

CARS Board Meeting Minutes

January 13, 2018

Item	Discussion
	Section D - Extended Board & Organizer Meeting (Closed)
1D	<p>The Extended Board + Organizers + CRC Media meeting was called to order at 10:10 am ET</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>Max Meconse - RSQ Director</p> <p>Debbie Dyer - CARS Office Manager</p> <p>Terry Epp - CRC Series Manager</p> <p>Graham Bruce - CARS Technical Director</p> <p>Ross Wood - Organizer Rep</p> <p>Keith Morison - Rocky Mountain Rally</p> <p>Paul Westwick - Pacific Forest Rally</p> <p>Amanda Illidge - Big White Winter Rally</p> <p>Louis Montpellier - Rallye Defi</p> <p>Patrick Rainville – Rallye Perce Neige</p> <p>Jean Francois Guite – Rallye Baie des Chaleurs</p> <p>Marc Dimock – Rallye Baie des Chaleurs</p> <p>Donald LeBlanc – Rallye Baie des Chaleurs / CARS Steward</p> <p>Dany Hudon – Rallye Baie des Chaleurs</p> <p>Bruce Leonard – Lincoln Electric Tall Pines Rally</p> <p>Warren Haywood– Lincoln Electric Tall Pines Rally</p> <p>Mike Koch – Lincoln Electric Tall Pines Rally</p> <p>Chris Cyr – ARA Observer</p> <p>Philippe Brasseur – Rallye Charlevoix</p> <p>Samuel Tremblay – Rallye Charlevoix</p> <p>Richard Berthiaume – Rallye Charlevoix</p> <p>Alain Bergeron – CARS Steward</p> <p>Warwick Patterson - Formula Photographic</p> <p>Christopher Bowes – Bowes Media</p> <p>Dean Campbell – Dean Campbell Editorial</p>

2D	<p>2017 TV and Social Media numbers</p> <p>John presented an overview of the TV and Social Media exposure numbers for 2018 plus historical. The numbers show excellent growth in all areas.</p> <p>Organizers are encouraged to utilize the CRC Social Media and the CRC website as much as possible to take advantage of the growing audience.</p>
3D	<p>2018 Responsibilities agreement</p> <p>John presented the 2018 version of the CRC/Event responsibilities document. Highlighted changes included the addition of the CARS Office Manager as something CARS supplies and the elimination of the Fund Transfer to the events.</p> <p>The changes will be translated and both English & French documents supplied.</p>
4D	<p>National Scrutineer</p> <p>There was a good discussion about the role of the Tech Director's delegate at CRC events. It was agreed that that role should be referred to as the National Scrutineer and that the individual doing the job needs to have both good technical and communication skills to take a lead role in scrutineering at events.</p> <p>The thought is that the event will supply a scrutineering team and Chief Scrutineer but the National Scrutineer will set overall direction for consistency and continuity across the CRC and will take a lead role with the Chief Scrutineer and his team at the event.</p> <p>The National Scrutineer is the person that will make the technical rule judgments at events and will assist the organizers and stewards with technical rules interpretations if necessary.</p> <p>The National Scrutineer should report to the Technical Director who in turn will work with the CARS board to establish the key scrutineering topics over and above the typical scrutineering checks to be done. This can include such items as checks for implementation of new rules, managing log books, class compliance checks, restrictor and pop-off valve checks, studded tire process checks and so on.</p> <p>Graham and John will draft a role description for the National Scrutineer and will get input from the board and organizers group to finalize.</p> <p>The Admin Rules committee need to review the rule book for addition of such a role and make sure that the wording is adjusted appropriately to support it.</p> <p>An announcement should go out to solicit national scrutineer applicants.</p>
5D	<p>Sponsorship Income</p> <p>In order to show that the fund transfers are not sustainable under the current sponsorship support situation, John shared some details of the commercial budget, cash flow history and projections.</p> <p>The data shows that at the end of the 2017–2018 contract period the overall sponsorship net will be slightly negative at minus \$2,000 and that over the 2014–2018 period the sponsorship net is approx. minus \$30,000.</p> <p>The CARS sponsorship team work hard to find sponsorship income but have not been able to get ahead of the game in recent years.</p> <p>Although CARS are in a deficit situation the overall value generated for the sport is still significant as the TV and Social Media allows both events and competitors to sell sponsorship and advertising.</p>

6D	Direction of Vehicle Tracking <p>There is a split amongst the organizers as to the functionality they need or want. The CARS board was asked to not establish a firm position and to leave it to the events to decide what they want or feel they can afford.</p> <p>Warwick and Chris will work with RSO to see if we can get the tracking system onto our website and app. Currently the tracking system app is driving traffic away from our site.</p>
7D	Tow Hook Design <p>The organizers asked that the TRC look at the design of rally car tow hooks and possibly revise rules to improve the capability of the tow hooks. It is felt that currently many are not sturdy enough</p>
8D	Refuel Calculations <p>The organizers asked that the ARC review the recent refuel distance requirements. Possibly change to allow un-supervised re-fuel location</p>
9D	Charlevoix Request <p>The Charlevoix organizers made a presentation and request for Charlevoix to be considered for inclusion in the Canadian Rally Championship.</p> <p>Charlevoix was asked to submit a formal request as per 24.1 of the NRR's</p>
10 D	Adjourn Meeting <p>A motion was made to adjourn the meeting at 1:00 pm ET. Motion was seconded and meeting was adjourned</p>