



# Fifth Gear

*April 2014*



# Toronto Autosport Club

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## 2014 EXECUTIVE:

PRESIDENT	Rob McAuley	(905) 335-3141	rob@rmcauley.ca
VICE-PRESIDENT	Paul Moore		vicepresident@torontoautosportclub.ca
TREASURER	Rita Moore		treasurer@torontoautosportclub.ca
SECRETARY	Graham Tulett	(905) 828-0245	secretary@torontoautosportclub.ca
COMPETITION DIRECTOR	(position vacant)		
SOCIAL DIRECTOR	Jane Worobess		pitajane@hotmail.ca

## 2014 COMPETITION CO-ORDINATORS:

TIMEATTACK /SOLO-I	Carsten Gieschen	(416) 792-2804	cgieschen@dynamic.ca
AUTOSLALOM /SOLO-II	(position vacant)		

## 2014 COMMITTEE REPRESENTATIVES:

RALLYSPORT ONTARIO	(position vacant)		
MEMBERSHIP	Paul Moore		registrar@torontoautosportclub.ca
WEBMASTER	Brooke Jacobs	(905) 764-1833	brooke@brooke.net

**Club Mailing Address: 18759 Kennedy Road, RR1, Sharon, On, L0G 1V0**

The TAC MOTORSPORT CLUB OF TORONTO Incorporated, (known as the "Toronto Autosport Club") is a general interest motorsport club involved in rallying, Solo I, Solo II, ice racing, road racing and social events. Club Meetings are held on the third Wednesday of each month (**except August & December**) at 8:00 p.m. at the MOOSE AND FIRKIN, 7600 Weston Road at Hwy 7 (SW corner), just west of Hwy 400 in Woodbridge ([www.mooseandfirkin.com](http://www.mooseandfirkin.com))...

## GUESTS ARE ALWAYS WELCOME !

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FIFTH GEAR is the monthly publication of the Toronto Autosport Club. Articles concerning Club members' activities are of special interest and members are encouraged to submit their writings to any member of the Executive or send them to the Editorial Offices. Past issues of FIFTH GEAR are posted for viewing on the club website.

FIFTH GEAR is normally published on the Tuesday preceding the second Wednesday of each month. Certain scheduling changes will be made to accommodate major motorsport events which are of interest to the members.

### **DISCLAIMER**

*Opinions and views expressed in this newsletter are for entertainment purposes, are those of the individual writers and do not necessarily reflect the opinions and views of the TAC MOTORSPORT CLUB OF TORONTO, its Executive members, or affiliated governing bodies such as CASC-OR, CARS, RSO, or the ASN (Canada) FIA.*

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Please contact the Executive member(s) directly or through the Club Address listed above, for matters not pertaining to FIFTH GEAR.

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# FROM THE PRESIDENT'S DESK

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Spring is finally in the air!

April always catches me off guard. By the time you read this, we will have completed the Ontario Time Attack Instructor's School. Once again, I will be driving my mother's Cadillac CTS because neither my race car, nor Sue's BMW will be ready.

The Time Attack season kicked off with the Open House at JRP in Mississauga. Turnout this year looked excellent. We signed up a few new members, and a number of renewals. It was great to see everyone back again!

The Time Attack schedule is compressed this year. We have our student school on May 3 & 4, then events every second or third weekend starting June 7. The season wraps up on August 9th, with the shootout for those competitors who have run at least 5 of the 7 events. Once again, we will be at Shannonville, CTMP/Mosport International Raceway, Grand Bend, and the Driver Development Track.

TAC is organizing the May school at the CTMP Driver Development Track, and the July 26/27 event at Grand Bend Raceway. We are always looking for volunteers to help at the school doing flagging, marshalling, and setting up exercises on the skid-pad. If you are available for either date, please let me know! A good time will be had by all.

Congratulations are to be extended to members Piotr and Lukasz Nytko, who came in First Place at the Rallye Monte Carlo des Energies Nouvelles! They were posting updates on the TAC Facebook page ([www.facebook.com/pages/Toronto-Autosport-Club/105957399469817](http://www.facebook.com/pages/Toronto-Autosport-Club/105957399469817)), including photos and videos from the event. Great to see our members doing well internationally!

As TAC is approaching its 60th birthday, we were keen to check out the TAC Archives. I picked up a few boxes of items from the garage of a former member, and was impressed with what I found. These will be fascinating to go over, as they include memorabilia from the Fiat Automobile Club and some of the first Fifth Gears from the newly renamed Toronto Automobile Club. There are some old trophies, decals, and dashboard plaques. We will be discussing what to do with these at some upcoming meetings, but you can expect to hear more as we approach 2015.

