matt - Will talk to them about the invoice complexity and try to make it easier.

(3) We spent \$19K on safety related expense. \$9K for the turn 4 station, \$4K for turf work, \$9K on airfence covers. This was more than we brought in during the year for safety, and we overspent as compared to last year.

\*Chris - The film festival exclusively covers the airfence and safety. We do not want to see the film festival money to go into the general fund it is only to go toward safety.

(4) We consumed more of Indy's time this year then we did last year.

\*Keith - Everyone has had these in email is there anything else anyone wants to discuss before we move forward? No questions.

\*Josh McKay - Made a motion to accept the fiscal year ending financial records, including the recasting of trophy expenses. Taneka 2nd - Vote: unanimous.

\*Keith - 2018 budget versus actual performance:

(1) The easiest thing to point to is income. We don't approve the income as a projection, we just approve the gross amount of the budget. We had projected a \$10K loss. We spend more on safety projects, and ended up \$25K more then we had projected.

(2) We had projected \$35K additional revenue for the WMRRA hosted round. Total race entry fees were projected at \$210K but only received \$184K. That put us \$26K short just on this one item.

(3) We were \$10K down on gate fees and license fees.

(4) We didn't spend as much as expected on electronic registration because we were able to stay with TrackIntel.

(5) We had estimated \$20K on office admin., and we spent \$26K.

Leading into the 2019 proposed budget, We made a few changes:

(1) No Brakes Cafe should transition into charging what their food costs, to bring down a 50% reduction in subsidy from OMRRA, and project this for them so they can plan accordingly. \*Chris - There is an argument to be made that if you send all the volunteers to one location then that builds community. If there are 9 different locations to get food then they are not at the same place and interacting. Is there a way to make the BBQ food better? Someone will talk to Chris with No Brakes and come up with a solution.

(2) \*Keith - We are moving Air Fence deployment costs over to the Safety budget for 2019. The ASIT budget might move into there as well, but Chris wants to be careful and very clear about what is what and what is being used for safety funds. Fire extinguisher maintenance costs were moved to safety also for 2019.

(3) \*Matt - Proposed that we have a larger safety expense then income. This gives others the ambition to build more money also for safety. We have pretty reliable expense sources for safety. General funds can also be spent for safety but safety funds will not be spend for general budget items.

(4) \*Matt - Proposed that OMRRA begin renting some independent storage for OMRRA equipment, that is not tied to any one of us specifically or on our own private properties. The location would be the key. We estimate this cost at \$150 per month, \$1,800 annually for storage.

\*Patty - This is a new idea and should be voted on by the general membership.

(5) WMRRA Hosted Round - We stayed with \$35K for estimated WMRRA additional revenue. There will be less conflict this year for the Season Finale (September 2019). 2016 was lucrative. In 2017 we did not host WMRRA. In 2018, we fell short by \$27K. The swing here is enormous, and dependent primarily on weather. The estimate that has been made is well reasoned.

(6) We increased forecasted track day revenue by 10%, based on projection and adjusted the expense to match.

\*Mark - Asked about the track revenue, and how do we get to this number? When when we break this down to number of riders - how do we get to \$98K in riders?

\*Keith - Answer is we sold 17 season passes for a total of \$15K, OMRRA NRS paid \$6K. The remainder of the revenue was single track-day entries through OPRT.

(7) Gate fees - We projected \$35K for 2018, and we actually collected \$25K. We hope for 2019 gate fee revenues to come back up to \$30K.

\*Taneka - Made a motion to approve the 2019 projected budget \$411,500 - Josh 2nd - vote: unanimous.

