

Date: March 3, 2018

To: CSCC Board

From: Monte and Victoria Saager

Subject: Geargrinders report to the Board

Support for and participation in Cascade's road rally program has been waning for a while. Several volunteers have heroically kept the program going by divvying up tasks and sharing the burden. Continuation of the program appeared to be in doubt as recently as a few weeks ago.

As we see it, these are the immediate priorities to get the 2018 road rally season off the ground:

- Develop an event schedule.  
Status: Done, rallymasters confirmed.

**Saturday Road Rally Series**

Beginner-friendly daytime (9 am to about 1 pm) time-speed-distance road rallies.

April 7 – Chris Hale and Kevin Poirier

May 5 – Russ and Katy Kraushaar

June 9 – Monte and Victoria Saager

July 7 – Brandon Harer

September 8 – Simon Levear

**Special Events**

August 4-5 – Mountains to the Sea – Monte and Victoria Saager (see event flyer)

October 27 – Ghoul's Gambol - Paul Eklund and Yulia Smolyansky (more info, schedule, start location will be announced closer to event date)

- Prepare a rally season flyer for publication.  
Status: Done, shared to Western Region Rally Calendar as "tentative, pending Board approval".
- Update rally forms, guidelines, rules; post online (to replace Yahoo geargrinders).  
Status: Done, all documents are posted on [www.cascadegeargrinders.org](http://www.cascadegeargrinders.org)
- Develop a publicity and event promotion plan.  
Status: Drafted, attached. (Web page, social media, lots of outreach)
- Assess volunteer resources (registrar, event scoring, event results, series points keeper, equipment master, awards/trophies, Auspuff news, web updates and social media, etc.) and determine who's doing what.  
Status: We have a registrar! Larry LeFebvre has volunteered to continue as rally registrar. Thank you, Larry.

- Assess equipment inventory (checkpoint signs, lines, lights, clocks, etc.) and determine if replacements are needed. (Budget implication.)  
Status: Some folks who have some equipment have self-identified, but we haven't done an inventory yet.

Goals for this season are clear and simple:

- Offer high quality events that –
  - Are designed to be as safe as possible for all participants.
  - Are free from errors and ambiguities that may confuse or misdirect ralliers.
  - Are challenging to experienced ralliers, while safeguarding novices.
  - Are fun for all participants – including administrators.
- Increase participation through retention and outreach.
  - Participants who complete the rally with the least stress and most fun are likely to return and try it again. Retention is improved when events are well constructed and designed to improve the participant's experience. To accomplish this, we'll work with rallymasters to ensure each event follows the Geargrinders Rallymaster Guide.
  - Outreach is essential to attracting new participants. Event promotion through Web, social media, networking, and direct communication must be frequent, persistent and pervasive to be successful. We'll work with CSCC Marketing to identify opportunities to improve rally event promotion.

What's changing?

The biggest change is the replacement of the Friday Nighter Series with a new daytime Saturday Road Rally Series. In a recent survey of rally participants, asking if Friday night or Saturday daytime events were preferred, Saturday daytime was preferred by a slim margin of the few respondents. So, let's try that!

After over 15 years of offering special annotated route instructions to novices, we are discontinuing novice instructions this season. The thought back then was that additional helpful explanatory information in the route instructions would make rallies easier for novices which would improve retention. However, developing two sets of route instructions interjected more opportunity for error and confusion and, in the end, did not contribute to higher participation rates. Plus it's a lot of extra work. To encourage and reward participation, a new novice series trophy is added.

No rally school this season. Too late. A must for next season. Meanwhile, we're making sure online resources are accessible and helpful.

Expect to get more notifications about upcoming road rallies, see more posts about road rally, and read about road rally more often in Auspuff. The new Saturday Rally Series is an opportunity to attract new participants and rejuvenate this fun activity – who doesn't love a scenic drive in the country!

What's staying the same?

The Saturday events will continue to be traditional CSCC TSD trick-and-trap style rallies, following the long-adopted CSCC Road Rally Rules. Events will last 2 to 3 hours, have at least three checkpoints, will use course markers when necessary, and may contain gravel (which will be announced as much ahead of time as possible). Given the scarcity of participants and volunteers, do-it-yourself checkpoints may be more common.