I am right in the middle of the upgrades to Sue's BMW. As I type this, the car is in the shop with its oil lines detached. A new oil cooler is ready to be installed as soon as I get a hold of a custom mount. Then the new Koni Sport suspension goes on, and the snow tires get swapped for my Time Attack summer tires. Sue complains about how stiff the car is with its stock suspension and 17" snow tires. Just wait until she drives it in its Time Attack set up. Hopefully a few more potholes will be fixed by then! We have a busy summer ahead of us.

My race car & trailer are still for sale. Check out the great deals at [www.spin2winracing.ca](http://www.spin2winracing.ca)!

Best of luck getting your track cars ready (or your ice racers mothballed), and I'll see you at the track!

Rob  
President,  
Toronto Autosport Club

# TAC 2014 EVENTS CALENDAR

<u>DATE</u>	<u>CATEGORY</u>	<u>EVENT DESCRIPTION</u>	<u>CLUB</u>
<b>APRIL 2014</b>			
12	Rally-OPRC	Shannonville Stages Rally ; Salmon River Rally , Shannonville Motorsport Park	
13	INDY	Toyota Grand Prix of Long Beach	
13	TimeAttack	Time Attack Instructor School, CTMP/Mosport DDT	SPDA
16	Meeting	<b>TAC Monthly Club Meeting, Moose &amp; Firkin, Weston &amp; 7</b>	<b>TAC</b>
18-20	F1	UBS CHINESE GRAND PRIX (Shanghai)	
25-27	F1	KOREAN GRAND PRIX (Yeongam)	
26	INDY	GP of Alabama, Barber Motorsports Park	
26	Rally-ORRC	ORRC - Spring Run-Off Rally	
26-27	Autoslalom	Autoslalom School, Brampton Powerade Centre	SPDA
<b>MAY 2014</b>			
3	Rally-OPRC	OPRC - Lanark Highlands Forest Rally	
3-4	Regional Race	Spring Trophy Races CTMP (Mosport)	BEMC
3-4	TimeAttack	School Day, CTMP/Mosport DDT	OMSC/TAC
9-11	F1	GRAN PREMIO DE ESPAÑA (Catalunya)	
10	Rally-ORRC	ORRC - Blossom Rally, Campbellville	KWRC
10	INDY	Grand Prix of Indianapolis, Indianapolis IN	
15-18	Stock Cars	Victoria Day Speed Fest Weekend, CTMP (Mosport)	
21	Meeting	<b>TAC Monthly Club Meeting, Moose &amp; Firkin, Weston &amp; 7</b>	<b>TAC</b>
22-25	F1	GRAND PRIX DE MONACO (Monte Carlo)	
24	<b>Rally-Fun</b>	<b>Infinite Monkeys Fun Rally - Newmarket (see flyer)</b>	<b>TAC</b>
25	INDY	Indianapolis 500	
30-1	F1	AMERICAN GRAND PRIX (New Jersey)	
31-1	Autoslalom	Picton Airfield Ontario Regional Event #1 & 2	St LAC
31-1	INDY	Chevy Indy Dual in Detroit,Belle Isle	
<b>JUNE 2014</b>			
6-8	F1	CANADIAN GRAND PRIX (Montréal)	
7	INDY	Firestone 600, Texas Motor Speedway, Ft Worth	
7	Rally	KWRC - SNATR, Tilsonburg	KWRC
7-8	TimeAttack	Event #1 & 2; CTMP/Mosport DDT	OMSC
13-15	Vintage	Canadian Historic Grand Prix, CTMP (Mosport)	

More events to appear as 2014 Schedules are released.

For more information on any event, please contact the organizing club or sanctioning body directly.

# **REMEMBER WHEN MONKEYS WERE JUST, WELL, MONKEYS?**



**2014 TAC Infinite Monkeys Fun Rally  
Saturday, May 24, 2014  
1 pm  
Newmarket**

This is not an ORRC event. The "Monkeys" will be a family oriented fun rally. No timing. No tricks. No incomprehensible instructions. It is just a nice spring drive in the country collecting information along the way followed by a "pot luck" barbeque. Fabulous prizes and awards including a monkey or two! (Winners are responsible for ongoing care, feeding and homage of any monkeys awarded.)

The start location will be confirmed closer to the date. No fancy computers or expensive cars required. Event will run rain or shine!!

