

## OPEN FORUM

Meeting called to order by John at 1405

Antoine raised a few concerns:

TV Deals: It was reviewed that he has concern that in years past the TV show has been a "Subaru commercial", however in the future plans are in place to distribute the vehicles displayed more even, taking into account our sponsorship deals. There will be an editorial calendar from February to June to help generate content.

Website: There is no definite answer about when the website can be redone or a new site created. Right now there is a need for more capital income before an investment of that size can be taken on. The website is considered to be on high priority for the CARS board. Antoine suggested if there could be more event information on the CARS website vs. having to visit each website. Nicki inquired if organizers submit content if they could have it posted on the CARS webpage, and have it circulated through social media.

Sponsors: It was reviewed that there are no currently signed deals, however there are two probable deals.

A competitor reviewed about how the average competitor does not see the value in TV shows, and want to see more social media. It was suggested that there should be some education for the competitors on how to take advantage of the sponsorship opportunities available.

John reviewed that the board has been discussing the same things, and that the CRC has promotional value. The board wants to make the CRC better for our customers, competitors, spectators and sponsors. John explained how CARS selling the CRC as a promotional product and creating marketing documentation that the events and competitors could use.

It was reviewed that the competitors and organizers would like marketing training.

A concern was raised about how large the sponsorship logos are on the car. The CARS board will review the topic of being able to pay to not have the window decal mounted, however the space would not be able to be used for competing companies.

Terry reminded all competitors that the door and window banner decals would be sold to competitors for \$20 a set

John discussed that there are draft rules for rally re-starts and they are almost ready. There are some topics currently under debate, including when restarts are allowed. Antoine suggested that restarts are only allowed at the start of the second day. The competitors seemed in agreement that "that's rallying" mentality still stands and, sometimes, tough luck plays into the situation.

<p>It was suggested to add a "mandatory event", or have a drop event like the Rally America series. Discussion was held about how this system could be implemented, effects on competitor's budgets, having the drop would affect standings and how that could affect entries in the smaller events and with travel.</p> <p>Questions were raised about the speed factor system implementation in Canada. Currently, there is a Canadian system built as well as having trialed the Rally America system. The two systems calculate data different ways and both proposed systems will be reviewed by the board.</p> <p>A competitor asked what CARS is doing to assist in helping Quebec competitors get insurance towards travelling across the country to reduce 3<sup>rd</sup> party liability. Competitors are concerned because if something was to happen out of their control then they would not be covered.</p> <p>A competitor asked if there is any possibility of investigating having a multi-year license. John said it sounds like an administrative rules committee discussion.</p> <p>13.3.13 Organizer Supplied Notes for part of Perce Neige Ivan made a motion to provide organizer-supplied notes for a one pass recce in town stages at Perce Neige. Eric seconded the motion. Vote Count 4/4</p> <p>A question was raised about being able to be novice more then once if a class change occurs.</p> <p>Meeting concluded at 16:00</p>	<p>Motion Carried</p> <p>The board will discuss as a later date.</p>
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