

# CARS Board Meeting Minutes

## January 11, 2020

Item	Discussion
	<p><b>Section D - Extended Board &amp; Organizer Meeting (Closed)</b></p>
1D	<p>The Extended Board + Organizers + CRC Media meeting was called to order at 10:30 am EST</p> <p>Introductions were carried out and present were;</p> <p>John Hall - CARS President</p> <p>Chris Kremer - RW Director, CARS Secretary/Treasurer</p> <p>Darryl Malone - RSO Director and CARS Vice President</p> <p>Martin Burnley - RPM Director</p> <p>Clarke Paynter - ARMS Director</p> <p>Simon Vincent - RSQ Director</p> <p>Francois East – RSQ Nominee</p> <p>Debbie Dyer - CARS Office Manager</p> <p>Terry Epp - CRC Series Manager</p> <p>Ross Wood - Organizer Rep</p> <p>Wim van der Poel – CARS Competitor Rep</p> <p>Graham Bruce - CARS Technical Director</p> <p>Keith Morison - Rocky Mountain Rally and Big White Rally</p> <p>Paul Westwick - Pacific Forest Rally</p> <p>Louis Montpellier - Rallye Defi</p> <p>Marc Dimock – Rallye Baie des Chaleurs</p> <p>Donald Leblanc – Rallye Baie des Chaleurs</p> <p>Bruce Leonard – Lincoln Electric Tall Pines Rally</p> <p>Warren Haywood - RSO</p> <p>Luc Martel – Rallye Perce Neige Maniwaki</p> <p>Patrick Rainville – Rallye Perce Neige Maniwaki</p> <p>Philippe Brasseur – Rallye Charlevoix</p> <p>Samuel Tremblay – Rallye Charlevoix</p> <p>Max Meconse – Rallye Charlevoix</p> <p>Chris Bowes – Bowes Media</p> <p>Adam Dowsett – Bowes Media</p>
2D	<p><b>2019 TV and Social Media numbers</b></p> <p>John presented an overview of the TV and Social Media exposure numbers for 2019 plus historical. The numbers show growth in all areas.</p>

	<p>Talked about those with a passion for something can promote a section of the sport and influence change</p> <p>Organizers asked if we can get statistics on the landing page and when people move onto the event sites for the website.</p> <p>Organizers would also like to know if the number of viewings per events could be broken down. Was pointed out that those episodes airing after a big sport events get higher views.</p> <p>The airings are going to be going to Amazon Prime in the US and Europe soon, hope to have in Canada soon.</p> <p>There is a fairly stable following for the Facebook and Twitter with an increase in viewings.</p>
3D	<p><b>2020 CARS /Event MOU</b></p> <p>The MOU is basically staying the same, updating the date and removing references to old sponsors. Organizers will bring up a couple of questions in their meeting.</p> <p>Keep the line of communications open with Terry in regards to potential sponsors so there is no conflict of interest.</p> <p>Reminded events that the road side banners are an important tool for the events and sponsors.</p>
4D	<p><b>ASN Canada</b></p> <p>CARS is trying to keep all potential avenues to an outcome open.</p> <p>By having the CARS organization solid we can slot into most situations, but it must work for us. Reviewed the CARS goals regarding ASN. Old ASN is not going away until the Liabilities are dealt with</p>
5D	<p><b>Status of Rally Car registration in BC, AB and QC</b></p> <p>Martin Burnley gave an overview of the what is happening in BC and AB. BC can run on Temporary operating permits , ICBC issues these and provides 3<sup>rd</sup> party liability insurance. BC is also now open to all comer; anyone can apply for a Temporary Operating Permit with a rally car to be used only for the duration of the event. This has been tested by a US and Eastern Canadian Competitor.</p> <p>The organizers have to write the Traffic Management Plan broadly so all the weekend events are included. The TOP is approximately \$80 and is only valid in BC.</p> <p>AB has an Equipment exemption and a Registration exemption, but the competitor must still provide 3<sup>rd</sup> party liability insurance. AB has also opened it up to vehicles from other provinces.</p> <p>Quebec is trying to imitate what BC and AB has done, getting no-where with emails, as the Government does not understand, the group is trying to set up a face to face meeting.</p>
6D	<p><b>Importation of a Rally Car</b></p> <p>We now have a process to import rally cars into the Canada, an application form can be obtained from the CARS office. This is only for competition vehicles already prepped. Wim is going to be importing a car later this month and will let the board know how it goes.</p>
7D	<p><b>2020 Insurance Rates</b></p> <p>CARS administer the insurance program between Events and ASN Canada FIA.</p> <p>It is the Association's objective to remain revenue neutral while providing this flow through service to the events, we maintain a small standing reserve to provide cash flow.</p> <p>What CARS pays for insurance is fixed until March 31 and we don't know yet what we will have to pay from April 1 onward, but in the meanwhile, CARS is reducing the amount that it charges the events. CARS may need to adjust those rates if a major increase is seen from the insurer after April 1st.</p>

8D	<p><b>2020 Budget Proposal</b></p> <p>There are no changes from the 2019 rates, and are proposing a balance budget.</p>
9D	<p><b>Direction of Rallysafe for tracking and timing</b></p> <p>Discussed why Rallysafe, and what is acceptable timing. A certain level of accuracy. All agree that Electronic timing is the primary timing system with the backup system a manually operated electronic timing system.</p> <p>Keith is going to resubmit a proposal for costs of Rallysafe to the organizers.</p> <p>People felt that we need to ask the competitor what they would prefer, we will figure out the best way to do this.</p>
10 D	<p><b>Subaru Marketing Teams at events</b></p> <p>It was discussed how some of the Subaru marketing teams are just showing up at the events and setting things up without talking to the events. This is happening even if the local Subaru dealership are not participating as a sponsor. This is in excess of what is in the contract.</p> <p>The setting up of items need to be negotiated with the organizer as it could jeopardize their agreements with venues.</p> <p>At the 2019 Pines it was good and they supported the event with a BBQ. There are different east and west representatives, they need to agree what is going to be done at the events a minimum 5 days in advance.</p> <p>Also the events would like to know what is available from Subaru, are there different packages?</p>
11 D	<p><b>Status of sponsorship funding and 2020 media plans.</b></p> <p>In 2020 Subaru is the only sponsor, the same as 2019. We only have the funding to televise 7 of the 8 events, and the social media is slightly down.</p> <p>How do we increase the visibility of an event if it does not have television? Can the events come up with any additional money to get the 8<sup>th</sup> event filmed? Are events willing to rotate the filming? One event said they would sell their spot. One suggestion was to sell the road side banners and a portion of the funds would come back to be able to film Rallye Charlevoix.</p> <p>An underlying problem maybe that we have too many national events. Are we diluting the entry field? This affects the number of entries and ability to provide media production.</p> <p>Suggestion that we go back to 6 events 3 in the East and 3 in the West, another suggestion was that a competitor only scores the first 6 events entered.</p>
12 D	<p><b>Working Lunch</b></p>
13D	<p><b>Adjourn Meeting</b></p> <p>A motion was made to adjourn the meeting at 1:54 pm EST. Motion was seconded and meeting was adjourned</p>