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Accrual Basis

Oregon Motorcycle Road Racing Association Balance Sheet As of December 31, 2018

	Dec 31, 18
ASSETS	
Current Assets	
Checking/Savings	
PayPal-Airfence	105.93
PayPal-Regular	75.00
General Checking #5981 Account #8827	2,117.78
Safety Equipment Fund	5,229.85
Injured Rider's Fund	14,504.21
Total Account #8827	19,734.06
Money Mkt-Savings #6789	12,819.12
Checking #5957	1,477.26
Cash box	260.00
Total Checking/Savings	36,589.15
Other Current Assets Prepaid Future Expense	15,840.00
<b>Total Other Current Assets</b>	15,840.00
Total Current Assets	52,429.15
TOTAL ASSETS	52,429.15
LIABILITIES & EQUITY Equity	
Opening Balance Equity	53,827.85
Retained Earnings	33,381.94
Net Income	-34,780.64
Total Equity	52,429.15
TOTAL LIABILITIES & EQUITY	52,429.15

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01/14/19 Accrual Basis

# Oregon Motorcycle Road Racing Association Profit & Loss December 2018

	Dec 18
Ordinary Income/Expense	
Income	
Track Operations Race Fee Refunds	-240.00
Total Track Operations	-240.00
Sponsorship Trophy/Class	-1,775.00
Total Sponsorship	-1,775.00
Safety Air Fence Rental	1,200.00
Total Safety	1,200.00
Banquet Income	-240.00
Total Income	-1,055.00
Expense Race Day Expenses	
Track Day Expense	1,200.00
Electronic Registration-TI	17.95
Merchant Services	44.00
Total Race Day Expenses	1,261.95
Operating Expenses PDX Motorcycle Film Festival	2,000.00
Banking Fees	9.08
Banquet	3,056.60
Web Hosting Services	219.50
Office Administrator	1,588.00
Office Supplies	100.00
Postage & Delivery Electronic Comm-Survey Monkey	360.00
Total Postage & Delivery	360.00
Phone/Wireless	-154.93
Total Operating Expenses	7,178.25
Total Expense	8,440.20
Net Ordinary Income	-9,495.20
Other Income/Expense	
Other Income	
Interest Income	2.72
Total Other Income	2.72
Net Other Income	2.72
t Income	-9.492.48

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Accrual Basis

Oregon Motorcycle Road Racing Association Profit & Loss Prev Year Comparison January through December 2018

	Jan - Dec 18	Jan - Dec 17
rdinary Income/Expense		
Income AMB Rental Income	900.00	750.0
Track Operations	000.00	100.0
Race Fee Refunds	-14,044.00	-11,655.00
Post Registration fees	840.00	1,620.00
Entry Fee Income	184,200.74	154,992.00
Track Day	98,054.00	3,350.00
Total Track Operations	269,050.74	148,307.0
Sponsorship		
Trophy/Class	9,225.00	7,916.67
Title/Championship	3,750.00	3,200.00
Total Sponsorship	12,975.00	11,116.6
Injured Riders Fund		
TOR Income	120.00	351.00
Donation Income	7,303.00	7,591.65
Injured Riders Fund - Other	0.00	50.00
Total Injured Riders Fund	7,423.00	7,992.6
Safety Air Fence Rental	1,200.00	1,200.00
PDX Motorcycle Film Festival	13,260.26	15,843.77
Total Safety	14,460.26	17,043.7
Promotional		
Merchandise Sales	2,201.00	2,600.00
Total Promotional	2,201.00	2,600.0
Advertising Income	200.00	0.
Banquet Income	4,000.00	5,200.0
Gate Fee Income	23,484.00	22,228.
Season pass income	5,420.00	6,889.0
Licence Fee Income	16,800.00	18,750.
Membership Income	160.00	120.
Purse income Novice School Income	0.00	1,500.
Protest Fee Income	1,287.00 360.00	2,080.
Miscellaneous Income	500.00	0.
Balance correction	155.19	180.
Total Income	359,376.19	244,757.
Expense		
Race Day Expenses		
Track Day Expense	87,916.71	0.00
Purse-Lap Record or rose Cup Turn Workers	1,750.00	3,000.00
Ovations		
Food-turn workers	4,904.75	2,227.25
Beverages-turn workers	4,698.00	5,387.50
Total Ovations	9,602.75	7,614.75
Drinks/Snacks volunteer shirts	3,145.16 653.35	3,123.00 0.00
Other-includes BBQ & Ice	3,819.25	2.249.45
Turn Workers - Other	0.00	272.50
Total Turn Workers	17,220.51	13,259.70
IRF Funds Distribution		
Raffle Item Purchase	0.00	-1,999.50
IRF Funds Distribution - Other	1,600.00	7,000.00
Total IRF Funds Distribution	1,600.00	5,000.50
Electronic Registration-TI	5,271.15	5,265.45

