



Maverick Region Board Meeting Minutes

May 6, 2020

By Carey Spreen, Region Vice President

This board meeting marked a new beginning: it was the first board meeting held on-line due to the social distancing imposed on us by the spread of Covid-19 and the Coronavirus. Membership Chairs Tom and Beckie Gomer set up the meeting using Microsoft Teams, which convened at 7:05 pm. A total of 28 Mavericks attended virtually.

Region President Bill Kruder kicked off the meeting by noting that there will be lots of new things covered in this meeting, one being that, if it works well enough, we could schedule virtual meetings more often, for instance in case of bad weather. He voiced the sentiment that most of us have, that he is tired of having to cancel club events, and is looking forward to being able to hold safer versions of our traditional events by the end of May or early June. Until then, we must abide by state and local laws, because above all, we want to make our members feel safe.

Drivers' Education Medical Chair Dr. Jeffery Komenda gave us an update on the Coronavirus situation, noting that there seems to be a plateau occurring in the pandemic, with a noticeable flattening of the "curve" of new cases. However, there could be another rise in the number of cases as people venture out and begin congregating in larger numbers if they don't keep distancing in mind. He predicted that the "new normal," in whatever form that takes, probably won't occur until spring of 2021, and until that time we need to limit indoor group activities, although outdoor activities can take place as long as distancing measures are observed.

Volunteer Chair Landon Stogner selected our **Charity Chair Jimmy "Jimmyg" Gallegos** as Maverick of the Month for his continued leadership and operation of the club's quarterly canned food drives, particularly given the current situation. Congratulations Jimmyg – well deserved!

Membership Chairs Beckie and Tom Gomer gave the monthly membership report, with the following highlights:

In April we had 27 new members join, plus seven transfers into the region, and two new participants in the Test Drive program. Mavericks with PCA membership anniversaries divisible by 5 totaled 27, including Dan Ruehs, who recently celebrated 25 years with PCA. A total of 92 members renewed in April, although 49 did not renew their memberships, and there was one transfer out of the region. Beckie and Tom sent new member packets and emails to welcome them, sent personal reminders to

members whose memberships expired in April, sent reminders to folks whose memberships are due to expire in May, and sent anniversary recognition to those who had a club anniversary ending in 0 or 5.

Since January 1, 2020, our membership has increased by 36 members, bringing the numbers to 2,113 primary and 1,028 affiliate members, for a total of 3,141 Mavericks. That number does not include 192 PCA Juniors and 19 Test Drive program participants.

Region Treasurer Chris Flaugh reported that Maverick Region is still in a strong financial position, and will continue to emphasize support of local charities.

Tech Session Chair Michael Baynton offered his congratulations to Jimmyg as Mav of the Month, and then brought us up to date on the revised Tech Session schedule. The May Tech Session, which was to be held at Bennett Motor Werks, had to be postponed, and a date of June 6 was offered as an alternative to Michael Bennett, although he may want to further postpone until July. However, with virtual meetings becoming so popular, they will look into a virtual tech session to see if that is viable. A session at Fifth Gear Automotive is also a possibility this summer.

Autocross Chair Mark Schnoerr noted that our autocross partner Equipe Rapide is pushing to get our event sites to open again. The May 24 event has not been canceled to date, but we should know by May 18 whether that event can still be held at Lone Star Park. If so, online registration will open on May 18, but with no walk-up entries on the day of the event, a maximum of 100 drivers, no ride-alongs, and masks required. Mark also referred us to <https://www.scca.com/pages/covid-19-event-guidelines>, which has recommendations on how to hold driving events and still stay safe during the pandemic. Renee Hayden noted that face masks and full-face helmets don't work well together, suggesting the use of a balaclava (head sock) as an alternative.

Coffee Meets Co-Chair Matt Wilson reported that the Coffee Meets calendar has been pushed back a couple of months; the May Mavs & Mochas will be a virtual one, with all participants meeting on line via Zoom. The June event will be held at Turbo Coffee (observing distancing guidelines, such as blocking off every other parking space), with the theme being Turbo models. July's event will be at Montgomery Plaza in Fort Worth.

Monthly Social Chair Claudia Reynolds related that the Happy Hour get-togethers have not been practical since March, but suggested the possibility of virtual Happy Hours, although after further reflection, the consensus was that it might work for small groups but perhaps might not be much fun for larger gatherings. Another thought was that a larger group could order food and drinks from a particular restaurant and then meet up in the parking lot, keeping their distance of course. Someplace with a large parking lot would be best.

The next item on the agenda regarded proposed changes to our monthly newsletter magazine, *Slipstream*. **Bill K, Advertising Chair Mike Mahoney, and Editor Kurt Scaggs** have been discussing ways to better support our advertisers and reduce our publishing deficit at the same time. Last year, *Slipstream* cost \$27,000 to publish (after advertising revenue) and mail, which is not a problem in and of itself, since PCA National reimbursements cover that deficit. However, due to the uncertain times, some of our advertisers are temporarily closing, and have asked that we allow them to pause their advertising payments. By reducing the number of print issues every year, we could reduce advertising rates,

although **Wendy Shoffit** and Kurt warned that the savings would not be linear by cutting back to fewer than 12 issues per year; there is a diminishing return as the count gets smaller.

