

Arizona Road Racers Board Meetings
2017 April 17
Agenda

Members Present: Norm, Janet, Omar, Laura, Paula, Courtney, Charlie, Katherine
Members Absent: Hal
Guests: Christian Rios (RD SS#2 and SMC)

Approval of Minutes approved

Old Business:

South Mountain Classic

Sunrise: 6:27 am, Discussed changing the start times for the 5K, 10K, 20K per the October 7th date. – 6:30 for 20K, 7 for 10K, 7:10 5K. Norm will update website. Paper copy will be updated as will Active and RaceIt. Temperatures averages: Highs: 86 – 92, Lows: 62 – 67

Equipment and Staging – Charlie can't make SS#1, Chip will do equipment for SS#1, Norm will meet Ron at noon the Friday before to get truck.

Finance Report – Deferred, Hal not present

Marketing Report –

New Website – still a work in progress but much more information is available
Summer Series Promo Cards – Paula will hand out to board members, they were left at Sole Sports Tempe. Laura will take to JDRF, GOTR. Others mentioned other races. ANYONE REMEMBER ANY SPECIFICS????

Membership Communication – Newsletter, 80% opened. Summer series most clicked on followed by Raceit.

Membership Report – Norm: From March to April 2016 we went down, this year we were up 14 memberships.

Pace Team Report – We are going to close this out by next year. We don't get many participants and we don't have a lot of leadership from among the club members.

Race Day Clothing Report – SS shirt is grey with sunglasses. Discussed offering ladies tank top.

Race Timing – no new report.

Race Venues – Trent has been working on Race Venues, Through SS and SMC. Next will be Thanksgiving. Trent makes initial contact, Hal follows up with permits and Norm works with USATF for certification

Registration Report - with 20K will consider auditing to be sure registrations are accurate

Social Report – Easter Egg Run. Had a decent turnout, good time.

Volunteer Report –

Upcoming Races

Theme run to replace ARR Distance Classic –
30K – Considering a Donut sponsor for post race, in Peoria, maybe initiate contact 90 days out

Summer Series – Eric reports on T-shirt design
David Bluestein will be RD for #1

ARR Open Mile – Ed Carmines out of town. Pam Kirk will help Norm with timing.

Paul Bonnet – volunteers, Norm will check with Paul

New Business

Location for next board meeting. They have a separate room at Los Reyes de la Torta, 7th St & Hatcher. Date is Wed May 17.

Select April Member of the Month – John De Young

Select April Volunteer of the Month – Robert Lee, Courtney will do interviews, Paula will assist with website, photos

Select May Member of the Month – We will skip April and use the April choices for May. We are authorizing \$10 ARR bucks for volunteer/member of month.

Select May Volunteer of the Month - We will skip April and use the April choices for May. We are authorizing \$10 ARR bucks for volunteer/member of month.

ARR Step and Repeat Photo Backdrop

Survey,
30% not attended social
80% have done a race

Most in it for race discounts, someone missed the running log.

We want to improve our Facebook presence. Norm to email Eric and maybe Hal to see who had administrative privileges

We should put Saturday group runs on website. Maybe recruit folks to spearhead local run groups.

We need to make communication better, make everything transparent and accessible to everyone. Both for Track workouts and group runs.

Action Items: review and decide what we want to work on.

For May Agenda: Discuss Grand Prix.

Rose Mofford Track and Saturday runs should be on web site.

Omar wants to offer discount to members to his races, but he would need our membership list. Typically we don't give out our membership list, but for the discount it may be worth while. Board agreed to give Omar the member list in exchange for the discount offer. This should be added to website. Discounts currently on website are outdated and need to be updated.

Meeting Adjourned.