

CARS Board Meeting Minutes

Oct 5th 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>Warren Haywood (Technical Director)</p> <p>Terry Epp (CRC Series Manager)</p> <p>Jeremy Norris (Competitor Rep) Attended until 7:45pm</p> <p>We have 5/5 directors making a Quorum at 7:04pm.</p>
2A	<p>A motion was made to adopt the Sept 1st CARS Extended Board meeting minutes</p> <p>The motion was seconded and motion was carried.</p> <p>Minutes of the Sept 1st extended board meeting are approved as presented</p>
1B	<p>Martin reported that we had no unusual expenditures or revenues during the last month.</p> <p>He presented the YTD status of the Insurance account. With the loss of some low entry events and the associated negative impact on our insurance account, we project that we will turn the loss into a slight gain while maintaining the insurance rates. The plan therefore is to propose holding insurance rates flat into 2017. (This is based upon the ASN rates also remaining flat)</p> <p>Martin presented the first draft of the 2017 budget. Currently we are in an overall deficit situation and rapidly reducing our buffer, this is because we have not been able to increase sponsorship revenue or compensate for the loss of Yokohama. In 2017 we will need to have a budget that further trims cost and/or increases revenue. Following is a summary of the highlights Martin presented.</p> <p>Unless we can see an increase in sponsorship funding we will need to reduce media production costs. This is a dilemma since the events and many competitors rely and expect media coverage at the level we have gotten used to. In order to do this we believe that the events and the competitors will need to share in the cost of the media production. As such the budget proposal includes an increase in license fees and a reduction in event fund transfers.</p> <p>We will once again propose that we further reduce the cost of the AGM by shortening the weekend to 1 day of meetings and reducing banquet costs. By possibly combining the AGM with an event we may be able to reduce travel costs also.</p>

2B	<p>Terry reported on CRC activity.</p> <p>Big White - supp regs will be into Terry by Friday</p> <p>Tall Pines - supp regs are up on the website and preparation for the event is progressing well.</p> <p>PFR – took place last weekend; event ran well, some of the usual issues caused by the shallow depth of the organizing committee. PFR have tackled this issue in the past but seemed to have slipped back. It will be important that PFR build some depth and bench strength within their organizing committee. Radios worked well, Course cars do a lot of extra work in preparing the stage. Rallysafe was outstanding and used on numerous occasions during the event. In particular the car-to-car communication was very helpful in very dusty conditions. Competitors really liked the ability to check stage times of themselves and other competitors immediately following the stage. The event had 36 entries.</p> <p>Defi – The event had many problems. This was the year that the long time organizer was handing over to a new organizer. It was apparent that more training is required for the new organizer and Ross Wood offered to help him by having the organizer attend Tall Pines and work with Ross.</p> <p>The new organizer did many things right, the event was moved to a single venue in Montpellier, the stages were better and longer. The event had good sponsorship support.</p> <p>The board discussed Defi at length and agreed that Terry needed to wait for the Stewards report after which a letter will be written to the Defi organizer explaining the improvements required to maintain National status.</p> <p>EZTrak was used at Defi. It was also used at BDC and RMR. The SOS function does not work because Global Star is not able to handle the input from the device so an SOS at Rocky was delayed for over an hour. As a result, the SOS aspect of the device has been deactivated (BDC and Defi).</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 Nova Scotian Westin Hotel, 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 idea is that the banquet may be at a different location. Clarke is working on some sponsorship support.</p> <p>John will work with Debbie to get the overall schedule out ASAP. This will allow for early flight booking for better prices.</p> <p>The Trophies will need to get to Halifax. Debbie already sent some boxes with Wim. Warren offered to help in Ontario to get boxes to the right location. Ross will follow up.</p>
4B	<p>Martin led a discussion around establishing the Jacques L'Estage Memorial Scholarship.</p> <p>The L'Estage family are in receipt of donations and would like CARS to manage a memorial fund in memory of the late Jacques L'Estage.</p> <p>The board supported taking this on.</p> <p>Max, Clarke and Jeremy will develop a proposed management system with input from the L'Estage family and present back to the board.</p>
1C	<p>Terry will set up meeting with Subaru to discuss contract renewal for the next 3 years. We need to have media option costs in hand prior to these discussions</p>
2C	<p>John & Martin are working with Formula/Bowes to get proposals for media coverage thru 2017, 18, 19. We need to understand the cost of our options prior to discussions with Subaru & Dirtfish.</p>

