

## CARS Board Meeting Minutes

**January 28<sup>th</sup> 2025**

Item	Discussion
1	<p>Meeting was called to order by Bill Westhead on January 28, 2025 at 3:59 pm PT</p> <p><b>In attendance:</b>  <b>BW</b> Bill Westhead (President)  <b>MB</b> Martin Burnley (RPM Director)  <b>MSz</b> Michael Szewczyk (RW Director &amp; Rule Book Advertising sales)  <b>FE</b> François East (RSQ Director &amp; Vice President)  <b>MSw</b> Malcolm Swann (ARMS Director &amp; Secretary)  <b>CK</b> Chris Kremer (Past President)  <b>NL</b> Nicki Lachapelle (Organizer Representative)  <b>MP</b> Matt Pullen (Technical Director)</p> <p>We have Quorum with 4/5 Region Directors present.</p> <p><b>Regrets:</b>  <b>DC</b> David Cotie (RSO Director &amp; Treasurer)  <b>KW</b> Ken Wawryk (Competitor Representative)</p>
2	<p><b>Agenda</b> - a motion to amend the agenda: to reorder, with no change in subject matter was made, seconded and carried.</p>
3	<p><b>Approval of Previous Minutes.</b>  A motion to adopt the January 7, 2025 board meeting minutes was made, seconded and carried.</p>
4	<p><b>Budget – 2025 update</b></p> <p>CADO debt – some balance still owing (<i>now confirmed paid as of Feb 3rd</i>)</p> <ul style="list-style-type: none"> <li>How long do we give to ensure this is paid? <u>Follow up at next meeting.</u></li> <li>CADO also organizing La Grosse Ride therefore needs to be paid.</li> </ul> <p>Sponsorship agreement has been received from their lawyers by Louis @ CADO</p> <p><b>MSz</b> Ad sales; pricing table for ad book sales to be finalized, some confirmations received.  <u>Update report, due at next meeting.</u></p> <p>Accountant has completed 2024 books and GST filing preparation is underway.  Revenue sharing cheques have been mailed to member clubs (some already cashed).</p> <p><u>Budget Update at next meeting</u> by <b>DC</b></p>
5	<p><b>Summary of Extended Board and other CARS support roles for 2025</b></p> <p>CRC National Series Manager(s) – open  CARS Office Manager – Debbie Dyer  Competitor Rep – Ken Wawryk  Organizer Rep – Nicki Lachapelle  Technical Director – Matt Pullen  Safety Delegate – pending  Executive director – open  ARC Chair and Rule Book – John Hall  Media Production and Marketing – Frédéric Senterre  Translator – Pierre Racine  Medical Delegate – Kelsey Holt  Regional Insurance Reviewers (NSM role) – Regional Directors  Seed List keeper and Statistician – Debbie Dyer</p>

18	<p><b>AGM motions follow up</b></p> <p><b>Motion was passed at the recent AGM to form a committee to review CARS bylaws around the nomination and election of the CARS president.</b></p> <p>Individuals who expressed interested in being involved with Martin Loveridge, who offered to lead: John Hall, Keith Morrison, Martin Burnley and Michael Szewczyk.</p> <p>Recommendation to also approach - Jean Francois Guité.</p> <p><b>BW</b> recused himself, but offered to <u>reach out to individuals named</u> to help get this started.</p> <p>At least 5 individuals are needed to form a committee, but the recommendation is to encourage more participation.</p>
15	<p><b>Communications and Marketing</b></p> <p><b>Motion was passed at the recent AGM to have a one-page BOD Meeting synopsis created and sent out to CARS participants within 30 days of each board meeting.</b></p> <ul style="list-style-type: none"> <li>• To be sent to all active competitors, individuals who have reserved a competition number, anyone who would receive a rule change notice, member clubs and organizers of record.</li> <li>• Objective is to enhance communication and break down the perception of isolation between what the board is working on and what the stakeholder groups are looking for.</li> </ul> <p><b>BW</b> will undertake summarization.</p> <p><b>BW</b> and <b>MSw</b> to work to create.</p> <ul style="list-style-type: none"> <li>• Extended board is asked to communicate any specific item they feel needs to be included.</li> <li>• Encourage stakeholders with a subject of interest to raise it with their Region Director.</li> <li>• To be reviewed by Region Directors prior to circulation.</li> <li>• Not to be posted to social media.</li> <li>• Not to contain, personal, controversial or confidential information.</li> </ul> <p><b>Social Media Report Review</b></p> <ul style="list-style-type: none"> <li>• Growth and interest has been impressive as shown with the quality of results.</li> <li>• There is a desire to be more intentional in how we shape and build our audience.</li> <li>• How do we maintain interest and momentum during any calendar gaps between events?</li> <li>• <b>FE</b> working with Frédéric Senterre (<b>FS</b>).</li> <li>• <b>NL</b> working with events to provide info, data and media content to <b>FS</b>.</li> <li>• <b>FS</b> to create a wish list for content that events can provide.</li> <li>• Provide a focus on entry level, grassroots programs to enhance participation and growth.</li> <li>• <b>CK</b> the 2023 growth was significant in our social media, but 2024 results are impressive given that we lost our TV broadcasting after 2023.</li> </ul> <p><b>General Discussion on Communication</b></p> <p>Combine interests and needs of regions and all levels of the sport – i.e. from volunteers, events and competitors. There is a pyramid of people behind us making the CRC possible.</p> <ul style="list-style-type: none"> <li>• How do we enhance, communicate and share info with volunteers and potential volunteers?</li> <li>• What tools are out there that are not being used?</li> <li>• Should we be seeking a national level media package?</li> <li>• Cost – distribution?</li> <li>• Logistics? Out of board to committee?</li> </ul> <p>A small committee could look at the strategy (message, frequency, content plus the medium and long-term strategies) that can be brought to the board for consideration.</p> <p>FE suggests that each director needs to be a part in order to share regional programs.</p> <ul style="list-style-type: none"> <li>• Can FS centralize and push what's happening?</li> <li>• Who regionally has the interest and skills to help push this forward?</li> <li>• ALL regions have this to some degree or another, including Social Media coordinators</li> </ul>

