

FAR WEST MASTERS BOARD MEETING – AGENDA
11 July, 2009 – 3 pm
87 Mammoth Knolls Drive, Mammoth Lakes, CA 93546 (Marietta's home)

Call to Order: Marietta

Roll Call:

- Board Member Reports:

- *Secretary:* Minutes of March meeting were approved electronically
- *Treasurer:* Financial report; letter to Lawrence family (attached)
- *VP Communications:* transition, help needed? Fall newsletter deadline 10/10; send e-mailed newsletter to everyone throughout the year?
- *VP Membership:* Is a membership mailing worth the expense? Use e-mail to send members schedule and application? Get other racer e-mail lists, too?
- *VP Scheduling:* tentative schedule
- *VP CTO/Webmaster:* Registration options: Electronic registration? Same day registration, discount 1 week in advance? Other ideas?
- *VP Officials:*
- *Past President:*
- *President:* Alpine handbook on the internet; schedule due to Bill on 8/1; comp guide on line 9/7; entries due Nationals 2/20/10

Old Business:

- Mission Statement/Ad hoc committee: Marietta – (discussion deferred from last summer)

- Awards follow-up: Marcie (A Mdws awards: cost, number left over for future use)

- Awards parties sponsorships: Sandy/Marietta (*something to think about:* Rocky Mountain sells their races, \$350/race and you get to name it (not a weekend). They have more demand than races). Recap of this year's sponsors, recognition.

- Increasing membership/racer starts: Deb (stats/analysis of 2001-2009, attached); Sandy (review previous input/implementation); Marietta: ideas/brainstorming for future (see attached ideas for discussion, following New Business)

New Business:

- Team Concept for Year-end Award: Marietta

Agenda topic: Increasing membership/racer starts – Ideas for discussion:

- Send letter to all temp license holders last year letting them know they can only buy a license for one weekend, suggesting they join, listing benefits (or we could lose them)
- Send our newsletter to e-mail lists from leagues
- Rocky mountain coaches' program.
- 2 races in one day
- Fewer races in schedule
- Mark's idea of sending out a letter to first time racers, including a welcoming message, a list of discounts such as Granite Chief's hardware program (last year it cost less ten percent)
- How to involve parents of junior racers
- Attract college racers to increase membership/racer starts? (Doug F talked to the chairman of the Northern California NorCal USCSA (college league) and he is willing to send out an e-mail to his membership to advertise our series. Can we offer them some type of incentive to try out our series?