

CARS Board Meeting Minutes

Nov 9th 2016

Item	Discussion
1A	<p>Meeting was called to order by John Hall at 7:04 pm EST</p> <p>Attendance included:</p> <p>John Hall (President)</p> <p>Clarke Paynter (Vice President, Atlantic Director)</p> <p>Martin Burnley (Treasurer, RPM Director)</p> <p>Chris Kremer (Rally West Director)</p> <p>Peter Watt (RSO Director)</p> <p>Maxime Méconse-Laroque (RSQ Director)</p> <p>Ross Wood (Organizer Rep)</p> <p>Terry Epp (CRC Series Manager)</p> <p>Jeremy Norris (Competitor Rep) Attended until 7:45pm</p> <p>Absent</p> <p>Warren Haywood (Technical Director)</p> <p>We have 5/5 directors making a Quorum at 7:05pm.</p>
2A	<p>A motion was made to adopt the Oct 5th CARS Extended Board meeting minutes</p> <p>The motion was seconded and motion was carried.</p> <p>Minutes of the Oct 5th extended board meeting are approved as presented</p>
1B	<p>Martin sent out the draft income statement showing 11/12 of 2016. He reminded everyone that the Media cost overrun as a result of adding the 7th event would actually show up in 2017 income. So this leaves the 2016 income statement in reasonable shape.</p> <p>Admin expenses are on target for YE</p> <p>Insurance account is okay</p> <p>Competitive expenses are up on plan with purchase of new marshal bibs</p> <p>Sponsorship income up a bit which reflects positively on 2016 income statement, but by the time we pay for 7th event media that will leave us starting 2017 in the red.</p> <p>Martin is working on the 2017 budget, which he will have in draft for the board before our Dec 14th meeting. Martin is also exploring ways to improve the budget structure. We gave the events banners to sell and most events are starting to take advantage of this revenue generation opportunity. Possibly this reduces the need for fund transfers when in fact CARS are short on funds to start with. It is becoming more obvious that our series has commercial value but most sponsors see a need to be aligned with a team also making it very difficult to get standalone series sponsors... Events are finding support more locally an easier sell. All of this will be taken into consideration as Martin develops a strategy proposal.</p>
2B	<p>Terry reported on CRC activity.</p> <p>Défi stewards report is in hand and has been shared with board members. The Stewards did a</p>

	<p>good job of balancing praise for a job well done while being clear that aspects of the event organization require improvement. Terry will draft a letter to Défi outlining the changes and improvements needed.</p> <p>PFR ran well. Team Fugawi from the US did an excellent job as green crew and course car on the day. The organizer did a good job although somewhat understaffed. The event, region and CARS recognize that the organization needs some further depth.</p> <p>Tall Pines is ready to go... entries at 30 with the addition of Travis Pastrana from SRTUSA. Once again a weak Ontario entry. Subaru intend to have about 18 people at the event.</p> <p>Big White is looking good, supps issued and entries coming in. Terry will ask Jorge Dascollas to host Subaru who will have 3 people at the event.</p> <p>Perce Neige 2017 is in the planning phase, ARA have announced that they and SubaruUSA will be using PN as the first event of their 2017 season. Patrick has re-worked the schedule to make sure that he can handle a bigger field. The organizers are excited.</p>
3B	<p>Clarke reported on the status of prep for the AGM that will be held in Halifax on Jan 6/7 2017</p> <p>The venue will be the Westin Hotel Nova Scotian, rooms are sorted for the meetings. Clarke is working with ARMS to see if they would combine their AGM into the same function. Room rate will be \$109 +tax/night. The banquet will be at Steele Subaru showroom and a Lobster dinner will be served (steak for those not wanting Lobster) Clarke is arranging a shuttle from the hotel to the awards banquet throughout the evening.</p> <p>The ladies at the Legion are providing catering and the cash bar proceeds will go to charity.</p> <p>John reviewed the draft meeting schedule, which has the board meeting Friday evening, all day Saturday and Sunday morning. The intent this year is to have more time allocated to the Organizers meeting with the CARS board from 10:00 – 13:00 hrs. Then to have a more structured open round table from 13:00 – 15:30.</p> <p>John reminded everyone that the deadline for President nominations is Dec 1st and Director nominations close Dec 7th. This year BC, Maritimes and Ontario are up for election.</p> <p>Debbie requires our Director reports by Nov 26th</p> <p>At the Dec 14th meeting Directors should bring forward any nominations for the Ken Vaghan trophy.</p>
1C	<p>John reported that he and Terry have a meeting scheduled for Nov 10th to meet with Subaru Canada and review the plans for the next three years</p>
2C	<p>Martin reported that we had received a price reduction from Formula on our 7th event as a way of helping CARS with the un-planned/un-funded cost of adding a 7th event.</p> <p>We have also received a budget proposal from Formula for 2017 – 2019.</p> <p>Martin asked the boards view on continuing to work with Formula/Bowes exclusively versus going through the RFP process. The board felt that we have worked well with Formula/Bowes, they have delivered a quality product and board members felt that continuing to work with them was in our interests.</p>
3C	<p>We plan on meeting with Dirtfish in November to discuss furthering our relationship into 2017.</p>
4C	<p>Terry reported that he had opened discussions with a Quebec based marketing company. They have submitted a basic proposal. The sponsorship committee has a number of questions. John will make contact with the marketing company and determine if we can develop a working relationship.</p>
5C	<p>John made contact with a Tire marketing person for a 2nd time, provided more detailed</p>

