

**OHIO VALLEY KARTING ASSOCIATION
BOARD MEETING MINUTES
TUESDAY, JANUARY 2, 2024**

CALL TO ORDER: President Aaron Banfield called the meeting to order at 7:00 p.m. and wished everyone a Happy New Year.

SECRETARY'S REPORT: Lynda Coombs made a motion to approve the December 5, 2023 board meeting minutes as published. The motion was seconded by Aaron Banfield and passed unanimously. Coombs shared \$200 donation was received from longtime member and lifetime member, Rob Lehmann. A thank-you note has been mailed to him. Coombs reported that a Vintage Karting calendar was received from Rolf Hill that includes two places where the OVKA Swap Meet is advertised. She reported this is the second to last year that Hill will be publishing the calendar.

TREASURER'S REPORT: On behalf of Treasurer Jason Gregg, Lynda Coombs provided bank balances.

COMMITTEE REPORTS:

TRACK IMPROVEMENT: Aaron Banfield reported the sod work that Ray McKibben did at the track looks really good. McKibben acknowledged Tommy Harville who has been working with him on this. McKibben explained they aren't finished yet; with the weather, they are trying to get it all sodded. Banfield noted there has been a lot of good work being done at the track. He and Gary Gregg walked through a few things today and Gregg has a plan in process for taking care of the turtles; that's all coming along nicely. McKibben asked if Rainer Pansch will assist with repainting the start-finish line. Banfield replied it has to be warm enough for Pansch to paint. Don Boles asked if anything is going to be done to the restrooms. Banfield explained Tyler Abel provided a proposal that was sent to Gregg who Banfield spoke with today; there's a couple of minor changes that Gregg might want to make and he will talk with Abel.

SHOWS & PROMOTIONS: Don Boles stated he thinks we ought to try to promote at some car shows this summer. Aaron Banfield replied he thinks it's a good idea. In addition, he offered to dedicate some space at Full Throttle where a booth can be set up; they're really busy right now with people doing karting and that would be a great place to be promoting the club as well. Rainer Pansch discussed if we have some people that are going to do some tire testing and have some decent used tires, OVKA says we have a box full of decent, good, semi-used tires for anyone that is from outside the club to get a free set of tires. He added he's just throwing something out there if we could coordinate it with our members to try to help get people from outside the club that are up in arms about us having different tires. Ted Cradlebaugh stated that is something we could put online and offer a used set of tires; he definitely has some; that's an option for them. Banfield asked about having a contact that coordinates that; Ted offered to have his name as contact and if he doesn't have them, he can contact somebody out of the Masters class or someone who has them. Dan Fiehrer offered garage space at the track to store the tires. Banfield asked Ted and Dan to get with Elliot Bokeno regarding their contact information for posting. Banfield said if anyone has interest in doing an event any time at Full Throttle to promote the club, let him know; with a little advance notice, they can set it up; now is definitely a good time to promote with the Swap Meet coming up.

SPONSORSHIP / PIT SPOTS: On behalf of Rex Johnson, Aaron Banfield reminded everyone that pit spots must be paid in full by March 1st to be guaranteed your spot. With the list Johnson has, he thinks we are going to sell out every pit spot.

MARKETING & DIGITAL COMMUNICATIONS: Ethan Bokeno made a motion for \$350 for renewal of the GoDaddy account and two Outlook accounts for the upcoming year. The motion was seconded by Aaron Banfield. Ray McKibben asked if there is a discount for multiple years to which Ehtan replied there is, but it is very small. McKibben noted that saves money and locks you in from any price increases that come down. Ethan replied that's his reservation, locking us in if there's a better option out there. Bruce Wyke said he would lean against it as things are changing too much, especially with the email accounts we're currently using. The motion was voted on and passed unanimously.

TECH DEPARTMENT: No report.

BANQUET: Emily Schanie reported pretty much everything is done for the banquet and she is just waiting for everyone to finish registering. Aaron Banfield asked for people to go to the OVKA website, click on the banquet, then online registration; it's super easy and it took him about thirty seconds to do. Schanie noted it's really easy to register if you're a sponsor as well. There will be a table in place at the banquet where Bruce Wyke and his son will be selling OVKA hats.

