

	<b>Organizers/Board Meeting</b>	
	Called to order at 10:16 am	
	Round table introductions of extended board and organizers introduction.	
	<p>Ross gave an overview of the organizers' meetings over the last two days. The organizers are excited about the potential for promotional signage sales and how this could positively affect their budget and their event sponsorships.</p> <p>They had discussion on how they could balance the schedule and the possibility of events moving dates or having events replaced.</p> <p>Discussion was also held on the 30minute max late rule.</p> <p>They organizers also briefly talked about what the organizers think about restarts. Concern was expressed from the organizers about how much flexibility is being given to the organizers in the new restart regulations and how that could result in protests. It was reviewed that the organizers can decide where competitors start again and how they can design their rallies to have multiple legs. It was confirmed that the organizers want to see a re-start protocol in place, however agree that changes need to be made. Discussion went around the room about how this could change the CARS championships, national point splitting, how it has affected the RA Championship, marketing/ sponsorship, seat time and competitor/organizer desires. It was agreed upon by all parties, that whatever happens this system must be easy to use.</p>	
	<p>Warwick provided an overview of the Formula Photographic Proposal</p> <p>Warwick and his crew are very excited to work with the CRC and are open to work with organizers to help tailor what the events will need for promotion before the event (VIP packages sent out to media/ other contacts). They would like to know about local interest stories, media rides at shakedown, what new stages are being run and provide teasers.</p> <p>They will be providing social media updates every week to keep the hype going.</p> <p>Warwick would also like to know if there are any local media crews, so they can work together.</p> <p>They are also able to give footage and photos to local media providers if requested.</p> <p>They will be pre planning the media movement schedule and will require the schedule as early as possible, a PDF route book and at the event- 3 route books, and 2 service books for their crews to provide the most detailed information.</p> <p>The team will be working towards making, as much as possible, French/English in the social media and will either have two people on location, or have a remote translator.</p> <p>In terms of the web series (12 episodes/10 min long, which are then converted into 6- 30 minute TV shows), the French and English will have two posted as two separate episodes. There will also be web clips posted online often to maintain content.</p> <p>Warwick has been developing for Subaru USA a series called "Launch Control" and has had great success due to the integration of personalities, the backstory, as well as competition excitement.</p>	

	<p>Discussion was held about organizers concerns, and feedback. There will be a distribution network online (the same as Launch Control) for the entire CRC championship. YouTube hits are approximately 1/10 of the total views with most being internet TV.</p>	
	<p>While discussing balancing the schedule, it was suggested about changing the schedule and making Perce Neige the last event of the season, then moving the AGM to after PN. The board would like to look at moving an event from the back end of the season more towards the front and keep all their options open.</p> <p>It was raised that having the AGM in January puts PN in a difficult spot as they don't have 100% clarification on what rules will be implemented etc. Large steps have been made since last year to make it easier on the event organizers, however progress can still be made.</p>	
	<p>The organizers are concerned about how to improve entries, as the entry numbers are the lowest they have been for a few years. The board reinforced how the social media, and exposure will drive the regional championships and display how to get into the sport.</p> <p>Competitors were asking CARS to help them get sponsorship and the package that Keith posted on the CARS website contains valuable details that a competitor can use to supplement their own information. Event organizers can also use the package to supplement their own promotional packages. The board also encouraged events to promote themselves, via promotional products, and social media.</p> <p>Discussion was also held on how rally re-starts can help draw in more competitors from over the border and promote competitors to come out if they know they can still compete after a DNF.</p>	
	<p>It was raised about how a shakedown stage is being used to set a start order list in the WRC, and the idea was immediately not approved.</p>	
	<p>Meeting adjourned at 12:24</p>	