Open Board Meeting Minutes – May 13, 2019

Meeting Venue: Casey's Shop, 7745 E Evans Rd, Scottsdale

Board Members
- Paul Hendricks – Present
- Bernie Lacotta – Present
- Tom Rodie – Present
- Bill Scheets – Present
- Cindy Lacotta – Present
- Casey Rogalski – Present
- Richie Underwood – Absent

Approve Minutes
- Approve Apr 8 Meeting Minutes.   Approved.

Race Logistics/Procedures – Next Race
- Charging for premium services Approved:
  - RV Camping along North fence - $10
  - Overnight trailer parking $10
  - 30Amp hookups – (but can't use for overnight camping) $25/day – includes overnight.
  - Rules for Use? All at owner's risk, no cords across walkways
  - Who will collect payments and manage? Some at practice, some race day.
  - Need to gather contact information for those leaving their trailers and/or camping.
- Continued problems with Race Hero. We want to go back to publishing to both Mylaps Race Monitor and Race Hero. (Race Monitor only shows results to user for free - app payment to see live timing). The board wants both turned on, and would like Race Hero to be more reliable.
- We would like to encourage drivers to put on transponders for practice, so the tower can confirm which are working.
- Can we go back to allowing single file exit from A-Grid instead of requiring it to be two wide? Paul will announce at the drivers meeting it isn't required to be side by side.

Rental Program Procedures during Practice

Members perceive issues with Phoenix Kart Rentals (PKR) Beginner Rental Classes leaving less seat time for members and issues of not all rental drivers complying with all safety rules.

Rental Benefits:

- Money that comes to the track averages $1,400/month (e.g. practice fees). Many of these people wouldn't have come out without a rental program.
- We do have a number of members who rent karts (renters who became members), and get benefits from the program.
- They have cadet karts for kids to try.

Approved Changes and Continued Procedures:

- **Customer Parking**: Guests and vehicles not transporting karts need to park their cars on the back row (near the Conex) to leave front row pit spots available for karts. We will continue this practice - PKR will inform their guests upon arrival.
- **Training and Awareness:** PKRA wants to assure that sufficient time is spent with kart renters prior to allowing them on track and to be sure the instructor observes their karts in track to make sure that the drivers are safe and responsible. Bailey explained the information provided (the same driver intro/ instruction Bailey used at Bondurant). We'd like a written document, and perhaps PKRA needs the same document.
- **Driving Gear Shoes, Pants, Suits, etc.**: It is mandatory that proper driving gear be used. Long hair must be properly fastened as it constitutes a significant safety hazard.
- **Congestion of karts in the pit area:**   In some cases there are numerous karts out in the pit area that restrict movement.   PKR agrees to keep karts out of the way, and they may continue to park around spot 12.
- **Parking Rental Fleet Karts on the Grid**: PKR will in general put rental karts in the B-grid (exceptions for members). It is important that the rental fleet be parked within the designated lined area and not be on both side or outside the grid lines.
- **Split Sessions:** PKRA subdivides classes during practice to insure safety, and often must have a separate Rental Beginner group. When separate beginner sessions are split out, time will

be reduced for all sessions to keep the rotation time under an hour. This will continue.

- **Restricted Days:** The board approved the following changes to practice days to address the member concerns with lack of seat time:
  - ☐ **Fridays will be "Racers" night, for experienced drivers.** No beginners and definitely no first timers. By eliminating the beginner group, this will allow for at most 4 groups and give drivers more seat time.
  - ☐ **Wednesday will be a rental night**, with a focus on beginners/ first timers. Anyone who has driven at PKRA before will need to pay $40 (even members). This is in consideration for eliminating beginner rentals from Friday nights.
  - ☐ We will label Tuesday nights as Beginner Training night.
  - ☐ Bill will update the PKRA calendar with the appropriate labels. Bill will mark the track as Closed on Wednesdays in our Google entry, as rentals would be booked through PKR.
  - ☐ This arrangement is agreed to for the summer, and will be re-evaluated prior to the beginning of the winter season.

- **Rental Race League:** Paul proposed developing a rental racing league with spec karts. This could encourage rental drivers to advance to member owned racing. Some similar series are purely rental karts, and some allow personally owned karts. Something to consider for the future.