Please let the organizer know if you plan to attend and how many people on your team at [vicepresident@torontoautosportclub.ca](mailto:vicepresident@torontoautosportclub.ca).

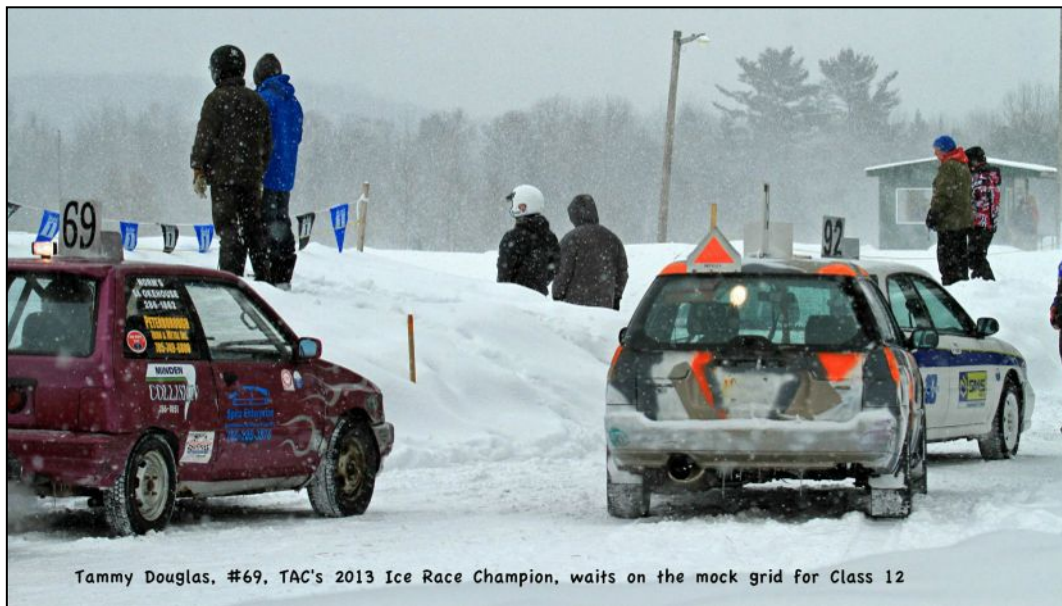
# TAC Ice Race Wrap-Up – an Organizer’s Perspective

By Rita Moore

(all photos by “Jimmy1” at sportsinmotion.ca)

Well, the ice racing season is over for 2014, and although we missed last month’s edition of Fifth Gear, it seems a report should still be made. Better late than never, as the saying goes! So here’s how the 6<sup>th</sup> Round of the Magnum Ice Race Series, the TAC Ice Race sponsored by Petro-Canada, went.

With the terrible loss of our beloved TAC member Andy Hughes last summer, TAC was in desperate need of an organizer for our event, so with some coercion the club got Vice President Paul Moore, a



Tammy Douglas, #69, TAC’s 2013 Ice Race Champion, waits on the mock grid for Class 12

“veteran” with about 6 years of ice racing experience (but never before an ice race organizer), to take on the task.

Every year, each of the organizing clubs of the season are assigned a different weekend to take charge of. This prevents any one club from always having to

deal with the extra challenges of the first and last events. As luck would have it, 2014 was the year for TAC to take the last weekend, scheduled to be held Feb 22-23. Paul started months in advance of that, looking for (begging for?) volunteers to help out (it takes about 20 people to run an ice race smoothly) as well as taking care of all the usual paperwork like CASC event permits and ASN insurance. By the Friday before the event, things were looking under control. Paul and I were all packed with only one more trip to the copiers at Staples before we would hit the road.

Suddenly it happened: the notice that the event was postponed for 1 week came in from the Ice Race Director, Heather Hughes, after the chief track maintainer Tom Prentice had inspected it and declared the track unusable due to weather. We had had a warm spell with heavy rain, which had flooded the track. Tom was on his way to vacation and his ‘support team’ would not have the time to drain the standing water; and even the forecast



Dan Douglas #146 leading the pack in Class SS4, Street Studs-4 Wheel Drive. Jim Carrell #135 is right behind him.

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freezing temperatures for the rest of the weekend would not be enough to fix the track condition. So our race was officially changed to the weekend of March 1-2.