	We did discuss the possibility of opening up our media supply contract via a RFP if we can't negotiate a favorable renewal.
3C	Warwick is holding discussions with Dirtfish Rally school on renewing for 2017. Martin and John may need to take a trip to Dirtfish to meet the people first hand.
4C	<p>Overall Sponsorship Activity</p> <p>The board had a good discussion about the sponsorship situation.</p> <p>Our vision has been that with good media coverage we increase the exposure to the sport and increase the commercial value of the CRC and events. The idea being that the CRC, The Events and our Competitors can capitalize on this, as sponsorship support would be forthcoming, taking advantage of the great exposure we offer.</p> <p>It would appear that many competitors are seeing the benefits and are more able to garner sponsorship support. The events are definitely realizing the benefits through the successful sale of roadside banners. Our Series Partner Subaru continue to see the benefits and are very pleased with the exposure they get thru the CRC media production and our website.</p> <p>It would appear that we have been achieving our vision and goals of increasing the commercial value of the CRC. However we have a problem at the National series level.</p> <p>The problem we are finding is that large corporations that might support a national championship are not easily brought on board. To the point that we have not successfully added any large sponsors since the loss of Yokohama.</p> <p>With the help of Formula Photographic we do have a relationship with the Dirtfish Rally School, which is likely an example of the direction we need to take. That is multiple smaller dollar value participants rather than two or three large partners.</p> <p>To achieve this goal we need to engage more of the rally community in helping find the support we need.</p> <p>John will draft a letter that explains what we are looking for:</p> <ul style="list-style-type: none"> • Advertising sales on our website • Advertising sales in our rulebook • TV advertising spot • Small sponsors that would like to set up in the service park or in a spectator area • Sponsors that would like exposure on the cars <p>This could be sent to competitors, companies that we do business with.</p>
5C	<p>John made contact with the Federal Tire marketing person that had been talking to JF. She asked for the latest exposure data, which is currently being assembled by Warwick.</p> <p>Once in receipt of this John will make contact again and present the material.</p>
2E	Terry agreed to assemble all rule book changes as well as conduct a review of section 25 prior to the next board meeting
3E	Peter reported that RSO did not like the Safety plan template for navigational rallies. The board agree that if RSO didn't want to use it, that is up to them... The original intent of providing this safety plan template was to make it available to individuals or groups that are looking for guidance.
1F	John reported that over the past week or so we have made huge progress in wrapping up the list

	<p>of bugs and minor deficiencies in the website. The list of updates include;</p> <ol style="list-style-type: none"> 1. Addition of a license validation report for Debbie 2. Addition of a registrars report that Debbie can provide to event registrars 3. Additional functionality in the scoring system to accommodate two regionals 4. Additional report that show the standings and points earned at each event (Available on the Standings Page) 5. Additional report showing the past 24 months of event speed factors and the overall speed factors (Available on the Standings Page) 6. Addition of the Novice list on the Organizer Documents page 7. Ongoing bug fixes as they appear.
2F	Had no progress on the Stewards manual
1G	<p>We are continuing to promote events; events continue to promote themselves and each other. The media is delivering excellent exposure for the CRC. The new CRC website is also promoting the sport and the events.</p> <p>Entry levels are up all around this year, which really helps with the viability of the rallies and organizing clubs. YTD overall entries in the CRC events are up 26%. National entries are up 32%. We have always thought that entries are primarily affected by the economy, however with the economy currently struggling in most parts of the country it may be much more to do with the promotion and exposure that the sport and events are getting. We need to continue the high level of promotion.</p> <p>The board discussed the possibility of another NACAM/BDC event. The board will support this if asked to do so by the event. In preparation the board has requested that Terry talk to ASN Canada about what if anything can be done to help this happen at a lesser cost.</p> <p>Another opportunity is discussed under item 1H</p>
1H	<p>The board discussed a recent request from the newly formed American Rally Association (ARA) to use Perce Neige as a dual CRC/ARA event. The board discussed some of the potential issues but felt that they were manageable. A motion was made to support a combined CRC/ARA event at Perce Neige 2017. The motion was seconded and carried.</p> <p>It was proposed that a small team consisting the PN organizer, the CRC Series Manager and the ARA Rep work together to flush out the details. John is to send an email tomorrow inviting the three to start work immediately as the PN Supp Regs are due in 3 weeks.</p>
2H	Confirmed that Peter Watt and Terry Epp will be in attendance at the Motorsport Hall of Fame induction of Antoine L'Estage on Oct 22 nd
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.
4H	<p>During the recent PFR one competitor was using Facebook live to broadcast his run through one of the stages. The individual rolled on stage.</p> <p>John raised the question about the use of Facebook live to broadcast in-car. Board members agreed that there was a risk but we agreed to think more about the possible ramifications before doing any more.</p>

5H	<p>Martin proposed that we should reconsider requiring three stewards at national events. He proposed that two might be adequate and that this would definitely reduce costs to the event.</p> <p>The board discussed and with input from Terry determined that three stewards are not the rule it is simply the practice that we have adopted over the years. The GCR's 6.2.1 requires "At least one steward....."</p> <p>A motion was made to change the practice to be a minimum of 2 stewards required at a national event. The motion was seconded and carried.</p>
1J	The next full board meeting will be on Wednesday November 9th at 7 pm ET via conference call.
2J	A motion was made to adjourn the meeting at 10:30 pm ET. All in favor and meeting adjourned