Bill K had checked with PCA National to get figures on which regions still publish a printed newsletter every month, and the answer was that Maverick Region is one of a very few regions that do so. One reduction method could be to continue to produce *Slipstream* every month in PDF form online, but still produce a print version bimonthly or perhaps quarterly. Going another step further, we could produce the newsletter in true HTML form, which would not have space limitations, would allow large photo galleries, larger ads, direct links to advertiser sites, would even allow video to be included. We could still print and mail a full color quarterly magazine. The HTML version would require an editor with more website experience than Kurt has, but would expand our connections with members and advertisers alike. Another advantage is the short turnaround time that HTML web publishing allows, significantly reducing our current deadline for providing content.

Social Media Chair Bill Orr noted that we currently have over 9,000 followers on the Maverick PCA Facebook page, almost 8,000 followers on our Mavs & Mochas FB page, and over 9,000 Instagram followers, not to mention over 5,000 followers on LinkedIn. All of these far surpass the number of *Slipstream* print issues that we mail each month (currently at about 2,200).

Bill K wrapped up the newsletter topic by stating that the deficit that *Slipstream* incurs each month is not the main reason for considering these alternatives, but it is a nice side effect of reducing printing and mailing costs. The ability to self-sponsor high-dollar events when we need to gives us more independence and takes the pressure off the folks who ask for sponsorship from our advertisers.

Drivers' Education Co-Chair Renee Hayden reported that the May Schnell fest DE at Circuit of the Americas has been canceled, although the good news is that COTA is still operational, after rumors circulated that it may have to shut down, and that the September Schnell fest is still on the books. Closer to home, both of our local tracks (MotorSport Ranch and Eagles Canyon Raceway) are allowing us to postpone events without losing our place in choosing dates for next year, and our fall DE events are still on the calendar.

Chief Driving Coach Craig Janssen noted that the PCA mandate for near-future on-track events prevents more than one person per car, and also prevents the lead/follow method, which will make coaching difficult. He hopes that PCA can come up with an alternative so that DE coaching can continue. Craig also reminded us that the DE corner workers are a good-sized group, many of whom are racetrack corner marshals for a living, meaning that they are hit particularly hard by the pandemic. For this reason, **Club Race Co-Chair David Hodges** set up a GoFundMe page to request contributions for these hard-working folks, without whom we could not put on DEs and Club Races. This page raised \$8,500, including a significant amount contributed by Maverick Region, which was distributed to our corner workers, and Craig wanted to thank everyone who contributed, including Bill K and Chris F for the donation from Maverick Region.

Region Vice President Carey Spreen recapped the final recommendations for regional chair changes and updates, including adding an Activities Chair to help avoid different club functions from occurring on the same date, adding Safety Chair responsibilities to our Tour and Rally chair positions, and updating the status of our Equipment Chair, who currently is a non-PCA member residing in Granbury. He also recommended retiring Time Trial-related positions until such time as we restart our Time Trial program;

retiring the Autocross School chair position, since our autocross partner Equipe Rapide handles that function; and retiring the Swap Meet chair position, as Zims Autotechnik has taken on that role recently.

Tours Co-Chair Sam Bryant advised us that the popular Revolver Brewing tour had to be canceled this year due to the pandemic, although he and **Co-Chair Ted Martin** are working on a tour that ends at a location where the participants could have a picnic lunch.

Rally Co-Chair Ginger Heuerman was really disappointed that she and husband Tom had to cancel the Easter Bunny Hop Rally, but assured us that they have a great route chosen and will use it for the next available rally. Ginger also expressed interest in holding limited-entry events such as a Rally 101 school for folks who are new to rallying, or who would like a refresher on Gimmick Rallies.

Tech Session Co-Chair Mike O'Hare reported that on-line trivia on Facebook has been going on for the last 2-3 weeks, with three questions per week, and has been relatively well-received, with anywhere from two to 16 respondents per question, with window stickers given out to the winners. Mike thanked Jim Hirsch for the Q & A.

Merchandise Chair Peter Wen gave us the results of his contest to design a T-shirt to commemorate Maverick Region's back-to-back National Growth Awards. He is now looking for a vendor that can take orders for the shirt online, provide a variety of colors and styles (short sleeve, long sleeve, etc). He also is looking into being able to provide polo shirts with the Maverick Region logo for around \$10 per shirt.

Charity Chair Jimmy Gallegos could not attend, but Bill Kruder reported for him that the canned food drive on April 22 brought in 850 lbs of canned food, equating to nearly 4,000 meals. He also received \$500 in individual donations, which Maverick Region matched with another \$500, for a total of \$1,000 donated to Minnie's Food Pantry. Hope House donations will continue with the July 2020 canned food and clothing drive, and the National Breast Cancer Foundation fundraiser is still on for October. He also hopes to get our sponsored Patriot PAWS dog (named Porsche, of course) to visit our September Mavs & Mochas event.

Past President David Robertson thanked Bill K for his leadership in these uncertain times, and for making the right decisions, difficult though they may be.

With that, the meeting adjourned at 8:35 pm.