	information. Will make contact again to see if there is any chance of working together
6C	John reported that he has been holding discussions with a potentially new sponsor and has provided a proposal.
2E 3E 4E	<p>Terry has started on the rulebook for 2017 and has engaged the support of Ivan for the French version.</p> <p>Terry summarized the changes and will include moving to 2 Stewards, changes to reflect the ARA in the US. The bulletins issued. Section 25 is being cleaned up and will flow better.</p> <p>The board discussed and agreed to uphold the rule that Canadian residents are required to hold a CARS license to compete in CARS sanctioned events. This was discussed in light of the new ARA and NASA events in Canada. There will be no exception to that rule and NASA, RA, ARA license holders will be able to compete in CARS events providing they obtain the required CARS license, For US or other foreign competitors that means an International Permit to Compete. For Canadian residents that means a CARS license.</p> <p>Deadline for printing the rulebook is Nov 30th. Terry will have the new rulebooks available at the AGM</p>
1F	<p>John reported that the website is running well with no serious problems. Google analytics have been running since Sept 22nd and the traffic visiting the site is impressive. We are seeing approx. 15,000 page views per month with a spike around the time of our events.</p> <p>Average sessions include 2.5 pages and average time on the website is over 3 mins.</p> <p>John discussed how the national events can take advantage of the CRC audience by fully utilizing the functionality that the site offers in the way of the event pages, the event results, galleries and news. Between our 8000 Facebook followers, 15,000 website viewers per month CARS is offering a huge audience that clubs and events can tap into.</p>
2F	Steward's Manual, Terry set a goal to be complete by YE
1G	<p>The topic of "declining entries" should be changed to a more positive "Increasing entries" as the efforts since the 2015 AGM have delivered good results and we need to adjust our focus to continue the drive upwards.</p> <p>YTD we have seen an overall increase of 30% in entries. Most events have been very proactive in promoting themselves and other events using the social media channels that we have developed. Most events are better able to sell sponsorship and raise money to help with viability of the events.</p> <p>Most events can do more to utilize the new CRC website tapping into a big audience.</p> <p>Some events have not made the same progress and are missing out on opportunities to grow interest. John plans to have this topic as part of the CARS/Organizer discussions at the 2016 AGM</p>
1H	<p>Martin presented a proposal that a new Okanagan rally club be approved for affiliation with CARS. The Interior Rally Sport Association (IRSA) has registered with the BC societies. They have been in existence for a year and operating under the wing of the WCRA. They have organized 6 TSD rally schools and a TSD event. Members of their executive were at Kananaskis observing and will be volunteering at Big White.</p> <p>A motion was made to approve affiliation of IRSA. The motion was seconded and the motion passed.</p>
3H	John has an updated version of the Event responsibilities document for 2017. Changes are

	clarifications and minor updates. John will send out to board members prior to the next board meeting.
1J	The next full board meeting will be on Wednesday December 14th at 7 pm ET via conference call.
2J	A motion was made to adjourn the meeting at 9:26 pm ET. All in favor and meeting adjourned