

CARS Board Meeting Minutes

Oct 7th 2015

Item	Discussion
1A	<p>Meeting was called to order by John Hall at 7:09 pm EST</p> <p>Attendance included:</p> <p>John Hall (President)</p> <p>Eric Grochowski (Rally West Director)</p> <p>Clarke Paynter (Vice President, Atlantic Director)</p> <p>Peter Watt (RSO Director)</p> <p>Maxime Méconse-Laroque (RSQ Director)</p> <p>Ross Wood (Organizer Rep)</p> <p>Chris Martin (Competitor Rep)</p> <p>Terry Epp (CRC Series Manager)</p> <p>Absent</p> <p>Warren Haywood (Technical Director)</p> <p>Martin Burnley (Treasurer, RPM Director)</p> <p>We have 4/5 directors making a Quorum.</p>
2A	<p>A motion was made to adopt the Sept 16th board meeting minutes as written</p> <p>The motion was seconded and motion was carried.</p> <p>Minutes are approved</p>
1B	<p>John reviewed the report provided by Martin;</p> <ol style="list-style-type: none"><li data-bbox="240 1339 846 1371">1. No unexpected revenues or expenditures.<li data-bbox="240 1371 1479 1434">2. Development of the 2016 budget is underway and will be circulated to the board prior to the next meeting.
2B	<p>Terry reported;</p> <p>PFR: all seems to be under control, green crew completed route check, permissions almost complete. One issue this year has been lack of rooms in Merritt. Jorge Dascollas has volunteered to act as our sponsor host for the event.</p> <p>RMR: Permissions almost complete, schedule agreed upon.</p> <p>TP: Regulations are posted, schedule has been reviewed, good communication happening.</p> <p>BW: will be observed for national status in December 2015. Jorge Dascollas will perform the observation.</p>
3B	<p>2016 CRC Schedule</p> <p>Continued discussion of 2016 CRC schedule.</p> <p>PN: After further discussion between Max, Terry and the PN organizers the event is scheduled for the Feb 6/7th weekend. The Quebec organizers continue to have concerns with declining entries.</p>

	<p>The board discussed this at length and agrees that we need to spend some time discussing the issues with event organizers, competitors and the board members to find ways to improve the situation.</p> <p>RMR: will run on the June 4/5 weekend</p> <p>BDC: have not provided a date. The organizers have asked the board to review the decision of Sept 16th regarding the event being either NACAM or an CRC event, but not both. The CARS board would prefer the event to be solely part of the 2016 CRC. The organizers are asking to have NACAM reps and Mark Williams present to the CARS board the reasons why we should run a combined CRC/NACAM event. The board discussed, but lacked an understanding of: a) our obligation to conduct a review of the board's decision and b) if there is value in opening up the discussion again. John proposed that some research is needed to determine if such an objection to a board decision requires a review.</p> <p>Defi: Sept 8/10 weekend</p> <p>PFR Sept 30/Oct 1 weekend</p> <p>Charlevoix: would like to be a national and could run Oct 22/23 weekend. The event will be observed for possible national status in 2016.</p> <p>Tall Pines is currently set for Nov 25/26, but Ross and Terry will go back to the TP organizers and ask them if they can move forward by one week to the Nov 18/19 weekend to allow for a 3 week gap before BW.</p> <p>Big White: Dec 10/11 weekend (subject to satisfactory observation in Dec 2015)</p> <p>The board would like to see a 7 event calendar for 2016 AND it is important to note that the 2016 calendar is not yet finalized.</p>
1C	<p>Terry mentioned that Marc Wong is the Project Lead for Media Development. We have had Warwick Patterson update Marc on the CRC video and Photographic files that are available.</p> <p>Terry will send Subaru the latest media data package</p> <p>Subaru did purchase the back page of the RMR spectator guide</p>
2C	<p>Yokohama Update. John presented Martin's report</p> <ol style="list-style-type: none"> 1. Yokohama is not sending anyone to PFR or RMR. 2. They declined on a request to buy the TV ad (I reported that at the last meeting) 3. They declined to buy an ad in the RMR spectator guide.
3C	<p>John reported that the Sponsorship Committee met on Sept 23rd.</p> <ol style="list-style-type: none"> 1. JF has a good list of leads and continues to maintain contact but nothing firm 2. JF has updated the media package with the latest social media impressions and some updated demographic info. 3. The 2016 Rally schedule being a little more spread and balanced should help with our sponsorship hunt. 4. A 2015 TSN & RDS contract is in place with the PN airing scheduled for late October 5. The plan is for the 2016 TV schedule to follow the events more closely so that the premier airings will be on TV shortly after the events.
2F	<p>John reported that the web site development is progressing well and expects to have the first hands on look at the web pages within the next week or so. This will be all of the pages interlinked so that we can test the navigation and make sure that all of the elements of the scope are included.</p> <p>Once this has been completed (expect mid Nov completion) the final step is to build the User (competitors + others) standings and speed factor databases, ensure that all of the external links for live vehicle tracking, access to club and regional websites, etc. are set up, activate the video and picture galleries, create user friendly input of content.</p>

