

CARS Board Meeting Minutes

Sept 8th 2014

Item	Discussion
1A	<p>Meeting was called to order by John Hall at 7:10 pm EST</p> <p>Attendance included:</p> <p>John Hall (President)</p> <p>Peter Watt (RSO Director)</p> <p>Ivan Butikofer (Vice President, RSQ Director)</p> <p>Clarke Paynter (Atlantic Director)</p> <p>Eric Grochowski (Rally West Director)</p> <p>Keith Morison (Marketing Manager)</p> <p>Ross Wood (Organizer Rep)</p> <p>Warren Haywood (Technical Director)</p> <p>Chris Martin (Competitor Rep)</p> <p>Terry Epp (Series Manager)</p> <p>Martin Burnley (Treasurer, RPM Director)</p> <p>Alain Bergeron (joined us for Item 4G that will be discussed first)</p> <p>We have a Quorum 5/5 to continue</p>
2A	<p>The meeting minutes from July 14th were discussed. Ivan pointed out a spelling mistake in item 4E that will be corrected. Other than that ready to go.</p> <p>Clarke made a motion to adopt the minutes as amended.</p> <p>Peter seconded the motion.</p> <p>Vote count 5/5 in favor</p> <p>Motion Carried.</p> <p>July 14th 2014 meeting minutes adopted.</p>
4G	<p>Alain Bergeron presented a proposal from the eastern national rally organizers that would create an Eastern Rally Championship. The championship would use the four eastern nationals and 4 other regional events (2-Ont, 1-QC, 1-Atlantic) The group are looking for support from CARS to be able to use the national points in this manner. The driving force is to increase entries at the events. Board members asked a few clarification questions. The board have no concerns with the Eastern Rally Championship using the national points but did suggest that the group should work closely with the three regions involved as they work on the details.</p>
1B	<p>Martin provided July and August Check logs and Financial update to Sept 5th 2014. No questions or concerns with the Check Logs</p> <p>Martin reviewed our financial situation. After a deficit in 2013 we entered 2014 with a budget that reduced the deficit significantly although still in a slight deficit situation. The plan was to end up with a balanced budget in 2015.</p> <p>Issues including our lack of new revenue and the loss of some sponsorship money have worsened our projected deficit situation. This resulted in us developing a contingency plan that has actively been cutting costs in a number of areas, these include, reducing AGM cost, eliminating Tech Director travel, Eliminating Brand Manager travel, eliminating all discretionary spending and working with Formula Photographic to reduce 2014 production costs. Our plan was and continues to invest in the high quality media and social media production being supplied by Formula</p>

	<p>Photographic but it is important that we start to monetize this asset to help us move the accounts into the positive situation.</p>
2B1	<p>Keith reported on commercial and media activity.</p> <p>Good progress is being made with the TV broadcast negotiations. We have a deal with TSN, TSN2 and ESPN as well a similar deal is confirmed with RDS just not yet signed. The agreement involves airing each of the 6 event shows 6 times over the course of the year. 15 days after the premier airing we will be able to post the show on You Tube. We also get 5 x 30 sec commercial spots per episode. We expect the shows to start in October and running the repeats through until Sept 2015.</p> <p>In August FP restructured the planned online deliverables to better fit our budget and desired outcomes. We should see more timely release and shorter bite sized web segments making the videos more relevant to the series. Already seeing a good flow of web videos.</p> <p>Social Media campaign is underway with the new "inside the CRC" series of videos this is helping the growth in reach and numbers of people watching.</p> <p>Facebook.</p> <p>Followers up 52% since January 1st 2014</p> <p>Ave Reach up 394% since January 1st 2014</p> <p>Ave daily Engaged users up 2700% since January 1st 2014</p> <p>Twitter.</p> <p>Followers up 38% since January 1st 2014</p> <p>You Tube.</p> <p>Has had 9965 views of the "Inside the CRC" series in the month of August</p> <p>Currently 661 channel subscribers</p>
2B2	<p>John reported on plans that have been developed by the Elected board and Keith to revamp our approach to marketing of CARS and the CRC. We all agree that we have an outstanding product with which can provide significant value to potential sponsors. But we have not been very successful in monetizing this.</p> <p>It was proposed that we will split the promotion/marketing and media/communications components of what is currently Keith's Marketing Manager role. Also we have done some preliminary work with Warwick Patterson to see if it made sense to have him take on the Promoter/Marketing role. He was very receptive. The board discussed, mentioned some previously failed efforts with promoters, saw many positives and overall support the idea of moving forward with this plan.</p> <p>It is clear from the board feedback to Keith that it is recognized that he was in a very difficult situation. The board expressed their strong desire for Keith to stay handling the Media/Communications for CARS and for him to remain active on the extended board.</p>
3B	<p>CRC report from Terry indicated that documentation is coming in from PFR, RMR and TP on schedule.</p> <p>Terry also reported that Defi went off on the weekend without a hitch, he observed some big improvements in the event and commented on the good number of regional competitors. BGilles and his organizing group did a tremendous job of the event.</p>
4B	<p>John reported that the 2014 AGM weekend is set for Jan 10th. The format will be tighter and slightly shorter as part of our efforts to reduce costs. The AGM will be in Toronto. Late Friday evening will be a 2-hour closed board meeting followed by all day Saturday leading into the awards dinner in the evening.</p> <p>Debbie will send out a more detailed agenda outline & touching on the ticket cost and room sharing approach.</p>