SWAP MEET: Bruce Wyke provided details pertaining to vendor booth sales, table rentals, seminars, income, and expenses. He reported flyers have been distributed and said if anyone needs a supply, he'll be happy to mail them out. Elliot Bokeno reviewed the ads that have been running on the Swap Meet Facebook page and the official OVKA Facebook page, as well as a little bit of Meta ads. He reported that last night he spent a little money to promote the event on City Spark, so it shows up like a regional newspaper and news sites like City Beat. Ethan explained if you search for what's going on in Cincinnati on any given weekend, it should show up on their events pages. He reported on the number of engagements and clicks and said they have gotten the ad in front of a lot of people. Ethan Bokeno said time is going to tell on attendance; we'll find out on the day of if these efforts, engagements, and reach prove worth it. Wyke said he has been very optimistic and he is so thankful for the work Elliot and Ethan have done with the online strategy; he thinks it's a real testament to where we are right now. Wyke reported they have contacted every vendor that had three or more tables in the past and obtained verbal commitments. He detailed goals, number of commitments, and day of anticipated booth sales, and reviewed past history of registered booths. Aaron Banfield asked what the maximum number of tables are to which Wyke replied 260 to 270. Wyke shared about vendor spotlights and reported that eight vendors paid \$50 apiece to have their companies promoted on the Swap Meet website and through online promotions. He explained seminar sign-ups can be done through SignUpGenius and noted there will be a karting open house reception with karting ambassadors who can go with people to look at the equipment for sale and some of the things they need. Wyke reviewed the number of people who have signed up for seminars so far. He said we also have the Stout and Carlson tech classes and explained they are taking their own registrations and handling their own money as those are both paid seminar classes. Wyke reported the hotel block at the Roberts Centre is filling up quickly; as of today, there are six rooms in the forty room block left. He noted we have met the attrition clause in our contract. Wyke discussed the need for volunteers and said he is looking for fifteen more to be fully staffed and asked that people reach out to him via email at bruce.wyke@gmail.com. He shared he and Josh Johnson are going to continue vendor outreach to people from last year

that they haven't heard from to see if they can generate some interest. He added that Elliot and Ethan Bokeno will continue with promotions. Wyke shared other details that are in place, including liability insurance, sheriffs, and the highway sign. Ray McKibben will assist with a walk-through of the facility. Wyke detailed dates for direct emails and having the floor plan for table layout and meeting room layout which will be sent to vendors, along with loading instructions. He said he needs some direction regarding what will be needed for the tire swap. Aaron Banfield will follow up about this. Wyke reviewed sales equipment needed which Banfield and Lynda Coombs will assist with. He reported he is waiting to hear from some sponsors as to whether they want booth space. Don Boles will assist with getting the OVKA booth to the Swap Meet. Rex Johnson will conduct pit spot rental business during the Swap Meet. McKibben asked about the audience marketing targets. Elliot detailed the areas they have covered and reported last year we saw vendors from thirteen different states. He explained there is also an option to use an algorithmically generated audience based on the connections your page has made and it is comparable reach and comparable return on clicks both ways. Wyke said it is unbelievable how many of our existing vendors wanted to rent more tables and how many new people we have that we've never seen before and with what Ethan and Elliot have done, he's optimistic that this is going to be a real good Swap Meet. Lynda Coombs will make arrangements for credit card machines to be at the banquet for transfer to the Swap Meet. Banfield will follow up about a hot spot. Boles said the committee is doing an outstanding job. Wyke replied Elliot and Ethan having taken the reins of the online strategy has been a blessing then Josh Johnson and Wyke can coordinate with the vendors. Elliot asked if anyone has contacts at local television stations to please drop him and Ethan a message. Banfield offered to connect Elliot with someone. Huntsbarger will provide a radio contact.

OLD BUSINESS:

RULEBOOK: Dylan Cradlebaugh reported another rulebook meeting was held the evening after the last board meeting and he sent the completed rulebook to the board last night. He asked that the board take the next couple of weeks to look over the rulebook so there can be a vote at the general membership meeting prior to the banquet. Cradlebaugh asked Aaron Banfield if we need to reach out to WKA about the 420 class. Banfield replied no, it has already been approved by WKA in the past, but the rulebook will need to be approved in full. He asked Cradlebaugh if significant changes were made to the 420 rules to which Cradlebaugh replied he didn't change anything in the rules themselves and he knows we haven't had them in the past few years so he wanted to make sure we don't need to get it approved again. Banfield responded no, we're good there.

NEW BUSINESS / OPEN DISCUSSION:

AWARDS: Aaron Banfield explained that we are looking for a committee or individual to take funds at the beginning of the year and work out trophies for the events to pull some of that workload off the event coordinator. He said he has one person who has volunteered, but if anyone else would like to be a part of that, it's always fun to work in tandem with people. Please reach out to Banfield if you are interested in being a part of this. Dan Fiehrer asked Banfield about establishing pricing for Banfield making medallions or some kind of awards. Banfield explained he is working on getting a price quote for materials and he will have the information before the banquet.

TRANSPONDER DONATION: Lynda Coombs shared that Bob Wood, a former OVKA member who has moved to another state, contacted her and he will be donating a transponder to the club.

CASH ACCESS: Brian Huntsbarger said there are some people who show up with two or three people and don't have cash and asked if there is any other option for them to pay, such as at the beginning of the year we do something like pay off of a punch card. He added another option would be to put an ATM there, but then there are fees. Aaron Banfield will follow up to find out how often this happens; he thinks that would give us a better context of what we should do. Dan Fiehrer reported that the BP station has an ATM and Ray McKibben noted that Dollar General does also.