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01/14/19 Accrual Basis

# Oregon Motorcycle Road Racing Association Profit & Loss Prev Year Comparison January through December 2018

	Jan - Dec 18	Jan - Dec 17
Merchant Services		
PayPal Fees	775.23	780.51
Merchant Services - Other	5,956.56	5,085.28
Total Merchant Services	6,731.79	5,865.79
Air Fence Expenses	7.500.00	6.000.00
Air Fence / Setup - Teardown		-,
Total Air Fence Expenses	7,500.00	6,000.00
ASIT	0.00	1,776.55
Equipment & Supplies Crash Retrieval	1.476.07	996.19
Fire Extinguisher or servicing	423.00	227.50
Equipment	0.00	2,389.80
Supplies; Grease Sweep, Paint	660.38	951.30
Equipment & Supplies - Other	0.00	533.96
Total Equipment & Supplies	2,559.45	5,098.75
Insurance-		
Auto-owned and non-owned	0.00	2,664.00
General Liability, D&O	13,717.00	14,172.00
Total Insurance-	13,717.00	16,836.00
Printing-race day programs	5,026.48	4,468.56
Protest & Rulebook Expense	822.34	600.28
Scoring	0.00	38.00
Tech Stickers Track rental-total PIR invoice	663.75 142,685.20	769.50 142,348.09
Trophies	0.00	6.158.65
Wrist bands	258.03	493.22
Total Race Day Expenses	293,722.41	216,979.04
Operating Expenses		
Operating Expenses AMB purchase/repair	450.00	0.00
Operating Expenses AMB purchase/repair Safety Related		
Operating Expenses AMB purchase/repair Safety Related Safety-Other	13,395.56	6,293.90
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance		
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other	13,395.56 5,954.57 0.00	6,293.90 0.00 150.00
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related	13,395.56 5,954.57	6,293.90 0.00
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications	13,395.56 5,954.57 0.00 19,350.13	6,293.90 0.00 150.00 6,443.90
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related	13,395.56 5,954.57 0.00	6,293.90 0.00 150.00
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR	13,395.56 5,954.57 0.00 19,350.13 1,151.50	6,293.90 0.00 150.00 6,443.90 1,012.71
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops Novice School	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78 6,000.00	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67 6,000.00
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops Novice School Total Novice Program PDX Motorcycle Film Festival Banking Fees	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78 6,000.00 6,211.78	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67 6,000.00 6,133.67
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops Novice School Total Novice Program PDX Motorcycle Film Festival Banking Fees Banquet	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78 6,000.00 6,211.78 2,624.82 169.61	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67 6,000.00 6,133.67 2,096.00 293.04
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops Novice School Total Novice Program PDX Motorcycle Film Festival Banking Fees Banquet Banquet Trophies	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78 6,000.00 6,211.78 2,624.82 169.61 20,499.53	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67 6,000.00 6,133.67 2,096.00 293.04 9,689.57
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops Novice School Total Novice Program PDX Motorcycle Film Festival Banking Fees Banquet Banquet Trophies Banquet Catering	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78 6,000.00 6,211.78 2,624.82 169.61 20,499.53 7,291.54	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67 6,000.00 6,133.67 2,096.00 293.04 9,689.57 6,346.65
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops Novice School Total Novice Program PDX Motorcycle Film Festival Banking Fees Banquet Banquet Trophies Banquet Catering Banquet - Other	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78 6,000.00 6,211.78 2,624.82 169.61 20,499.53 7,291.54 3,855.90	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67 6,000.00 6,133.67 2,096.00 293.04 9,689.57 6,346.65 3,536.30
Operating Expenses AMB purchase/repair Safety Related Safety Related Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops Novice School Total Novice Program PDX Motorcycle Film Festival Banking Fees Banquet Banquet Trophies Banquet Catering Banquet - Other Total Banquet	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78 6,000.00 6,211.78 2,624.82 169.61 20,499.53 7,291.54 3,855.90 31,646.97	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67 6,000.00 6,133.67 2,096.00 293.04 9,689.57 6,346.65 3,536.30 19,572.52
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops Novice School Total Novice Program PDX Motorcycle Film Festival Banking Fees Banquet Banquet Trophies Banquet - Other Total Banquet Contract Services	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78 6,000.00 6,211.78 2,624.82 169.61 20,499.53 7,291.54 3,855.90 31,646.97 0.00	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67 6,000.00 6,133.67 2,096.00 293.04 9,689.57 6,346.65 3,536.30 19,572.52 280.00
Operating Expenses AMB purchase/repair Safety Related Safety-Other Air Fence Maintenance Safety Related - Other Total Safety Related Communications Promotions/Marketing/PR Public Relations Event Merchandise Total Communications Novice Program New Racer Workshops Novice School Total Novice Program PDX Motorcycle Film Festival Banking Fees Banquet Banquet Trophies Banquet Catering Banquet - Other Total Banquet	13,395.56 5,954.57 0.00 19,350.13 1,151.50 730.00 1,306.00 3,187.50 211.78 6,000.00 6,211.78 2,624.82 169.61 20,499.53 7,291.54 3,855.90 31,646.97	6,293.90 0.00 150.00 6,443.90 1,012.71 1,158.00 768.75 2,939.46 133.67 6,000.00 6,133.67 2,096.00 293.04 9,689.57 6,346.65 3,536.30 19,572.52

