

# CARS Board Meeting Minutes

## January 9<sup>th</sup> & 10<sup>th</sup>, 2016

Item	Discussion
	<b>Section C - Extended Board Meeting (Open)</b>
1C	<p>Meeting was called to order by John Hall on January 9, 2016 at 08:02 MST</p> <p>John Hall (President)</p> <p>Martin Burnley (RPM Director) Secretary/Treasurer</p> <p>Eric Grochowski (RW Director)</p> <p>Peter Watt (RSO Director)</p> <p>Maxime Méconse (RSQ Director)</p> <p>Clarke Paynter (ARMS Director) Vice President</p> <p>Terry Epp (National Series Manager)</p> <p>Chris Kremer</p> <p>Jeremy Norris</p> <p>Ross Wood (Organizer Rep)</p> <p>Warren Haywood (technical Director)</p> <p>Tom Burgess</p> <p>Warwick Patterson</p> <p>Debbie Dyer (Office Manager / recorder)</p> <p>We have Quorum at 5/5</p> <p><b>Joined later</b></p> <p>Martin Loveridge</p> <p>Adam Vokes</p> <p>Graham Bruce</p> <p>Steve Wadley</p>
2C	<p><b>Introduction of 2016 Board</b></p> <p>John Hall – President</p> <p>Martin Burnley – Rally Pacific Motorsports - Secretary / Treasurer</p> <p>Eric Grochowski – Rally West until AGM then Chris Kremer should be elected</p> <p>Peter Watt – Rally Sport Ontario,</p> <p>Maxime Méconse – Rally Sport Quebec until AGM then should be re-elected</p> <p>Clarke Paynter – Atlantic Region Motorsports Vice President</p> <p>Terry Epp -CRC Series Manager</p> <p>Ross Wood – Organizer Representative – vote being take at Organiser meeting</p> <p>Warren Haywood -Technical Director and Technical Rule Committee Chair</p> <p>Debbie Dyer – CARS Office Manager</p>

3C	<p>The minutes were approved as presented for December 16th 2015.</p> <p>Motion was made to approve the minutes as presented.</p> <p>Motion was seconded.</p> <p>Vote was unanimous and motion was carried.</p>
4C	<p><b>Elected Board Members and President Year-End Reports</b></p> <p><b>ARMS</b> - TSD highlights there have been 2 events in Nova Scotia with 19 teams between the events, 1 in Newfoundland with 26 teams. A strong rally cross series with 30 entrants and 2 rally sprints held in Nova Scotia, 3 are planned for 2016. The Ledgewidge Lookoff Rally is the regional performance rally held in Nova Scotia, and it is part of the Regional series, MECA, and going forward the ECRC. ARMS is seeing a growth spurt.</p> <p><b>RSO</b> - Ontario has few changes from issued report. RSO is in a conundrum, has an excellent and committed board and interested competitors, just not the entries, average of 11.4 entries per event over season. Plan to hold more rally cross and rally sprint events. RSO purchased electronic timing equipment and it will be used at all Eastern events.</p> <p><b>RSQ</b> - has had a tough year with the decline in entries, there was an introduction of motorcycles, and WRC studded tires in the CRQ. Rallye Baie des Chaleurs has been approached to be part of the NACAM series. Rally cross has been strong. The national events have been stepping up their game with fireworks and bands playing at the events. The promoter for RSQ is now a part of the sub administration for RSQ.</p> <p><b>RW</b> - Currently the many Rally West events are being organized outside of the region in cooperation with RPM due the roads in Alberta being damaged in the 2013 floods. The Winnipeg Sports Car Club did not re-affiliate for 2015 but possible for 2016. Pro rallying is healthy in Alberta. The TSD championship has had a revival and is getting stronger, should contribute to the performance side of our sport.</p> <p><b>RPM</b> - Nothing new to add to report except the Big White Rally is now a National status rally.</p> <p><b>President</b> - 2016 is the 60<sup>th</sup> Anniversary of the Canadian Rally Championship. We have continued to enjoy the support of Subaru Canada and we have a good relationship with Subaru. Yokohama will no longer be a sponsor for the 2016 season. The Sponsorship Committee, Formula Photographic and Bowes Media are working on attracting new sponsors. The value of the CRC is ratcheting up, more followings on social media. More events have been able to sell two roadside banners and raise significant income from those sales.</p> <p>2015 saw the development of the new website, hope to get online at the end of February with the back end administration up in March.</p> <p>National entry levels, concerning, will be having a brain storming session with the organizers on Saturday. A seventh event has been added for 2016, the Big White Rally in December. The championship will count the best 6 and the competitor must compete in 3 of the events to qualify for championship.</p> <p>CASCADIA is a championship that is a mix of BC, AB, and PNW events, it has contributed to more American teams participating in the Canadian events.</p> <p>Qualifying rules for NARC have changed.</p> <p>Vehicle Tracking - Mark Williams has been changing his system and starting to match the capabilities of Rally Safe, it is unfolding and evolving.</p> <p>Working on potential new tire sponsors, spec tires might be included, will let competitors know about this.</p>

