

CARS Board Meeting Minutes

September 21st, 2023

Item	Discussion
1	<p>Meeting was called to order by Jean Francois Guite on September 21st, 2023, at 7:00 pm ET</p> <p>In attendance by Zoom:</p> <p>JF Guite (CARS President and Initial Chair) JF</p> <p>Chris Kremer (RW Director & Secretary/Treasurer) CK</p> <p>François East (RSQ Director, Vice President) FE</p> <p>Mal Swann (ARMS Director) MS</p> <p>André Leblanc (Competitor Representative) AL</p> <p>Graham Bruce (Technical Director) GB</p> <p>Yannick Lefebvre (NSM) YL</p> <p>John Hall (Past President and ARC Chair) JH <i>Sends his regrets.</i></p> <p>Martin Burnley (RPM Director) MB</p> <p>David Brassard (Org Rep). DB Sends his regrets</p> <p>Warren Haywood (RSO Director) WH</p> <p>Chris Bowes representing Bowes Media and Formula Photographic (Part Time)</p> <p>Call to Order.</p> <p>We have a Quorum.</p>
2	<p>CARS Board meeting minutes of August 24th, 2023 were adopted by motion.</p>
3	<p>Media:</p> <p>Chris Bowes presented a plan to the Board for obtaining new sponsorships – essentially marketing the TV production to multiple small sponsors rather than the current situation of sole reliance on one large sponsor. Chris will create sponsor packages and will be a part of the selling process.</p> <p>Chris left the meeting after being thanked by the board for both his excellent work on the TV production and for his presentation today. The board then discussed the presentation and plan and looks forward to working with Chris on obtaining future sponsors.</p>
4	<p>Finance;</p> <p>CK presented the first draft of a 2024 Budget answered questions arising from it. 2024 is projected to have a good year financially and that increases in fees will be minimal if there are any at all.</p> <p>Some discussion occurred around replacing branded items such as media bibs and that financial support may be available from the FIA.</p>
5	<p>CRC Report:</p> <ul style="list-style-type: none"> • Rallye Defi – It was a nice rally with mostly new team members, some new roads and new flavour to it. The schedule was different from previous years. The event ran 40 minutes late. Stage security was well done. There was some confusion around the Parc Ferme situation for the regional competitors. General observation was that this close to becoming a great event.

	<ul style="list-style-type: none"> • Pacific Forest Rally – The event has now downgraded to become a Regional only event that will be held on October 14th. The organizer will find a new date for 2024 that is outside of the main wildfire season. • Rallye Charlevoix – Looking very good so far and are resolving issues around service times for the Regional only competitors. The event has failed to provide the details of the sponsorship arrangement with P1 fuels to CARS. A discussion was held regarding the request for issuing a codrivers licence for a Charlevoix competitor and it was reaffirmed that this is at the discretion of the Region Director. • YL has met with Pirelli and anticipates that an agreement for a national level sponsorship can be achieved. Discussions are ongoing. • Some discussion was held regarding the CARS assets that are branded and when they should be replaced. YL will determine timing and design. • 2024 CRC Calendar is now due to be published. YL will initiate a conference call with the Western events and region directors to firm up the dates. • The introduction of a Power Stage for 2024 and was agreed to in principle. YL will look at the details and draft a rule proposal.
6	In Camera discussion, update and planning on the situation around the recent suspension of a member.
7	<p>Competitor Rep:</p> <p>Will look at developing a rule change proposal to move the production class closer to alignment with Open Light.</p> <p>Development work is going on with the project to create a “one stop” annual event registration system.</p>
8	<p>MARKETING</p> <p>Most of the Marketing items were discussed during the Media session.</p> <p>The statistical social media reports for June, July and August have been received from AMP and have been distributed to the board. Discussion and explanations followed. It was generally felt that this is good progress.</p>
9	<p>ARC, Admin Rules.</p> <p>All in Hand. MB will ask the ARC to develop a rule that specifically requires competing crews to follow the route book throughout the event.</p>
10	<p>TECHNICAL RULES:</p> <p>New boxes are being fabricated for the boost control monitoring equipment.</p> <p>FE has established a connection that will help GB to create an app so that the results of the monitors can be seen in real time and remotely from the vehicle.</p>
11	Next Meeting Thursday November 2nd at 7.00 pm ET
12	Meeting Adjourned at 21.25 E.T.