OVKA 420: Elliot Bokeno said from talking with Brian Huntsbarger and Don Boles, if we do successfully have a nice return of the OVKA 420 this year, we might need to look at updating that engine for next year's rule set since it sounds like the existing 420cc Predator engine is being phased out in favor of 459cc or whatever it was; there's a new version. Bokeno suggested Boles get together with Jason Doran and talk about looking into that during the season; he thinks it would be nice to have an idea what we want those rules to look like if we wanted to do that for 2025 before we get to Rules Committee in the fall, so we could just plug it in. Boles responded they have already started on that.

SHOWS & PROMOTIONS (addendum): Matt George noted that there has been talk about hitting up more car shows during the summer and asked if we ever got a small flyer or card laid out with track information and the schedule on it; either provided by a board member or that people can print off at home to give out. He shared there is a huge cruise-in every Friday night in Milford where there has been several hundred people; he has attended a couple of times with a kart and a ton of people were interested so he referred them to the website. Ray McKibben responded we used have trifolds that were small and had a lot of information on them; he doesn't know how up-to-date it is. Don Boles added we still have them. Brian Huntsbarger reported he handed out pamphlets at the Austin Landing Show. Lynda Coombs will check what is at the track. Banfield said he likes the idea of having it electronically so people can print it if they're running out somewhere. George discussed updating the flyer with current information then put it on the website so that any member can either provide their buddy with a link or print a stack and take them to car show events. McKibben said it would be nice to add a QR code to the flyer. Elliot offered to sketch a new version to have ready when we run out of stock and suggested getting 1,000 tri-folds or postcards printed and make sure they're available to everybody at all of the drivers' meetings. Wyke can provide a contact for printing. Huntsbarger shared he puts a QR code on his pamphlet that gives people a chance to win a t-shirt. Don Boles will check for flyers when he goes to the track. Ted Cradlebaugh reported we used to have business card schedules with contact numbers on them. Coombs added the business card schedules used to be a big hit as people could put several in their wallet and give them out.

ADJOURNMENT: Aaron Banfield, seconded by Don Boles, motioned to adjourn at 8:00 p.m. Motion carried.

SUMMARY OF COMMITMENTS:

- Aaron Banfield – Provide Bruce Wyke with information about what is needed for tire swap at the Swap Meet, provide cash drawers for Swap Meet, follow up about a hot spot for the Swap Meet, provide Elliot Bokeno with local television contact, provide pricing for awards, contact track owners regarding frequency of people needing cash at the gate.
- Elliot Bokeno – Assist with Swap Meet promotions, sketch new promotional advertisement.
- Ethan Bokeno – Assist with Swap Meet promotions.

- Don Boles – Assist with getting OVKA show booth to the Swap Meet, check trailer for tri-fold flyers.
- Lynda Coombs – Arrange for credit card machines to be at the banquet, check tower for trifold flyers.
- Ted Cradlebaugh – Serve as contact person regarding used tires.
- Brian Huntsbarger – Provide Elliot Bokeno with a radio contact.
- Josh Johnson – Assist with Swap Meet vendor outreach.
- Rex Johnson – Conduct pit spot rental business at the Swap Meet.
- Ray McKibben – Assist with walk-through at the Roberts Centre.
- Emily Schanie – Continue to coordinate the OVKA Banquet.
- Bruce Wyke – Continue to coordinate the Swap Meet, provide Elliot Bokeno with contact for printing company.

UPCOMING EVENTS & MEETINGS:

- OVKA Annual Meeting & 2023 Banquet – Saturday, January 20, 2024, Cincinnati Marriott North at Union Centre, 6189 Mulhauser Road, West Chester, OH 45069
 - 2:00 p.m. – Annual Meeting / 4:00 p.m. – Banquet registration
- OVKA 2024 Swap Meet – Saturday, February 3, 2024.
- OVKA Monthly Board Meeting – 7:00 p.m., Tuesday, February 6, 2024, virtually via Microsoft Teams Microsoft Teams (link on the OVKA website).

BOARD MEMBERS PRESENT: A. Banfield, Elliot Bokeno, D. Boles, R. Coombs, T. Cradlebaugh, D. Fiehrer, G. Gregg, B. Huntsbarger, J. Johnson, K. Schanie, B. Schroeder, and B. Wyke.

MEMBERS / VISITORS PRESENT: T. Abel, Ethan Bokeno, D. Cook, L. Coombs, D. Cradlebaugh, E. D’Agostino, M. George, D. Jennings, H. Malik, R. McKibben, C. Moore, R. Neuzel, M. Noble, R. Pansch, E. Schanie, D. Schroeder, D. Shappard, and R. Springer.

Respectfully submitted by Lynda Coombs, OVKA Secretary, 1/26/2024