Outside Track Rental Opportunity
- Bernie has received interest in someone starting a new National Endurance Karting Series, and looking to rent our track for a day and 1/2.
  We'll give them a quote for $5,000 for pure track rental.
- They were looking for something in the September/October or March timeframe – Bernie's direction was for March.
- This would be LO206, with tentative classes:
  - o Rookie/Sportman (Age 8-12) Enduro Race 1.5 Hour
  - o Junior (12-16) Enduro Race 1.5 Hour
  - o Master Ladies / age 16+   Enduro Race 3 Hour
  - o Master Men / Light and Heavy Class running all together (age 16+)
  - o Master Men (15+)   3 Hour Race

COUNTY LEASE RENEWAL
- Status
    - Special Use Permit through end of 2019
    - Park's Commission meeting on Tuesday May 21 9:00am at Tidal Wave Café in 6 Flags Hurricane Harbor. Paul cannot attend – Bernie will attend.
- Dirt Track
    - Ted Williams plans to have the dirt track open by Sept 2019
    - They had APS turn off electrical so they can do discovery and substantial rewiring.
    - They also have to do re-plumbing and substantial cleanup.
- Free Aluminum Bleachers
    (From old rodeo site west of PIR – will use some at Dirt track)
    - Approved from State Department for transfer from Estrella to Adobe. Just need approval from the county.
    - Then, we will need to do the following:
        - ☐ PKRA will have to have an inspection by a certified bleacher vendor that these bleachers are to code.
        - ☐ If not to code, PKRA will have to provide detailed plans for the improvements to the bleachers to make them to code (stamped plans).
        - ☐ PKRA will have to provide engineered stamped drawing for the footings and reassembly (required by FC and Parks).
        - ☐ Before disassembling and transporting to Adobe, we will need insurance showing Estrella Mountain Regional Park as additional insured.(PKRA)

Tire Contract
- PKRA's current Evinco tire contract is up April 2020, and we would like to get a new tire agreement done by Aug 2019.
- Continued complaints about the cost of tires and the need for new tires every race.
- We are exploring longer lasting tires, and have some harder Evinco Yellows now which we will test.

Track / Facility / Work Days
- Work Day May 18
- Replacement Pole & Light(s). John Casey will replace the pole and LED Lights for $5,500 (would ordinarily be $12,000). He will also test and re-aim lights.
- Weeds were sprayed fence to fence with both pre- and post-emergence product. We have a guarantee for 1 year and ½ and they will come back to spray as needed. We will still need to do something to mow/plow to get rid of the dead weeds.
- Have termites been treated? Yes. Done.
- Security of new registration room vs. Conex. We need to address the glass door and glass windows before we move any valuables there. We'll need a steel door with locks equivalent to the tower/Conex, and appropriate hardening of the windows.

Finance
- Current Balance: $47,221 Checking balance as of 5/6/2019
- Leslie selling T-Shirts for $15 apiece (Cost $7.80)
- Consider raising rates - This discussion was deferred due to lack of time.

WEBSITE
- Website Ecommerce Changes
    - Our current implementation of Magento is out of date, and we will lose PCI (credit card processing) certification this fall without upgrading. Our current provider is unwilling to upgrade our current system, and other providers are cost prohibitive (server+support likely $1,000-$1,600/month).
    - We currently have one of the better Membership purchase capabilities from the user's perspective; almost everyone else has a very manual process. Ours is simple on the front-end, but manual at the back end. However; we need to get to something supportable. Several things are currently broken with no plans for fix.
    - Bill explored WordPress/WooCommerce solution, but the number of plugins required would make it unreliable, slow, and difficult to support. There appears to be no advantage over an off-the-shelf product.
    - The only group Bill found using WordPress/ WooCommerce is COTA for very simple registrations (no logic), though they are also using MotorsportReg. Their WordPress/ WooCommerce registration has separate products for each class, and it's virtually impossible to get any data download from this.
    - The only solution is to use an off-the-shelf product, and the best ones appear to be MotorsportReg and RaceDay. Neither of them support our processes perfectly, but MotorsportReg seems to be the clear choice.
      See the table below for a detailed comparison.
    - We would remove the ecommerce, login, and classified ads (currently broken) capability from the current website. We would have only links to the off-the-shelf product for any purchases. We could leave the content only site as Joomla for now, but rewrite in WordPress at our leisure.
    - We would reduce our current website cost. We need to keep Magento available to admins for history for a year.
    - Idiosyncrasies/Issues with MotorsportReg
        - Memberships are calendar year. Administrator will need to adjust each one as members join or renew.

Note that messages to members will be misleading.

- Race entry will apply the member discount based on actual membership status in the system, but there will be a delay between membership purchase/renewal and member status update in the system (manual process).
- Family members can be registered in a single transaction, but there is no way to give a multi-driver discount (multi-entry discount for a particular driver does work).
- We will need to split the Driver Fee (e.g. current $50 each) from the base membership instead of including one driver (e.g. at current pricing Bronze Primary Membership would be $190, but at least one Member Driver would need to be purchased at $50).
- For proper race entry operation and validation, users will need to create at least one vehicle, and enter their transponder number if they have one. If someone rents, they still need to create a vehicle, leaving the transponder number blank, but need to do only once.
- Discounts can be fixed dollar amount or % of entire order, but not just free race entry.
- Amex will charge 4% instead of 3%. We can choose to turn it on or off, but can't charge users more if they use Amex.
- Users will be able to change or cancel registrations up until the close of registration.
- Email confirmations will not have all registration details included. We will have to use a download for registration processing, though this is much better anyway.
- We won't have a good way to publish content (meeting minutes) that are controlled by membership.
- Memberships will require the admin to complete the process, and there will be some delay before the

system shows the membership as valid to get discounts. Users won't be able to join/renew the last minute.