	<ul style="list-style-type: none"> <li>• Can we create a group to work on this and collaborate?</li> <li>• Easy ID media. Example: "TV RSQ Orange de Course" – crew has orange hats.</li> <li>• RSQ – uses a central processor for all events.</li> </ul> <p>Beyond what FS is doing to help with format. A strategy for this quarter, this year. Maybe first part we focus on the volunteer and social media initiatives that we can align with and we are looking to have this help enhance what FS is already doing.</p> <p>Content developed on an event-by-event basis, but need an overall conceptual direction.</p> <p>Communication leads to engagement &amp; engagement leads to resources eg people, financial, etc.</p> <ul style="list-style-type: none"> <li>• Next step: <u>Form a standing committee</u> to work on communications in general.</li> </ul>
6	<p><b>CRC Report</b></p> <p>NARC scoring is complete, posted and trophies have been received.</p> <p>CRC awards for 2024 have been split between East and West based winners. East awards sent to Rallye Perce Neige for distribution. West awards to be at First western event.</p> <p><b>Big White Winter Rally</b> 2024 - concern with private test day at BWWR - stage cancelled and used for test day. Test day was not sanctioned. Not handled properly – letter of reprimand to be initiated.</p> <p>Board discussed ideas to make the timelines and rule compliance more effective with organizers' buy-in to the process.</p> <p><b>NL</b> – next meeting with organizers committee is in March. Review work with current timelines doc. to see what's workable</p> <p>CARS has a fiduciary responsibility to ensure safety and meet insurance requirements.</p> <p>Objective is to come up with a workable solution.</p> <p><b>Perce Neige</b> – progressing well. Looking for more volunteers. Stage chiefs are in place. Some prospective competitors have not yet applied for their CARS licenses yet!</p> <p><b>Rocky Mountain Rally and Pacific Forest Rally</b> – dates update.</p> <p>Working together to resolve issues. Likely to move RMR to late September and PFR to end of May. Working with the Ministry of Transport. Road access issues with local ranchers.</p> <p><b>Insurance</b> - Stoneridge has a new paper waiver set that will be required to be used in Quebec. No on-line "speed waiver" available.</p>
7a)	<p>Open CARS positions Discussion and Next Steps:</p> <p>We need an update on any potential candidates and recruiting ideas for NSMs and Exec Director.</p> <p>Several suggestions were made and <b>BW</b> will approach them.</p> <p>Please forward potential names to BW.</p>
7b)	<p>Open CARS Roles: Safety Delegate</p> <p><b>MSw</b> to schedule a separate meeting prior to next board meeting. (mid-February)</p>
8	<p><b>Organizers' Committee</b> – NL</p> <p>Taping guidelines being worked on – White tape requirement is not effective on winter events.</p> <p>Discussion on using Sportity as the official notice board.</p> <ul style="list-style-type: none"> <li>• Some events struggle with connectivity making traditional physical notice boards a requirement for now.</li> <li>• Rules allow for both virtual and physical boards.</li> <li>• Events MUST define which one is going to be used in their supp. regs.</li> </ul>