Although other start locations were considered, the start location for Saturday events will remain at Milwaukie Lowe's where it's been for many years. We'll keep looking for more centrally located start locations in the event the program continues next year.

The CSCC Road Rally Rules remain unchanged, except for changing references from the Friday Nighter Series to the Saturday Series, removing reference to novice instructions, and adding a new series trophy for novices.

What else?

The Board would probably like to see a Geargrinders budget. We'll have some printing costs to print new rule books, forms, route instructions, etc. Some equipment may need to be replaced or repaired. Event awards and Series Championship trophies should be expected. Not sure if rallymaster gas reimbursement is still a budget item. Not sure what that adds up to in terms of a budget request. We plan to bring Saturday Series and Mountains to the Sea budgets to your next meeting.

This is admittedly a heavy lift. I know we can count on the folks who've been keeping this program afloat, but we're also hoping to re-develop the relationship between race and rally within the club. These siblings have been estranged too long. Outreach to new rally participants will increase the pool of volunteers.

We look forward to serving as Geargrinders Chair for the 2018 season.

Monte and Victoria Saager

## CSCC Geargrinders 2018 Publicity Plan - DRAFT

Goal: Increase participation in rally program – more participants, more volunteers

### Objectives:

- Replace Yahoo geargrinders group to
  - Promote rally events
  - Send announcements to self-selected email recipients
  - Store and provide access to rally resources (rules, guidelines, forms, etc.)
  - Provide discussion forum for rally organizers and participants
  - Publish and archive event and season results, stories, photos
- Update and increase web and social media presence
- Sustain frequent and expanded event promotion to broader audience

### Tasks:

- Create Cascade Geargrinders web site with
  - Road rally event schedule – what, when, where
  - Event results, stories, photos – Series Championship archive
  - Mountains to the Sea page – premier event of the year
  - Organizer and participant resources – rules, forms, etc.
  - Tutorial, learn how to rally – Novice or Nervous
  - Sign up for emailed event notices

Status: Done. [www.cascadegeargrinders.org](http://www.cascadegeargrinders.org)

- Create CSCC Road Rally Facebook group
  - Create Facebook events for each rally
  - Post event details and announcements
  - Respond to questions
  - Enable discussion amongst group members

Status: Done. <https://www.facebook.com/groups/143585006309219/>

- Become Admin on Mountains to the Sea Rally Facebook page (created by predecessors)
  - Update page for 2018 event
  - Link this page to the CSCC Road Rally Facebook group

Status: Done. <https://www.facebook.com/MountainsToTheSeaRally/>

- Link Cascade Sports Car Club Facebook page with CSCC Road Rally Facebook page  
Status: Not done. Need to give admin rights to club page admin or vice versa so the group will link to the club page.

- Implement and sustain ongoing communications during rally season – frequent messaging
  - Post event announcements one week prior to event on Facebook group and to email subscribers
  - Post event results one week after event on Facebook and to email subscribers
  - Share rally group event announcements on club facebook page
  - Submit event announcements and event results, stories, and photos to Auspuff
  - Other communication as opportunities present
  
- Expand outreach to broader audience
  - Explore ways to reach Cascade members, car club members, swap meets, car shows, etc., as well as non-car related audiences
  - Make road rally flyers readily accessible
  - Work with CSCC Marketing Committee head on new ideas

3/1/18



# CASCADE SPORTS CAR CLUB GEARGRINDERS 2018 TSD Road Rally Schedule

## Saturday Road Rally Series

<b>April 7</b>	Registration:	9 am
<b>May 5</b>	Drivers meeting:	9:45 am
<b>June 9</b>	First car out:	10 am
<b>July 7</b>	<b>\$25 per car</b>	
<b>September 8</b>	(\$5 discount for CSCC members)	



### Start location

Northeast corner of Lowe's parking lot, 13631 SE Johnson Rd, Milwaukie, OR 97222

### Save with a Series Pass

\$80 for 5-event Series Pass. Save up to \$45 over non-members.

Register once for the entire Saturday Rally Series. Keep the same car number all season.

Available to members only. Membership available at every CSCC event.