First we had to rush and try to reach everyone so that they didn't drive all the way to Minden for nothing. Unfortunately we were too late for several of our workers who had headed out to

Minden early, including our Clerk, Terry Dale, who had driven over 300km, nearly 4 hours, to get there. But at least, thanks to the sponsorship of Petro-Canada, TAC was able to provide some gas cards to our workers to help cover some of the expense. We thank our volunteers profusely, and we thank Petro-Canada for helping us express our gratitude!

Next we had to collect names of people who could come on the rain date. If you think that finding a large group of volunteers to run an ice race is nearly impossible, try finding such a group with only one week's notice. Many of the volunteers had taken the weekend off from their work, and could not just get the next weekend off too. When people make plans for a specific date, it's not so simple to suddenly make a different date available instead! I myself lost 3 days pay due to the last minute change. A desperate, panicked request for help was sent out in every direction. Thanks to the generous spirit of the ice racing community, we had several people step up to help with the rain-date weekend; and the event was on once again. There is no way to say enough thanks to all

who helped out. The races *literally* could not have been held without each one of you.

Many of the cohort were not TAC members: we had the very good fortune to get help from some very experienced on-track marshals from Motorsport Marshaling Service, who looked after the flagging tower like the true professionals they are.



Gary Vernon #149 goes around the outside in class 12 (front wheel drive, 2nd driver)



Heather Hughes #14, Ice Race Director, works her car through a pack in Class SS2, Street Studs - Front Wheel Drive



Another critical concern was Clerk of the Course for our rain date, since in spite of Terry's willingness to help out over such a distance, he has unavailable for the 2<sup>nd</sup> weekend. An event must have a licensed Clerk, and there aren't very many of those available these days. A huge thank you must go to Terry for his initiative to start CASC on a path to simplify licensing Clerks for ice racing. Another huge thanks is due to Len Arminio from PMSC, who agreed to be our Clerk, making it his 3<sup>rd</sup> weekend in that capacity this season. That means Len was Clerk for half the ice race events this year! I can't finish talking about our volunteers without mentioning Joanne Fleguel, who worked in the flagging tower the whole weekend -- with the "assistance" of her darling 9 month old baby daughter. Now that's got to rank Joanne as a supermom!

One of the most unfortunate parts of this story is the way some of the Minden hotels treated us during this crisis. We had motels that refused to cancel reservations ("not enough notice"), and charged for the first weekend anyway. Surely ice racers are some of their largest customer bases during the winter? Surely they have seen weekends rescheduled last minute due to weather conditions before? Surely they knew that we would be back the second weekend, and it wasn't really lost revenue, but simply a case of moving the bookings to another date? Well, perhaps they knew, but saw an opportunity to be, um, "un-generous". I am happy to report that this did not affect our volunteers' own money, as TAC has always reimbursed our workers for their accommodation. But it did contribute to the club's overall loss on an event which has historically been our main fundraiser for all club activities in the year.



I should mention that not all Minden hoteliers were so hostile to us: by contrast, the Motel Minden owner was going out of his way to contact his ice racing customers, letting them know that the event was moved and he was moving their reservations accordingly to the following weekend. Now that's great business!!

After all the chaos and confusion, the event did get underway on schedule on March 1st. The weather

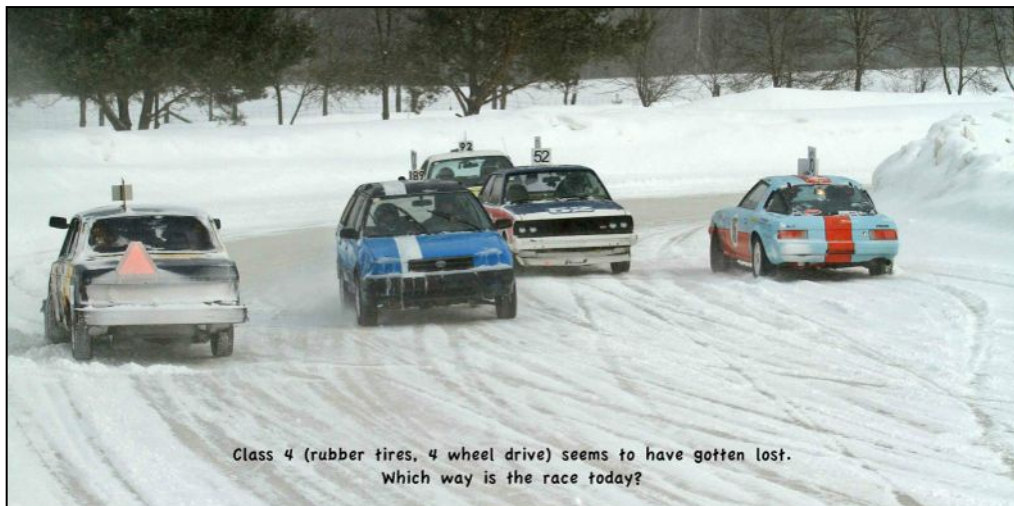
cooperated, the ice froze (mostly! Except for a nice challenging pothole in the front east corner!). The racers came and raced safely; the food booth cooked great wieners and more; the volunteers

