

APBA

COUNCIL MEETING

January 22, 2015

1. The meeting was called to order by Vice-President Dutch Squires. Roll call was not taken although most members of Council were present.
2. Tom Watson and Dave Harris gave a brief overview of the insurance program.
3. Ryan Berlin gave a presentation on the web site success. He specifically thanked the scorers who provided results from races for the website in real time (60 races gave over 40,000 visits to the website). Social site usage has grown. The average number of readers per month of the Propeller has almost doubled over the last 6 months. This year worked on live-streaming of races. Need to be smart about how we do it to not transmit inappropriate content.
4. Office staff have been working with programmer to come up with an online scoring program. Will be testing it this season and working into it more and more.
5. APBA has created a new logo and updated the online store. Jan Shaw demonstrated what was available. Have had 100 orders since September at an average of \$110 per order. Is also working on creating new rule books at a less expensive price while still making money for APBA.
6. Over past three3 years have been concentrating on technology. This year we will be focusing on membership growth – what works and what doesn't in your local regions. Last year it was suggested by members that we have more printed Propellers. We have a proposal in now to increase the number of printed issues from 4 to 6 per year. The problem in adding issues is finding a way to fund the costs. Other ideas presented:
  - a. Region 10 – Rick Sandstrom & Jan Shaw – “take a Ride” program is very successful. Have their own equipment and put 20-40 people through the program per day. Get 3-5 people who sign up to race from each event. Then of the 5 people get 4 hooked who purchase equipment and become racers. Have help finding good equipment for purchase. Other project is the J project. Started at the museum and is now so busy that we have moved to a boat racer's pattern shop. Have built 2 boats in 4 weeks (sat only) and have dads and sons come down to build boats. Get the kids from boat shows, wooden boat festival, from the museum. Used to do mall shows and get people but have gone away from that due to manpower limitations. Also get them from race site questions.
  - b. Region 5 – Sally and Jeff Titus – concentrating on keeping the people they have involved and trying making their events more inclusive. Vintage has helped them a lot with growth. Also working to make the events they have better.
  - c. Region 6 – Tom Johnston – have been having success with their drivers' schools. They are also pushing a new stock class with a sealed motor. They have put over 25 motors on the water. They have had some success with new clubs doing local OPC racing to make it more affordable for the public.

- d. Region 10 – Scott Schatz – doing a lot of boat shows and driving schools.
- e. Region 6 – Jeff Brewster – local club is doing a mall show near our first race site in order to generate interest. He is also going to take new motors to Region 1 to try to get new members for the 302SS program.
- f. Region 1 – Rachel Warnock – new j program. 1 driver took 7 j drivers under wing this summer, taking them all over and teaching them to drive. Kids have now bought equipment and are looking forward to next year. Also race site promotion has been really good for the region. By doing promotion of select race sites, (the XX class series) has helped increase participation in the classes. Doing a “series” or “challenge” races.
- g. Region 4 – John Runne – this is our legacy and in last 25 years have seen significant decline across the board. Need APBA to promote all race sites across the country, across all categories. One solution would be to put on more races and localize it to attract more racers. Clubs cannot afford to put on more races and therefore can’t grow. Different regions have different issues, but we all need APBA’s help to promote races. Need people who do promotion as a living to get advertising for race sponsorship, sell category sponsorships, etc. With the right people making the right presentations, we could attract sponsors to grow our categories. Promoters could also train us to sell our races – who to take to, what to say - by selling APBA as a package, it would help us to sell the sport.
- h. Dutch said do not use word “series” because insurance is higher for series racing. Mark Wheeler said this is more of a concern in OPC and Inboard than in other categories. Could use the word “challenge” or “cup” to denote the same thing. Kyle Bahl said that large upper echelon races could have a booth of stock, j, etc to entice people into the grass roots level.
- i. It was mentioned that Steve David is in agreement for a partnership with stock outboard and unlimited to have stock outboard become part of the program at all unlimited races. Would be promoted along with H1 and have the exposure at the same time.
- j. Region 10 – Pat Gleason reported on the program they were working on to put amputee veterans on the water. Working with Chip Hanauer and doctors at the Seattle VA on this. Have done test session with amputees in a CSH and was very successful. Program is called “Warriors on the Water” and is being investigated to make it nation-wide.
- k. Steve Hearn reported all sports are having trouble with growth now. They know the problem is “program is too long”. Other sports are doing something about it, but we don’t even discuss it.

7. Meeting was adjourned.

Submitted by

Mary Williams