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Oregon Motorcycle Road Racing Association Profit & Loss Prev Year Comparison January through December 2018

	Jan - Dec 18	Jan - Dec 17
Office Administrator Worker's Comp Payroll Processing Fees Employer P/R taxes Office Administrator - Other	-143.00 886.60 1,551.38 27,539.54	335.03 1,457.86 2,284.06 21,775.02
Total Office Administrator	29,834.52	25,851.97
Office Space Rent Office Supplies P.O. box rental Postage & Delivery Electronic Comm-Survey Monkey Postage & Delivery - Other	500.00 2,185.87 120.00 360.00 402.21	5,450.00 2,241.84 0.00 0.00 255.00
Total Postage & Delivery	762.21	255.00
Phone/Wireless State of Oregon	2,119.74 50.00	1,941.03 50.00
Total Operating Expenses	100,481.04	73,907.83
Total Expense	394,203.45	290,886.87
Net Ordinary Income	-34,827.26	-46,129.78
Other Income/Expense Other Income Interest Income	46.62	99.53
Total Other Income	46.62	99.53
Net Other Income	46.62	99.53
Net Income	-34,780.64	-46,030.25

#### 4) New Business

a) Chair for next meeting- Josh Alex Taylor is the next chair for the next meeting.

### b) Race License Renewals- Chris

\*Chris - We are in the middle of the race license renewal process. As we see riders returning from injury, we should encourage them in their recovery and also have a productive conversation regarding their condition, and about when is the right time to return to the track. To then make this a habit going forward we should get a more formal process going forward because it is a case by case basis.

### c) Larry Lulay Proposal - Alex

\*Alex - We received a proposal from *Rides Done Right*. Larry Lulay had proposed that he make some video work for OMRRA in return for compensation.