5C	<p><b>Steward Assignments</b></p> <p><b>2016 Steward Assignments</b></p> <p>Terry presented the proposal of Steward assignments for 2016. Discussion</p> <p>A motion was made to adopt the steward assignments as presented by Terry, the motion was seconded, 4/5 in favor and motion was carried</p> <p>Terry will contact potential stewards for confirmation.</p>
6C	<p><b>2016 NARC</b></p> <p>We need to start a promotional campaign on both sides of the border for the NARC championship. Competitors only need to participate in one event in the other country to qualify for NARC.</p> <p>A motion was made to support the proposed NARC 2016 schedule as presented, the motion was seconded, vote in favor and motion was carried.</p>
7C	<p><b>Goals</b></p> <p>John presented some proposed updates to the objectives and goals for 2016.</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>1. Would like to remove "A World championship event hosted in Canada"</li> <li>2. Add the words "and commercial" and "and the brand" for the statement to read "Understanding and leveraging the promotional and commercial value of the Canadian Rally Championship and the brand for the benefit of the sport."</li> </ol> <p>Goals:</p> <ol style="list-style-type: none"> <li>1. Add review of Seat shock absorbers.</li> <li>2. Helmets.</li> <li>3. Review of the Open class rules.</li> </ol> <p>The board supported the Vision, Mission, Objectives &amp; Goals for 2016 as discussed.</p>
10C	<p>Next Meeting will be Jan 18<sup>th</sup> 2016 at 19:00 EST</p>
11C	<p>Motion was made to adjourn at 10:35 MST.</p> <p>Motion was seconded and all in favor, meeting was adjourned at 10:35 MST</p>
<p><b>Section D - Extended Board &amp; Organizer &amp; Competitor meeting</b></p>	
1D	<p>John called the meeting to order at 11:00 am MST.</p> <p>In Attendance:</p> <p>Justin Bayliff</p> <p>Tom Burgess</p> <p>Martin Burnley</p> <p>Brad Derzaph</p> <p>Terry Epp</p> <p>Eric Grochowski</p>

	<p>Jean-Francois Guité  Warren Haywood  Marc Dimock  Chris Kremer  Martin Loveridge  Maxime Meconse  Keith Morison  Jeremy Norris  Warwick Patterson  Clarke Paynter  Patrick Rainville  Adam Volkes  Steve Wadley  Peter Watt  Paul Westwick  Ross Wood  Ian Wright</p>
2D	John facilitated a brainstorming session during which teams addressed the issue of declining entries at National events. The outcome where a set of opportunities that the Board and Organizers will be able to work on.
4D	Meeting was adjourned at 3:00pm MST
	<b>Section E - Open forum</b>
	<p>The group that participated in section D continued and where joined by a number of competitors to discuss general topics that included;</p> <ol style="list-style-type: none"> <li>1. Studded tire rules</li> <li>2. 2016 schedule</li> </ol>
	<b>Section G - Continuation of extended board meeting</b>
1G	<p>Meeting was called to order at 8:00 am Jan 10<sup>th</sup> 2016</p> <p>In attendance:</p> <p>John Hall (President)  Martin Burnley (RPM Director) Secretary/Treasurer  Chris Kremer (RW Director)  Peter Watt (RSO Director)  Maxime Méconse (RSQ Director)  Clarke Paynter (ARMS Director) Vice President  Terry Epp</p>

