

Dixie Region Board of Directors Meeting December 23, 2008

Board meeting called to order at 7:16 PM on 12/23/08.

Change the worker of the year trophy to the "Bill Forbes Memorial Worker of the Year" Award.

Discussed exchanging contact information.

Mike is going to the Area 3 meeting. Are there any issue that need to be looked at?
Brian Batchelor is considering going. Tracy and Robert Lewis will be there also.

Need to discuss weekend membership to try to get rid of the weekend member fee.

Discussion of utilizing marketing techniques to better spread the word regarding Dixie Region events.
-Press releases, TV, local/regional publications. Ippolito submitted the press release for the Axis Allies event.
Discussion was held to come up with a way to get better participation from the Valdosta community.

Need a Marketing Public Relations person. Will talk to Michael May to see if he would be interested in being the marketing liaison.

Motion made to approval spending \$50 for a new web site template. Rob Ippolito and Chris Yearwood volunteered to revamp the website using the new template and chair the Website Team. The password will be changed and only a limited number will have access.

Had a break-even year for a financial perspective.

The STEEDA race track will be ready by early spring. Dario wants Dixie Region to host another event. If we have an alternative site, would need a PA system. Bryan Batchelor/Mike Lollar has an available PA system for use.

Waiting for a contract form SGMP. Wade is working on the schedule.

We have dates for the first two events: January 25, 2009; February 27, 2009; and March 13-15, 2009 (National Tour)

Discussion was held regarding creating a automotive calendar as a fund-raising event. Will need to work with local entities (STEEDA, NAPA, AutoZone, car dealerships) for interest in purchasing advertisement in the calendar. Need to find out the cost of producing 1000 calendars. Ian Barber will research.

Elise Batchelor will work on the postcards for the January and February events.

Member Applications will be duplicated by Tracy Lewis.

For the Year End Awards banquet, Dixie Region will participate in an underwear drive for the homeless shelter. Elise Batchelor will provide details on the Year-End Awards Banquet invite.

Discussion held to research the purchase of Dixie Region decals. JK Jackson is researching. Current cost on the table would be approximately \$400 for 1000 die-cut decals.

Motion was made to make t-shirts at 2/3 of the number of people registered for the national tour at a cost of \$15 for 1 t-shirt and \$25 for 2 t-shirts.

The website will be revamped by end of January.

Had additional follow-up for the Moultrie site. Meeting with Wendell Brown. Will secure the Indemnity Form and the Registration Form for site rental.

Motion to adjourn at 8:30 PM.