4F	<p>John reported that both PFR and RMR are working together with Rallysafe to utilize the system at those two events. Tall Pines will be working with EZTrak to utilize that system.</p> <p>CARS will not be participating in any way. These are decisions being made by the organizers of those events and the cost is being managed by those events.</p>
1H	<p>Tall Pines received a proposal from Lawrence Partington to use a group of media students to conduct ongoing interviews and newsgathering at the event and produce a series of webcasts throughout the day. The TP organizers have asked CARS if we approve.</p> <p>The CARS board is supportive of the event's effort to increase exposure and timeliness of updates but this is an event initiative, which is not related to, nor should it interfere with the overall CRC media production that Formula Photographic, Bowes Media and Dean Campbell Editorial produce for the series.</p>
2H	<p>Picking up on the declining entry issue, highlighted by the PN organizer the board had a good discussion;</p> <p>A couple of key items include; the PN organizer asking for more involvement of CARS in helping attract entries, and a feeling that CARS is not doing enough to get entries to events. Also a concern that communication with the RSQ events needs to be in French so that the individuals involved can better understand the nuances of the conversations between themselves and CARS/CRC</p> <p>The board agreed to ensure proper communication in French. This is difficult at times but is a legitimate concern and we need to find ways to ensure good communication with all of the organizers. We do utilize the services of a translator and all official documents are translated. However, discussions and more casual conversations are more difficult..</p> <p>On the issue of declining entries and concern that CARS doesn't do enough, it was suggested that we might need a committee that includes national event organizers, CARS/CRC representatives and competitors. The committee would focus solely on the issue of entry levels and determine actions that would be aimed at improving entry levels.</p> <p>We do have an Organizer committee today, the chair of that group is part of the CARS extended board, and on the competitor side we have a competitor rep that sits on the CARS extended board. But CARS focus has not been on entry levels per say since we have been working hard on the issues of better media coverage, more social media exposure, creating advertising sales opportunities for the events, helping event media/marketing people sell their product to increase the event revenues, creating a new web site that will bring all of this together. We have also been working on improving rules that have helped make rally more appealing and of value to the competitors, including re-start rules, speed factors, rally sprint and rally cross rules to name a few.</p> <p>John proposed that we could start by allocating more time at the upcoming AGM for direct Organizer/CARS face-to-face time. But to make this worthwhile we should develop a proper agenda of items to be discussed and desired outcomes.</p>
1J	<p>The next meeting will be on Nov 18th at 7 pm ET via conference call.</p>
2J	<p>A motion was made to adjourn the meeting</p> <p>Motion was seconded.</p> <p>Motion Carried</p> <p>The meeting adjourned at 9:40 PM ET</p>