enjoyed a family style dinner feast at Mark's Restaurant on Saturday; and everyone seemed pretty happy with the end of season.

The bottom line, however, was not so cheerful. Usually this event nets the club perhaps \$1500, which is how we can afford to participate in all the other autosport activities which our members enjoy all year (paying affiliation fees, event insurances, etc). This year, instead of boosting our bank balance, in the end the event cost us

about \$370. This was largely due to having to pay twice for accommodations at the motels which wouldn't move the reservations; hence this expense was nearly double what it was in a "normal" year. Slightly smaller entry numbers also contributed to the lower bottom line, of course, but basically, if it hadn't been for the motel ripoff, we would have still been 'out of the red'. Sad but true, it is getting harder and harder for clubs to sustain these events; there are always some unforeseen circumstances that hurt worse when you are already operating so close to the edge.

Well, that's the story of TAC's 2014 Ice Race weekend(s)! Next year, we will be assigned to the first weekend of the season, which is usually very busy. We will need YOUR help! TAC membership is usually around 100 – where were you when we needed you? Where will you be next January? Surely you can spare one weekend to allow your club to pay for *your* autosport passion, whatever discipline you joined for. And bring a friend! You've got friends, right? Volunteering is easy and fun -- you get to spend the weekend watching a really spectator-friendly sport, with free accommodation, free food, and always the opportunity for a ride-along in one of the races. So make plans to come to Minden next January and enjoy the races with your friends, while doing something easy to help TAC! See you there.



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Above -  
Lining up to register

Left-  
Graham and Andrew Tulett  
manned the TAC desk

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The flyer features a blue sports car on a dirt road with mountains in the background. The car has '19' and '23' on its side. The event is the 15th Rallye Monte-Carlo Energies Nouvelles, held from March 19-23, 2014. The flyer includes logos for FIA, Aix-en-Provence, CIMA de Lugano, and AIX, along with the website www.acm.mc and the ACM logo.

### ON THE COVER

Piotr and Lukasz Nytko, at the  
Rallye Monte Carlo des Energies  
Nouvelles (see event flyer above)



MORE FROM  
RALLYE MONTE CARLO  
DES ENERGIES NOUVELLES



# Presidents Update – March 2014

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## AGM

The CARS AGM took place in Quebec City on Jan 11<sup>th</sup> 2014; the AGM itself went without a hitch and was followed by an EGM during which the membership voted to adopt the new association by-laws. The by-law changes ensured compliance with the requirements of the new Federal Not For Profit Corporations Act while retaining the spirit and intent of the original documents.

The AGM weekend featured the CRC and RSQ awards Gala, which had a great turnout with over 160 in attendance. Thanks to Eric Tremblay and Debbie Dyer for arranging an outstanding evening.

Prior to the AGM and Gala the extended board of Directors met for a series of productive meetings. I was elected for a second term as President so that means I have the pleasure of continuing my work with the dedicated volunteers who serve the rally community on the extended board. I also promise to continue with my quarterly updates.

## Sponsorship

Our CARS Objectives and Goals have been updated for 2014 and reflect some change in emphasis on the commercial value and sponsorship aspects of the CRC.

Since coming to the job a year ago I have gained an appreciation for the fine balance between grass roots rally enthusiasts, the commercial professionals, everyone in between, and all of their often incompatible needs and wants. But one thing I've come to understand is that everyone can benefit from good sponsorship support, whether it's simply helping keep the costs down, providing contingency funding, or producing a TV show that gives significant exposure opportunities to the sponsors, competitors and event organizers.

A key concept highlighted in our new sponsorship philosophy document and embedded in our 2014 goals is that sponsorship is not free money. A company will only sponsor the CRC if they can see a potentially good return on their investment. The return we can offer is promotion and exposure. The commercial value of the CRC is directly related to the excitement that can be generated and the exposure we can get for the product. This leads us to understand that we need a vibrant high-end aspect to the sport that puts on a show and raises the excitement level of the competition. We need a deep field of competitors to increase the layers of competition and we need a media production company that can help us raise the level of exposure and commercial value of the product.