01/14/19 Accrual Basis \*Tullio - He is asking for effectively \$4K compensation, up front, in turn for services, and we already have many racers making excellent videos, who have a large following, and do so with no cost to the club.

\*Matt - No problem with him making a pitch, as it would go under promotional fees. I am not sure that this lines up with OMRRA vibe etc. We can give him something, but not to the level of compensation he is asking for.

\*Chris - Suggests that we respond back to him and reiterate the initial offer.

Alex will follow up with Larry on denial of the fully compensated proposal and reiterate the initial offer of free NRS etc.

d) 2019 Schedule - Matt Everything is up on the web site.

e) Ken Hill Update - Chris/Josh

\*Chris - Every OMRRA member gets the benefit of Ken Hill being at OMRRA and it is not being paid for by racing fees. It is a safety issue, and it will be covered with safety funds.

### 2019 Ken Hill/OMRRA program

All licensed OMRRA racers may attend classroom sessions with Ken on the Friday OPRT track day of our race weekend of his attendance.

10 racers will be selected for personalized coaching with Ken per weekend of his attendance, selection criteria as follows.

1. Must be a 2019 OMRRA licensed EXPERT racer to be eligible

The drawings for those 10 Racers will be held at the Saturday morning riders meeting the month prior to Kens attendance.

You must be in attendance of the riders meeting and signed up to race prior to Sat. riders meeting the weekend of the drawing to win.

You must sign up to race and be present the round of Kens attendance to receive your win.

You are only eligible to win once per season. Once you win your name will be removed from future drawings.

There will be 2 drawings of 5 racers from separate pools for the 10 spots. They will be random drawings of names from a hat/jar.

7. Pool 1 will consist of all 2019 OMRRA licensed Expert racers, less the racers in pool 2 (5 spots)

8. Pool 2 will consist of racer who are (5 spots)

a. Continually running a pace outside 110% of the leaders' average pace on class similar bike

b. Had more than 1 crash in 2018 season

c. An active OMRRA novice school mentors

9. In the event you win but are unable to attend for Kens coaching your spot will be forfeited and a new person will be selected from the same pool your name was drawn from and your name will be reentered for future drawings.

f) Follow-up on 2019 Strategic Planning meeting, Big Ideas - Chris

\*Chris - We will have additional conversation regarding Novice program etc. off site.

g) 2019 Trophies, purchasing, changes, etc. - Matt

\*Matt - We will have trophies for 2019

\*Matt - Would like to propose that racers turn in daily trophies and year end awards that are not going to be kept. OMRRA can reuse them and then we don't have to buy more. This could help with cost tremendously.

\*Keith - Offered Drew Paints as a drop off location.

\*Patty - This is a recycling program. It should be a way that we can recycle any trophy that someone wants to recycle. We have enough trophies to get through April so we need to start on this right away so we can determine what is needed. It needs to have a definite cut off date, perhaps February 28th. After this point then we can accept them again until next Winter. On track donation opportunities and dates can be announced later.

# h) OPRT follow up for 2019 - Chris/Mark/Tullio

\*Tullio - In September, we had conversation with Alan about OPRT continuing to operate the OMMRA Friday Track day again this coming year (2019). He was very enthusiastic about receiving the check and very open to discussing doing it again. We talked about some items that were issues 2018 and those will be addressed.

\*Chris - Alan sent a signed contract.

\*Mark - On the issue about picking up riders during a hot track, it is very dangerous. It was agreed that there would be a more detailed conversation later about it.

\*Chris - Final comment is that OPRT has agree to sponsor film festival and sponsor the Novice 1000 class.

# i) GM/volunteer meeting - Patty

General Mebership Meeting will be held at Ringlers on February 12th Tuesday 7:00 pm. / Volunteer meeting March 2nd at 10 am. Kennedy school.

j) PIR communication - Matt

\*Matt - Ready to surrender this position to any other board member. User meeting is coming up soon at PIR - someone else should come to this meeting. February 11th. Monday - 6 pm. Kenton Firehouse.