	<p>Ross Wood  Warren Haywood (Technical Director)  Warrick Patterson  Debbie Dyer (Office Manager / recorder)  We have a quorum 5/5</p>
2G	<p>Discussed the following outstanding items:</p> <p>Door panels - discussion on what to do about Yokohama on door panels. Decided that Debbie would see if the CARS You tube decals would cover the Yokohama logo, if yes order some decals for the door panels for Rallye Perce Neige and will re-assess before Rocky Mountain Rally.</p> <p>Podium Back Drop - Will get two quotes for replacement back drops for the Eastern Podiums so we can get in time for Rallye Perce Neige. Will re-assess the back drops for the West closer to the Rocky Mountain Rally. Replace Yokohama with CRC or CRCrally.com and update CRC logo with new one.</p> <p>Sponsor Liaison – will see if Subaru is planning on attending the Rallye Perce Neige, if so then will ask Ian Wright.</p> <p>Volunteer Database – asked if database could be added to website. A form of this is already incorporated</p> <p>Trophy Appraisal – do not know real value of trophies, should really get an appraisals as they go back and forth across the country. Debbie will get appraisal.</p> <p>Good Comments on lunch meeting with board and organizers, felt things had been accomplished. Maybe should have expanded to round table the same session as it was duplicated and those that attended round table not included in brain storming.</p>
3G	<p>The new website is media/fan centric, with an interactive design. Basic design completed and have tested design to make sure that it is going to the correct pages. Scoring and Speed Factors are up and running, these will be calculated from the website once the final okay given from the approver of the scores. Website is 95% complete. Plan starting of testing on February 15<sup>th</sup> or so, and then going live.</p> <p>John indicated that the scope was set and that our expectation is that the oll out will include debugging and training but further refinements would need to be listed, prioritized and planned fo as a separate project.</p>
4G	<p>Meeting was adjourned at 9:30 am MST</p>
	<p><b>Section H – Sponsorship Committee Meeting</b></p>
1H	<p>The meeting was called to order at 9:30 am.</p> <p>In attendance:</p> <p>John Hall (President)  Martin Burnley (RPM Director) Secretary/Treasurer  Chris Kremer (RW Director)  Peter Watt (RSO Director)  Maxime Méconse (RSQ Director)  Clarke Paynter (ARMS Director) Vice President</p>

	<p>Terry Epp  Ross Wood  Warren Haywood (Technical Director)  Warrick Patterson  Debbie Dyer (Office Manager / recorder)  We have Quorum at 5/5</p>
2H	<p><b>Contingency Plan for 2016 Productions</b></p> <p>Warwick presented the costs associated with adding a 7<sup>th</sup> event and discussed the potential of some savings but overall the sponsorship committee are currently quite short on funding with the loss of Yokohama and no replacement. Prepared to have 6 television shows if necessary, could combine 2 events in one television show. To save costs may have to go to 2 camera men in field rather than 3 for 2 day events</p> <p>The group identified the items that we would need to get in place to close the gap.</p> <ol style="list-style-type: none"> <li>1. Successfully signing the 2016 contract with Subaru</li> <li>2. TV ad spot sales Terry and Clarke will pursue. Commercials must be a registered advertisement, CRTC approved, most likely HD</li> <li>3. New Rally school sponsorship, Warwick will pursue.</li> </ol> <p>B-roll continuing for 2016</p> <p>Warwick indicated that JF would be working hard to close some smaller sales.</p> <p>The board members present found the meeting helpful as it became abundantly clear that we are in a difficult situation.</p> <p>Question was raised about press releases, was it worth spending the money when no one appears to be using them, decided the money was better spend for writing content for website.</p> <p>Need to find translator for social media updating during events – Max going to talk to a couple of people</p>
3H	<p><b>Develop 2016 Marketing Goals</b></p> <p>Terry meeting with Subaru on Monday. Subaru contract updated to reflect financials status and 7 events.</p> <p>Need to let competitors know that the event/social data for events is available they just need to ask so most up to date information can be given.</p> <p>Need to have a list of what can be sold promised by competitor and organizer while looking for sponsors.</p> <p>Value to advertising spots for website. Website ads are included in bigger packages.</p> <p>Skyscraper banners and rolling banners on website can be sold separately.</p> <p>Spec Tires Discussed.</p> <p>CARS could gradually implement a spec tire, announce it in July 2016 for implementation for January 1, 2017 for CRC events. Those that do not want to run spec tires would pay an opt out fee.</p> <p>Must be a good deal for the competitors and CARS.</p> <p>Manage optics from saying no spec tires to having a spec tire.</p> <p>John and Warwick going to write a proposal that can go out to potential sponsors.</p>
	<p>A motion was made to adjourn at 11:30 am MST. All in favor, meeting adjourned</p>