## Media Production

As follow up to recognizing the need for continuous improvement in our media coverage, we requested proposals from a number of media production companies and in January we awarded a three-year CRC media production contract to Formula Photographic. The plan for 2014 is to produce 12 online videos in a bi-lingual format for distribution over a 24-week window starting midyear. The intent of the video production will be to dramatically increase our online exposure adding to the promotional value of the CRC. Formula Photographic will also be producing six television shows in both English and French that will air, most likely, on TSN and RDS. As well as the media production, Formula Photographic will be utilizing Dean Campbell to drive our content and exposure levels of the CARS website [www.carsrally.ca](http://www.carsrally.ca), CRC Facebook page, [www.facebook.com/CRCRally](http://www.facebook.com/CRCRally) and CRC Twitter account, <https://twitter.com/CRCrally>.

Before leaving the subject of media production I would like to offer my sincere thanks to Andrew Comrie-Picard and Muskeeter Media for their excellent coverage of the Canadian Rally Championship in 2013, in particular I'm appreciative of the progressive change of direction that Andrew led, as it has set the stage for our future success.

## ASN Advisory Board Meeting

The ASN Canada FIA advisory board meeting is to be held in Toronto, April 12<sup>th</sup>. I will be attending the meeting, representing CARS. The meeting is held each year by ASN Canada FIA and is an opportunity for all of the Canadian motorsport territories and CARS to get together and discuss various topics of mutual interest. Personally I find this an excellent forum to learn, share ideas and stay abreast of future direction in motorsport. I will report back on activity in my next update.

## Speed Factor

Over the past year we have collected national event timing data and used two different speed factor tools to help us determine a path forward.

Tool 1: Peter Watt was instrumental in the development of a speed factor tool that identified the fastest time as 100% and allocated a factor to everyone else based on their percentage of the fastest.

Tool 2: The Rally America speed factor tool that uses a statistical approach in which the individual with the median speed is assigned a speed factor of 50 and everyone else is distributed across the bell curve.

Both tools gave us a similar result in terms of ranking but the Rally America tool gave the added advantage of cross border consistency with Rally America competitors, so the board have chosen to adopt the Rally America speed factor tool and start establishing a CRC speed factor for all competitors. The CRC will continue to use the seeding system, while the individuals speed factor will allow for start order sorting within a seed group and

allow organizers to deal with extenuating circumstances that might warrant placing a lower seeded individual higher up the start order if their speed factor indicates.

## Rally Safe

During the Cochrane Winter Rally in March, we tested the Rally Safe system with great success. Test units were installed in 4 cars and a number of test scenarios established. The system came through the tests well and in fact performed better than expected in some cases. The board believes that Rally Safe would be a progressive step forward for Canadian Rally, offering not only significant safety enhancements but also the possibility of live timing data and remote tracking of progress.

Our challenge is to implement Rally Safe at either no cost or minimum cost to competitors, so once again this gets back to looking for a sponsor that would be willing to help fund the implementation of Rally Safe.

## 2014 Goals Status

### RULES

1. Technical Rules Committee (TRC) will meet on a routine basis to research, review and propose technical rule changes including:
  - i. Issue rules to clarify model range definition *(TRC have made a proposal that is currently in front of the board and will be going out for rally community input prior to rule change)*
  - ii. Address request for use of studded tires in national events *(TRC have made a proposal that is currently in front of the board for review before going out to the rally community for input)*
  - iii. Implement noise limits to rally cars on transit *(TRC have made proposal that is currently in front of the board before going out for rally community input)*
  - iv. Revise minimum weights of P4WD cars *(TRC have made proposal that is currently in front of the board before going out for rally community input)*
  - v. Clarify concept of generation within a model as it relates to updating/backdating *(TRC have made proposal that is currently in front of the board before going out for rally community input)*