- o Timetable
  - Memberships – Start June 1.
  - Bill will set up/communicate to existing Members of the change and request to them to complete/ update their profiles prior to race entry being turned on.
  - Bill will develop documentation on the PKRA website
  - Bill will develop a spreadsheet formatting race entry download and related purchases.
  - Bill will develop a spreadsheet for consolidation of memberships by family and formatting for list printing and card printing.
  - Race entry planned to be turned on July 1.
- o **Board Approved the following:**
  - ✓ Approved moving forward with MotorsportReg.
  - ✓ Agreed to live without the Multi-Driver discount.
  - ✓ Acceptance that people will need to plan ahead for creating/renewing memberships. Policy will be to allow up to 5 business days.
  - ✓ Confirmed we don't require Classified Ad capability.
  - ✓ Confirmed turning on Amex for 1% additional cost.
  - ✓ Approved using the kart number reservation mechanism (by individual and class, shared by family), and allow 3 digits.
    Members will make requests to
    kartnumbers@pkra.com
  - ✓ Allowing public views of current race entrants.

Registration Product Comparison

Product Comparison	MotorsportReg	RaceDay
Cost (2018 Web Sales $106,000 790 trans)	2% + Credit Card (3%+.30) +1% for Amex. 2018 would have been about **$5,300/yr** (MSR $2120, cc$3180) MSR~$180/Month Note: no way to charge more if they use Amex.	$3 per trans + Credit Card (2.9% +.30), but more transactions with individual driver registrations. Estimate **$6,480/yr** based on 1100 trans (RD $3300, cc$3180)
	Already set up as an organization with no startup fee	$250 a year fee
	Can implement tighter integration with website later at extra cost	
Membership	Membership is a type of event and can only be a set period (e.g. Jan 1-Dec 31). Requires admin intervention to manage and conflicting info presented to user.	Membership is a separate item type and sets expiration from current renewal date.
	Has capability that can be used for Pit Spots and Storage Units.	Pit Spots would be managed manually
	Race Entry can take into account membership level.	Race Entry can take into account membership level. A little better.
	Some manual admin required.	More manual admin required.
	Can download the data we need, though some spreadsheet manipulation is needed.	Download capability missing some of what we need.

	We can manage membership in the system and download only for reports & cards.	We would need a spreadsheet as master for some data. (Can't add admin controlled fields)
	Card printing manual download to spreadsheet	Card printing manual download to spreadsheet
	Has the capability to do elections and surveys from the tool, but no way to restrict to Primary/ Voting members.	
Race Entry	Parents can register other family members. Family members must still have separate entries, but they can be registered as part of a single transaction.	Family members must individually Register each driver in separate transactions.
	Allows multi-driver registration. No capability provided for Multi-Driver Discount	Multiple Driver Discount not possible due to separate registration transactions.
	Has capability of kart number management with some administrative work. Could automatically reserve with each entry, but don't think we want that.	Number management less integrated.
	Download appears to be sufficient. Significant spreadsheet manipulation required, but we can make it work.	Download capability missing some of what we need. (Doesn't make sense since they have import into Orbits).
	Can set to start and close registrations at specific times of the day	Can set to start and close registrations at specific times of the day

	Needs user to create vehicle with transponder number. Only needs to do once, and is shared in family, but need to do even if renting transp. (leave blank)	
Logic	Has logic capabilities. Not enough to control options vs. validation.	Has logic capability, but appears to be less sophisticated.
	Multi Entry discount works. Fixed dollar or overall percentage.	Multi Entry discount works
Support	Appears to have good support. Answers question quickly and well.	Just observed pre-sales. They felt that what we were doing was unique.
General	Mobile works well	Mobile works well
	Common usage by other karting orgs, and single login account can be used for all those orgs.	Very few clients.
	Easier sell to members	More process change required.
	Unknown Financial Reporting	Unknown Financial Reporting
	More oriented to our needs: 1) Registration, 2) Membership	More oriented to management of race day for larger events.
	Will likely publish meeting minutes visible to the public	Able to publish content to the system which is only available to members (meeting minutes)
	Provides e-waivers	Provides e-waivers
	No classified ads	No classified ads