

Marine Racing Club (MRC) – Official Meeting Minutes

Date: December 6, 2025

Time: 10:00 AM

Location: JMK Ventures

Attendees:

John Korbus, Beatrice Zurita, Barrett Donaldson, Bill Pavlick, Michael Mackey, John Hoffman, Lindsey Hoffman, Brian Palmquist, Cassandra Olsen, Callie Shensky, Brandon Ortlieb, Brent Walbrun, Holden Mackey, Lauren Mackey, Bennett Mackey

Call to Order:

The meeting was called to order at 10:00 AM.

Agenda Items & Discussion:

1. Memberships
 - a. Members were reminded to sign up and submit payment to MJM (MRC Treasurer) for MRC memberships.
2. Old Business
 - a. High Point Awards:
 - i. Bill Pavlick provided updates and discussion regarding high point awards from the previous season.
3. Financial Report:
 - a. The bank statement was not formally reviewed at this meeting.
 - b. Financials will be reviewed and sorted with the accountant.
 - c. Discussion took place regarding MRC transitioning to being a self-sufficient entity, with a related meeting having occurred on December 1.
4. Promotion of MRC:
 - a. Discussion focused on improving visibility, engagement, and support across the Midwest racing community- including promoting J-Hydro.
 - b. Community outreach and club engagement/incentives
 - i. Sponsorships/partnerships
 - ii. Fundraising
 - iii. Raffles (i.e. based on entries)
 - iv. Show money
 - b. New merchandise:
 - i. Koozies
 - ii. Apparel
 - c. Increase social media content

- i. Social media platforms (Instagram and Facebook) were discussed as key tools, Lauren has been increasing content for MRC.
 - ii. Callie suggested creating a social media calendar to help promote races hosted by other clubs.
 - 1. Lauren will continue to post about upcoming races.
 - iii. Highlighting what makes MRC unique compared to other clubs (i.e., we will put anyone on the water.)
 - iv. Increasing driver highlights and class spotlights.
 - v. Promoting new incentives at races, including show money and special events, (i.e., punch cards and games) to attract racers and spectators.
 - vi. Enhancing race site promotions through consistent use of:
 - 1. Videos
 - 2. Photos
 - 3. Graphics and branded assets
- d. Utilizing existing APBA marketing folders and assets to support promotional efforts.
- e. It was discussed that John Schwartz will allow use of his media for free as long as we promote his work.
 - i. How do we support John better?

5. Attendance at Other Race Sites

- a. Sharing the Midwest race schedule was discussed as a way to increase attendance.
 - i. Note from Holden “MRC members need to show support at other clubs so that they understand how small of a club we are in comparison to them.” If we want others to come to our races we need to branch out of region 7.
- b. MRC will continue to explain and share its experiences with other clubs.
- c. The role of a Pit Boss was mentioned as part of operational planning.

6. Site & Event Discussions

- a. Phantom Lake
 - i. Discussion on potentially inviting PRO classes.
- b. Rock Falls – Divisionals 2027!
 - i. Discussion on hosting divisionals in 2027.
 - ii. Topics included:
 - 1. Race committee needs
 - 2. Dividing responsibilities
 - 3. Early planning and organization
- c. Danville
 - i. Discussion on inviting PRO classes.

- ii. Marathon format discussed.
 - iii. Short-term solution suggested: creating a Lock Haven–style series with a strong prize for a short course.
- d. Beloit?
 - i. Tentative dates discussed: September 5th or 6th.
- e. Potential New Site – Rockford, this race was brought to us from APBA
 - i. Discussion about Go Rockford, location, pit location, etc.
 - ii. Potential funding for up to \$20,000.
 - iii. 2026 may be pushing it for getting the race active- pushing for 2027.
- f. Antioch
 - i. Updates shared regarding financial considerations that still need to be sorted for the upcoming season.
 - ii. Shep runs the show. Keep up the good work and thank you.
 - 1. How do we make more races like this?

7. BSOA and MRC

- a. Discussion took place regarding a potential merge between BSOA and MRC.
- b. This will happen in 2027

8. Planning & Coordination Tools

- a. Discussion of creating a Google Forms to track:
 - i. Race committee participation
 - ii. Club truck usage
 - iii. Attendance
 - iv. Volunteer sign-ups
 - v. Sponsorships, etc

Additional Topics

- 1. Burlington was mentioned for future consideration.
- 2. Banquet
 - a. Discussion of hosting at a new location- Sandbar?
- 3. Club Truck
 - a. Ongoing discussion regarding storage, transportation and updating the truck.
- 4. Members emphasized the importance of supporting other clubs by attending races in greater numbers.
- 5. John and Holden were recognized for their ongoing communication and outreach efforts.
- 6. Promotion during drivers' meetings was encouraged.

- a. The club noted it already has strong promotional assets that should be used more consistently.
- 7. Build a club boat for use in driving schools and have it up for sale??

Adjournment

- a. The meeting was adjourned after completion of agenda items at 11:00am.