- vi. Clarify restrictor use in O2WD *(TRC have made proposal that is currently in front of the board before going out for rally community input)*
  - vii. Clarify air filter housing requirements for production class *(TRC have made proposal that is currently in front of the board before going out for rally community input)*
1. Administrative Rules Committee (ARC) will meet on a routine basis to research, review and propose administrative rule changes including:
    - i. Updated Rally Cross & Rally Sprint rules *(work is in progress)*
    - ii. Implementation of Re-Start rules *(proposed rules have been out for rally community input. ARC will review input and propose final rules for implementation)*
    - iii. Review Single event regional license rules
    - iv. Implement a speed factor tool to complement the seeding system *(Have tested two speed factor tools with data from the last 8 CRC events. The board will review the data and make a proposal for implementation of a speed factor tool)*
    - v. Produce a safety plan template for use by Rally X and rally Sprint event organizers *(in progress)*
    - vi. Establish a minimum age for workers in the Hot Zone and for shutdown and media rides *(in progress)*
    - vii. Review requirement for foreign competitor local club membership to score championship points *(in Progress)*

### LEGAL

1. Ensure compliance with Federal Not-For-Profit Corporation legislation through registration of articles of continuance and by-laws that comply with the legislation. *(Martin Burnley our Secretary/Treasurer will file the articles of continuance with the Federal Government after which we will be in compliance with the law)*

### SAFETY

1. Conduct a complete review of the Safety Guidelines. Identify required safety practices and recommended safety guidelines. *(in Progress with Ross Wood leading a small team)*
2. Organize training and/or training materials for both Stewards and Organizers, implement a national checklist.
3. Determine if the use of Speed Factor in conjunction with the current seeding system is to be implemented. Compare the RA speed factor system with the system developed by Peter Watt/Martin Headland. *(Have tested*



*two speed factor tools with data from the last 8 CRC events. The ARC are taking to the board who will review the data and make a proposal for implementation of a speed factor tool)*

4. Continue testing of Rally-Safe and other vehicle tracking systems and make implementation proposal. *(Testing at Cochrane Rally in march was very successful)*
5. Better define the "Hot Zone" *(in progress)*

## COMMUNICATION

1. Continue development and improvements to CARS website. *(Currently have Dean Campbell engaged improving the content. The actual website development is dependent upon funding)*
2. Issue quarterly communications from the President. *(Happening)*
3. Have online videos of each CRC event. *(Perce Neige video will be on line shortly. New contract with Formula Photographic addresses this item)*
4. Implement real time scoring, standings, speed factor rankings, etc.
5. Active use of social media for updates at all events. *(New contract with Formula Photographic is designed to significantly improve the social media following)*

## MARKETING & SPONSORSHIP

1. Develop a promotional package that outlines the value proposition for current and potential sponsors and supporters of the Canadian Rally Championship, the Event Organizers and our Competitors. Show the value of supporting one, two or all levels of the sport and synergies achieved through combined multi level sponsorship. *(Initial package was developed and issued at the time of the AGM. This material will be updated from time to time and made available to competitors that want to use it as part of their own promotion)*
2. Maximize the value of the Canadian Rally Championship by increasing its exposure and fan following by partnering with the best media production companies. *(Working hard to drive exposure and viewership up, major component of Formula Photographic role)*
3. Increase the number and level of corporate sponsorship to allow for improved promotion and value of the Canadian Rally Championship. *(Have secured Subaru and Yokohama for 2014, Keith and I actively working to increase the support base)*
4. Have online sponsor videos ready for posting within two weeks of the event.

5. Provide measurable and valuable exposure for sponsors, competitors and organizers through a combination of broadcast TV and an increasing online presence. *(FP will provide exposure data)*

## GROWTH

1. Generate income in excess of that needed to fund the promotional and broadcast material, allowing for selective growth and improvement related spending.
2. Attract more Quebec regional teams into the national series by working closely with CRC; look at how Quebec national events can host a regional component.
3. Achieve a more evenly distributed Canadian Rally Championship event calendar ... too many events in October/November, too few in first half of the year. Work to have one event in the March thru June time window.
4. Encourage new competitors to rally;
  - i. Increase overall entry levels through better promotion of the sport
5. Mailing to all license and permit holders with final standings summary, TV schedule, schedule for next year and a reminder to renew license.
6. Increase promotional assistance from CARS to CRC events;
  - i. Offer some TV promotion of the host community *(In Progress)*
  - ii. Providing option for organizer to sell/give a TV advertising spot to their host community *(In Progress)*
  - iii. Providing on-stage advertising space to ensure online and TV exposure. *(In Progress)*

## FINANCES

1. Achieve a balanced budget by 2015 *(On target)*
2. Significantly reduce the deficit budget in 2014 *(Still a slight deficit but much reduced in 2014)*
3. Develop and implement a capital planning process *(in place)*
4. Provide quarterly financial reports to the CARS board *(In Progress)*

## MISC

1. Initiate project to digitize the CARS history files in Georgetown storage facility. *(Plans are to start digitizing this summer)*
2. Eliminate Georgetown storage facility *(All archives moved from pay facility to a private facility with no cost)*

*Attention Proud TAC Members!*

Now you can buy clothes and more with the TAC logo on it, through the Toronto Autosport Club's online store (a partnership with Café Press.com).