	<ul style="list-style-type: none"> <li>• Sportity master package was discussed, but cost could be in excess of \$ 1500.</li> <li>• If we go to a virtual notice board only, i.e. Sportity, who pays for it?</li> </ul> <p>NL – suggests to increase the profile of board members to ensure stakeholders know who the extended board individuals are.</p> <p>Can we use the profiles on the CRC website to include Volunteers, Board Members, etc.?</p> <p><b>BW</b> will follow up on this.</p> <p>Do we need media training as a representative of the CRC?</p>
9	<p>Competitor representative not available.</p> <p>Reminder: Marque Championship was suspended due to the work and cost associated with it.</p>
10	<p><b>Technical Rules Committee</b></p> <p>Notification re 2025 specification helmet added to rules. Note: 2025 Snell Foundation helmets will generally not be available until 3rd quarter of this year.</p> <p>Some fake equipment is available with very good holograms.</p> <p><b>Motion to adopt Bulletin 2025-01</b> RE: SA2025 helmet standards was proposed and seconded; vote held, motion passed.</p> <p>Long discussion regarding restrictors as outlined in 12.4.13</p> <ul style="list-style-type: none"> <li>• Specifically, regarding the 32 &amp; 33 mm restrictors.</li> <li>• FE strongly advocated for the teams that brought their concerns to him.</li> <li>• Getting a go/no-go tool is now up to the Regions to source.</li> <li>• Board commits to discussing and reviewing restrictor issues after the Rallye Baie-des-Chaleurs.</li> </ul>
11	<p><b>Admin Rules Committee</b></p> <p>Rule Book Admin “housekeeping” Section 4.2.2: missing updates about insurance for TSD, Rally Cross and Rally Schools. These are ready and will be published as an update to the Rule Book.</p> <p><b>Motion to adopt Section 4.2.2 updates</b> was made and seconded, vote held and motion passed.</p> <p>To be published as an update to the Rule Book.</p>
12	<p><b>Project: Harassment Policy Update</b></p> <p><b>CK</b> reported that the CARS policy is approved, next step is to upload to CARS site and create the automatic reporting mechanism.</p>
13	<p><b>Project: Virtual Logbooks Update</b></p> <p>Cost quotation provided by Frontec to build and deliver per CARS requirements.</p> <p>FE – Has a volunteer that can help set up the database.</p> <p><u>Will look for an update at next meeting</u></p> <ul style="list-style-type: none"> <li>• Rules implication to be verified.</li> <li>• Stickers on roll cages are fading.</li> <li>• What does the FIA do here?</li> </ul>
14	<p><b>Project: Boost Monitoring Update</b></p> <p>Project in transition from Graham Bruce to MP.</p> <p><u>Further update from <b>MP</b></u> upon completion of transition.</p>

16	<p><b>Event Standardization and Safety</b></p> <p>Board to continue working with Organizers on the 2024 project led by David Brassard.</p> <p><b>NL</b> requested to obtain feedback from organizers on: proposed standardized Supp Regs. and other competitor-facing docs. Supps regs, Time Cards, Safety Plan and an updated inquiry form.</p> <p><b>BW</b> to send David Brassard's file to board.</p>
17	<p><b>Initiative on Volunteer Engagement and Support</b></p> <p><u>Discussion with a decision to create a Volunteer Working Group</u></p> <p>Recommendation that this working group is open to non-board members.</p> <p>Communication to/with the volunteers is the key. They need to know why their job is important.</p> <p>Ideas suggested include:</p> <ul style="list-style-type: none"> <li>• Volunteer retention through ongoing engagement activities and recognition</li> <li>• Resource section on CARS site with links to training modules <ul style="list-style-type: none"> <li>◦ Example: UK MSA has an online accreditation program for Marshalls.</li> <li>◦ FIA has training resources...how do we access them?</li> </ul> </li> <li>• How to manage a volunteer base? <ul style="list-style-type: none"> <li>◦ Team Leads (i.e. Head Scrutineer, Stage Capt.) can step up to manage their own group of dedicated volunteers Example: MTL F1, ARA OTR, etc.</li> <li>◦ Facebook/WhatsApp chat groups i.e. between stage captains and crew</li> </ul> </li> <li>• RallySafe resource link that events can link to; CARS can provide a framework</li> </ul> <p><b><u>BW, NL, MSw</u></b> to follow-up</p>
19	Next Meeting: February 20, 2025 at 4:00 pm PT / 7:00 pm ET
20	A motion was made to adjourn the meeting at 20:47 ET. The motion was seconded and carried.