# 5) Committee/Team Reports

a) WMRRA - alignment of rules/safety/Ridge runoff going into 2019 - Matt \*Matt - I just spoke with Barry Wressel, they just had an E-board meeting. He has been in talks with the ridge for improvements. Barry will get OMRRA a map, showing improvements proposed to run off areas, adding gravel, moving tire walls out of the way. Barry is aware of the concerns and will be addressing them, and understands OMRRA's concerns as well. The WMRRA rulebook has been finalized, but has not yet been published. They are 99% certain they are moving from Trackintel to MotosportReg this season. Importing of race data for our visiting round may be a bit more work but nothing too difficult.

### b) Novice Program NRS/NRW - Alex (proposed changes)

## 2019 OMRRA Novice Program Proposal

The following ideas focus on increasing participation in the OMRRA novice program. Some of these proposals are an attempt to align with the value of WMRRA's and AFM's novice schools.

Building the club requires an influx of new racers, so the #1 goal is to get people to attend NRS. The basic idea is to increase the probability of someone racing with the club by filling the seats in NRS. We will leave a small amount of income on the table now with the expectation that converting and NRS grad to a racer is worth more in the long run.

#### Goal #1: Increase participation in NRS

- Incentivize signing up for NRS
  - Participate in 3 OPRT track days, get free NRS entry (\$99 value)
  - Participate in 3 OLM (Mac Track) track days, get free NRS entry (\$99 value)
  - Current OMRRA racers get 1 free race for every weekend their referral is a Novice and races, up to 3 total free races. (\$240 value)
  - Get free Ken Hill presentations as a 2019 OMRRA member
  - Discounts from Motocorsa, Kump Racing Services
- Convert existing track day riders to NRS participants
  - Send personalized email to non-racers who participated in an OPRT or Motocorsa track day, inviting them to ask questions, come to an OMRRA race to spectate or volunteer, etc.
  - Create informational cards or brochures to hand out at track day events

## Goal #2: Increase retention rate / conversion of NRS grads to long-term racers

- Incentivize participation in first race
  - First race is free (\$80 value) within the same calendar year of completing NRS (alignment with WMRRA)
  - Free transponder rental for the first weekend (\$75 value, first-come-first-served up to 5)

#### Goal #3: Incrementally improve classroom and on-track curriculum

- Increase engagement in Thursday night classroom
  - Multimedia (videos from Jason Hill)
  - More discussion points, class engagement
- No major changes to Thursday and Friday curriculum. Always room for improvement, but people need
- to attend to warrant that. School is already more comprehensive than most NRS in the US.
- No major changes to Friday on-track time

#### Financial Impact (all are estimates):

- Annual income per new racer: \$2,500
- Budgeted 2019 NRS participants: 35 (20 April, 15 July)
- Conversion rate: 50% (NRS grads who do at least one race)
- Total new novice income, no incentives: \$43,750
- 10 participants in \*3 Track Days\* offer: \$990
- 10 participants in "Refer a Friend" offer: \$2400
- 20 participants in "1st Free Race" offer: \$1,600
- 8 participants in "Free Transponder" offer: \$600
- Total cost\* of Incentives: \$5,590

"Incentives require no cash outlay, only opportunity cost

### \*Chris - Three things

(1) I feel like the free NRS is like a super clean and clear. Is it smarter in actually trying to get people to come and race? I'm wondering if there is a way to get them all the way to racing, and not just coming to NRS for free and then never racing. Money up front instead of money the other way.