4D & 5D	<p>Ross asked the board to provide some guidance regarding the minimum age of Hot Zone workers and Min age for Shakedown/Media rides.</p> <p>After some discussion the board agreed that our safety guideline would be a min age of 16 for both Hot Zone workers and Shakedown/Media rides. It is recognized however that some long time and experienced volunteers have had under aged children with them at events and have performed tasks inside the hot zone. We do not want to stop fully competent and experienced volunteers from having under aged children in one of these situations and recognize that based upon past experience and organizer can provide an exception to these volunteers.</p>
8D	<p>John presented on behalf of the Admin Rules Committee the final version of section 14 "Types of route presentation" for board approval.</p> <p>There was little discussion as this revision has been discussed at other board meetings and this final version is well understood.</p> <p>Peter motioned to approve the changes for immediate implementation</p> <p>Clarke seconded the motion</p> <p>5/5 in favor. Motion adopted</p>
9D	<p>John presented on behalf of the Admin Rules Committee the final version of a revised preamble section of the rulebook.</p> <p>There was little discussion as this revision has been discussed at other board meetings and this final version is well understood.</p> <p>Ivan motioned to approve the new pre-amble for implementation with the new printing of the 2015 rulebook.</p> <p>Peter seconded</p> <p>5/5 in favor motion adopted</p>
10D	<p>John presented on behalf of the Admin Rules Committee the final version of a revised section 4 "Organization" for board approval and support to go to the rally community for two-week review and feedback.</p> <p>There was little discussion as this revision has been discussed at other board meetings and this final version is well understood.</p> <p>Martin motioned to approve sending the new section 4 to the rally community for two-week review and input</p> <p>Eric seconded</p> <p>5/5 in favor motion adopted</p>
11D	<p>John presented on behalf of the Admin Rules Committee the final version of revised section 21.2 introducing the use of speed factors for board approval and support to go to the rally community for two-week review and feedback.</p> <p>There was little discussion as this revision has been discussed at other board meetings and this final version is well understood.</p> <p>Eric motioned to approve sending the revised section 21.2 & speed factor use to the rally community for two-week review and input</p> <p>Ivan seconded</p> <p>5/5 in favor motion adopted</p>
12D 13D	<p>Terry presented on behalf of the Admin Rules Committee. Three areas of administrative wording cleanup.</p> <ol style="list-style-type: none"> 1. Re-start wording needed minor wording changes for clarification

	<p>2. Posting of event results required minor wording changes to ensure that we don't have a conflict between the podium and final results timing.</p> <p>3. Cleanup of 19.3</p> <p>Martin motioned to adopt the wording as presented for immediate implementation</p> <p>Clarke seconded</p> <p>5/5 in favor motion adopted</p>
4E	<p>Keith reported that costing of Rallysafe implementation at Big White has come back and is more than the event can afford and plans not to move forward with it</p>
1F	<p>The CRC schedule</p> <p>Martin provided the minutes of a meeting that took place in Western Canada to talk about the calendar of western events. The meeting was held to explore the possibility of alternate dates for events to help with the distribution of the event schedule. The outcome is that neither Rocky nor PFR can move successfully. Rocky can't get road permissions or support from the community for a spring date. PFR could potentially move into June/August but the fire cancellation risk is very high at that time of year.</p> <p>Based upon this inability to juggle the Western events a similar schedule to 2014 was presented by Terry for 2015.</p> <p>John suggested looking at adding Big White as a 3rd Western event making the series a 7 event series. Big White could run in March filling in some of the dead gap that we currently have in the calendar. The board thought that asking for rally community input to this proposal might be a good idea.</p> <p>Martin motioned to adopt the 6 event calendar as presented by Terry for 2015, with the possibility of a one week later change to the date shown for Tall Pines</p> <p>Eric seconded</p> <p>5/5 in favor motion adopted</p>
3F	<p>Peter updated that they had a meeting to discuss permanent car numbers and so far all in favor. More at the next board meeting</p>
4F	<p>Terry reported that 9 signs (3 Yokohama & 6 Subaru) have been sent out West and will be stored there. There is already a podium out west.</p> <p>This makes the logistics easier and now local people need to make sure that they get to events, are cleaned after events and restored.</p>
2G	<p>Ivan requested approval for the affiliation of a new Quebec club with CARS. The club is a registered Quebec Association.</p> <p>Eric motioned to accept Club de Rallye C2R Rimouski affiliation request</p> <p>Clarke seconded</p> <p>5/5 in favor Motion adopted</p>
3G	<p>Ivan requested support from CARS for the running of a Rally Moto event in conjunction with a CARS sanctioned RSQ regional rally.</p> <p>The board had a lot of questions about how insurance would work, who would sanction the Rally Moto as CARS can't. Is the Rally Moto group part of the Quebec Motorcycle Association?</p> <p>In Principle CARS are not against the concept but would like the details before giving a definitive answer.</p>

4G	<p>Eric requested approval for the affiliation of a new Alberta club with CARS. The club is incorporated in Alberta.</p> <p>Peter motioned to accept the Crowsnest Pass Rally Club affiliation request</p> <p>Ivan seconded</p> <p>5/5 in favor motion adopted</p>
1H	<p>The next board meeting is set for Wednesday October 8th, 2014 at 7:00pm ET</p>
2H	<p>Ivan motioned to adjourn the meeting at 10:45 ET</p> <p>Eric seconded.</p> <p>Meeting adjourned at 10:45 ET</p>