### 2018 Saturday Rally Series Championship

Best 4 of 5 Saturday Rally finishes count toward the 2018 Saturday Rally Series Championship.

Competition classes: Novice, Seat of Pants, Masters, Limited and Unlimited.

## Special Events

**August 4-5 – Mountains to the Sea** – Two-day road rally from Portland to the Pacific Ocean and back. Includes famous beach party and some of western Oregon's finest back roads. Beautiful daytime beginner level time-speed-distance road rally. For preregistration and more information, visit [www.cascadegeargrinders.org](http://www.cascadegeargrinders.org)

**October 27 – Ghoul's Gambol** – A Cascade tradition, this Halloween road rally explores the autumn colors around Portland's foothills and farmland. Caution: May include frights.



[www.cascadegeargrinders.org](http://www.cascadegeargrinders.org)  
[rally@cascadesportscarclub.org](mailto:rally@cascadesportscarclub.org)

 #CSCC Road Rally



## Saturday and Sunday, August 4-5

Join us for the 53rd anniversary of Cascade Sports Car Club's classic Mountains to the Sea road rally. This year's rally starts in northwest Portland, parties on the beach in Seaside Saturday night, then finishes back in the metro area Sunday afternoon. This beginner level time-speed-distance road rally explores some of western Oregon's most scenic back roads.

\$100 per car (\$85 for members) covers entry in the two-day road rally and Saturday beach party dinner for driver and navigator. \$10 each for additional passengers. For preregistration, visit [www.cascadegeargrinders.org](http://www.cascadegeargrinders.org)

A block of rooms is set aside at the Ebb-Tide Oceanfront Inn in Seaside. See attached hotel info. Book your room early. Mention Cascade Sports Car Club.

### Start location

Dealers Supply, 2345 NW Nicolai St., Portland, OR 97210

### Schedule

#### Day one:

Registration opens: 9 am  
First car out: 10 am  
Seaside beach party: 6 pm (est)

#### Day two:

First car out from Seaside: 9 am  
First car arrives at end: 3 pm (est)  
Trophies awarded: 4 pm (est)



[www.cascadegeargrinders.org](http://www.cascadegeargrinders.org)  
[rally@cascadesportscarclub.org](mailto:rally@cascadesportscarclub.org)

 #CSCC Road Rally



OCEANFRONT INN

300 NORTH PROM

SEASIDE OREGON 97138

503-738-8371

800-468-6232

[www.ebbtideseaside.com](http://www.ebbtideseaside.com)



**GROUP NAME: CASCADE SPORTS CAR CLUB**

**GROUP DATES: AUGUST 4TH, 2018**

**GROUP ROOM TYPE & RATES:**

**DOUBLE QUEEN OCEANFRONT \$199 per night – 2 room suite**

**KING OCEANFRONT \$199 per night KING PARTIAL VIEW \$179**






**DOUBLE QUEEN PARTIAL VIEW w/BALCONY \$179**

**DOUBLE QUEEN PARTIAL VIEW -2 room suite, oceanfront 1<sup>st</sup> floor \$179**

**SINGLE QUEEN OCEANFRONT \$159 per night SINGLE QUEEN PARTIAL VIEW \$139**

- Indoor heated pool, hot tub and dry sauna
- All guestrooms have gas fireplace, DVD players, mini fridge, microwave and coffee makers
- Some guestrooms have jetted tubs, sleeper sofa, kitchenettes that are equipped with dishes and cookware, full size refrigerator, and two burner cook-tops.
- Newly renovated breakfast room with hot items served daily, many choices of fresh fruit, yogurts, pastries, bagels, muffins (gluten free items available). Fresh fruit juices, assorted teas and fresh brewed coffee.
- Complimentary Wi-Fi access
- Complimentary movies from library at front desk for viewing pleasure in your guest room
- Newly renovated meeting space can accommodate up to 60 guests with lots of natural light, fireplace and large flat screen. ADA accessible.

The Ebb Tide knows that you have a choice in your accommodation needs and we are thankful for this opportunity to offer discounted rates for your group.

     **Dog friendly \$15 per night includes doggie basket & goodies to comfort their stay**  
(portion of fee donated to local humane society and animal shelter)

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