(2) I don't fully understand what OLM incentive does for us? Something we could work on this year? Not sure how this works? We all know the value of people riding little bikes then becoming racers. Would OLM give out information to hand out to promote OMRRA? They do a better job of getting people to show up. We just need to have literature there so people can take it if they want it. The only point is to make something of the relationship. (3) My last comment is about discounts at vendors who are not sponsors. We would like to look to our sponsors first

\*Matt - I like the idea of "lets try this, it's not that much money". I like this thinking. I also like the idea of awarding current racers referral money, AFTER the novice graduates. \*Alex - Under this proposal, essentially the first weekend is free just you buy your own gas. We need to focus on filling the seats, Jason Hill is making videos to help - make a motion to approve working on new stuff for the NRS - Alex made the motion, Matt 2nd - vote - unanimous.

c) Sponsorship. Apex, OPRT, - Patty

\*Patty - Christian Hansen and Aldolfo Valdovinos are working on sponsorships. It was nice having a lot of volunteers because it helps. Conceptually speaking we would like to see payment prior to race season but we can be flexible - closer to July for most people.

d) Communication/female mentorship - Patty

\*Patty - We are in the process of getting a bid from a different printing company. Printing costs seem to go up slightly each year. We are in the \$7 to 8K range. This is printing time so the posters, cards, trifolds, are all done from a design point of view, and we just need to have them printed. All printing will be done by next week.

\*Patty - Why not try to find a way to bring more females to the club? We will be making some things from this discussion. A hero card to give to people that would help a lot. Both track day and volunteer on the other side and phone number etc. These would be business size cards, almost like our trifold in miniature. Female racers need stuff to hand out but anyone can hand them out also. A few extra things will be printed, but it will pay off in the end.

\*Matt - I had lunch with Jesse from Apex, and talked to him about having people come to have beers on Tuesday nights - most the other motorcycle things seem to be Thursdays. 2nd and 4th Tuesdays of the month in the off season - is this the right thing? Too much? Too little? Need discussion on this. We can have motorcycle stuff on the TV's etc. A lot of communication will be coming out in the next week. Need information by Monday to get into the email.

e) Office - Indy

\*Indy - 45 total membership forms received - two are non-racers.

f) Volunteers - Chris

\*Chris - TJ and Jason Q will be there 2019 for race directors.

g) Airfence – Mark (splash zone update) Will be shipped to Mark's house.

h) Bike Tech – Tullio

\*Tullio - Time permitting we would like to have a get together with key tech inspectors.

i) ASIT – Taneka

Crash - Ric Clements from WMRRA wants to help out whenever needed. Will need to answer him soon. Taneka has been in touch with Betty and will find out her side car schedule.

j) Registration - Keith/Indy

Will remember to print out or copy medical forms for race one.

### k) Hall of Fame - Patty

\*Patty - Kyle, Chris and Dave Ellison are actively looking for 70's and 80's materials for OMRRA. A video with Alan Schmidt will be finalized prior to the banquet and the video is amazing and beautifully shot. In the effort looking to do a book, podcast and film for sure we have three years to accomplish this prior to the anniversary. Darren Carpenter has copies of "Go race" - a history of OMRRA. We should go through and print the results while it is still available. Tom Young has every track side that was ever written for OMRRA, published in the newspapwer sport page section. Pre Janice, these things are difficult to rely on. Each movie is 20GB so it will take up quite a bit of space but we are working on digitizing everything.

I) Film Festival - Chris

Pre party will be Saturday at KTM dealership. We have two directors coming, one from Hollywood, the director of the first feature length film. The other director coming from Peru. Squarespace is set up with merchandise for the Film Festival, set up as a 3rd party seller, and available through the Film Festival website. Printable is the web site - it is imbedded in film festival website.

https://www.pdxmotorcyclefilms.com/store/

- 6) Open items
  - a) IRF
  - b) Chicane Report Analyze support for more/fewer/no chicane weekends ?
  - c) PIR Turf Status and Fall Maintenance Keith
  - d) PIR Traction Paint Status Keith
  - e) Backup and Cross Training of Key volunteer positions & changes and plans/commitments for 2019: Race Director, Course Control, Starter, TI Chris

Minutes taken by Indy Lucas Meeting adjourned at 2204