Choose from a large selection of shirts, jackets, mugs, bags, even games and toys! Almost anything that Café Press sells, they will sell with the TAC logo on.

Visit the store at

<http://www.cafepress.com/torontoautosportclubgear>



## Toronto Autosport Club – March 2014 Executive Conference Call Notes

Call date: March 5, 2014

Call time: 8:05 pm

Present: Rob, Paul, Rita, Graham

- President's Report:
  - o CASC-OR President's Meeting April 6, 2014, same as Time Attack open house at JRP
  - o RSO AGM in Peterborough on March 22 – proxies to be solicited
  - o Need for Speed Movie night a success
- Vice President:
  - o 2014 membership year : 82 = 6 life + 36 primary + 40 family
- Treasurer:
  - o Investment: \$12,560.22; PayPal, \$434.25; Chequing, \$2786.77
  - o Ice Race event lost several hundred dollars mostly due to accommodations for late cancellation
  - o TAC membership patches have been received
- Competition:
  - o Ice race entries down slightly 152 in 2014 vs 158 in 2013
  - o Financial loss approximately \$336 due to about \$700 in cancellation charges at the Highlands and \$300 at the Swan
  - o Lots of discussion of Ice race drivers meeting, Kin club proposed price increases and the future of the menard full stud class. Organizing club meeting be held in April. Street stud rule changes expected.
  - o HADA has disbanded but no major changes to Time Attack expected
- Social:
  - o Nothing to report
- Old business: nil
- New business: nil

Call adjourned: 9:15 pm

Notes recorded by G. Tulett.



# Membership Application

**Mail:** 18759 Kennedy Road,  
RR#1 Sharon, Ontario, L0G 1V0  
**Email:** [registrar@torontoautosportclub.ca](mailto:registrar@torontoautosportclub.ca)

- New Members – Single or Family \$50.00  
 Renewal Members – Single or Family \$50.00

(You may PAY ON-LINE or by Cash or Cheque; Please see below...)

- TAC Membership includes CASC-OR (Race, Solo) & RSO (Rally) affiliation for the year
- Family rate is limited to family members domiciled at the same mailing address.
- Renewals : Indicate membership number [# ] (if known)
- Assigned membership numbers will be reserved until February 1st.
- All memberships and affiliations expire December 31.
- Please be aware that membership data may be shared with CASC-OR and/or Rallysport Ontario.

Date \_\_\_\_\_

1st Member \_\_\_\_\_ [# ] email \_\_\_\_\_

Address \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_

\_\_\_\_\_ Bus. Phone (\_\_\_\_) \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

2nd (Family) Member \_\_\_\_\_ [# ] email \_\_\_\_\_

3rd Family Member \_\_\_\_\_ [# ] email \_\_\_\_\_

4th Family Member \_\_\_\_\_ [# ] email \_\_\_\_\_

5th Family Member \_\_\_\_\_ [# ] email \_\_\_\_\_

**PAYMENT METHOD:**

Cash       Cheque # \_\_\_\_\_       PayPal       Other      TOTAL \$: \_\_\_\_\_

To pay by PAYPAL/Credit Card, please visit the Club website at: [www.torontoautosportclub.ca](http://www.torontoautosportclub.ca).

This Application Form must also be filled out and submitted so we have your information.

You should begin receiving the FIFTH GEAR newsletter within 2 months. Please let us know if you don't.

FIFTH GEAR is also available on the website. Check here if you do NOT need a mailed copy

**TAC works only because volunteers make autosport happen!**

So that we know *your* interests (and where you can help out) and can therefore plan the right mix of events – please complete the information checklists below ...

Please indicate your autosport interests for the coming year :

- TimeAttack (Solo 1)
- Autoslalom (Solo 2)
- Navigational rallying
- Performance rallying
- Road racing
- Vintage Racing
- Ice racing
- Karting

Please indicate three areas that you can help with this year :

- Solo (1/2) organizer / worker
- Road Rally/Ralliette organizer
- Contract Rally organizer
- Rally Checkpoint/Green-crew
- Social Event Organizer
- Ice race organizer / worker
- Event timing / scoring
- Performance Rally organizer