

**Arizona Road Racers Board Meetings  
December 14, 2017 - Minutes**

**Members Present:** Erin, Mike, Omar, Janet, Norm, Julie, Paula

**Members Absent:** Katherine, Courtney, Hal, Eric

**Guests:** n/a

**Approval of Minutes** - November 2017 minutes approved.

**Old Business**

**Thanksgiving Race Review**

- Survey results – People complained about the difference between the 5K and 10 mile start times, and that the 5K should have started earlier. People also complained about there not being enough shirts.
- We need to look for a new 5K course. Discussed making the 5K course out and back, but it could be too narrow.
- Discussed having a \$25 kids price.
- There were lots of registrations through Active.
- Reward pies. Norm recommends cutting back on the number of ordered pies by making use of our finisher's data for the 2017 race and then adding just a few more pies. We gave away approx. 50 pies to runners who just hung around. Omar suggested that we should give something else besides medals.

**Summer Series –**

- Summer Series #1 – May date is still open. Janet is working with the City of Tempe. It needs to either get back to us sooner or tells us what it needs.
- Summer Series #2 – location is still open.
- Summer Series #3, #4 and #5 – dates and locations are done. #3 – 7/4 at Rio Vista Park; #4 – 7/14 at Kiwanis Park; #5 – 8/5 at South Mountain Park.

**Equipment and Staging** – Nothing additional reported that was not discussed in individual races.

**Finance Report** – Races registration is up 11% since last year. Total expenses are up about \$5,000.00.

**Marketing Report** – Omar says there are not enough posts on Facebook about our races.

**Membership Communication** - Janet has sent out the newsletter.

**Membership Report** – We are down 28 memberships and down 40 youth memberships, but we are up 61 from last year. Current number of members is 922.

**Race Day Clothing Report** – Julie reported that Festivus shirts will be delivered December 15.

**Race Timing** – Omar reported that for the Thanksgiving race, we ran out of bib numbers and about 20 people's data was lost. For next year, we will need to bring about 400 bibs to the race.

**Race Venues** – Nothing additional reported that was not discussed in individual races.

**Registration Report** - We may want to push gift memberships. We may also want to have an option to buy memberships at RaceSignUp when registering for a race.

**Social Report** – Norm reported there was a good turnout at the Holiday run.

**Volunteer Report** – Nothing additional reported that was not discussed in individual races.

## **Upcoming Races**

**Desert Classic Marathon** – Permits are set for the race. Registrations are coming in. Omar will order gloves to be given to the first 75 registrants.

**South Mountain Classic** – Deferred

**Festivus Race (former ARR Distance Classic) (December 17)** –

- Course location – 5K is an out and back, 10K is out and back and the relay is the 10K course three times.
- Aid station locations – There will be three total.
- Course monitor locations – We do not need course monitors.
- Vendors/sponsors – There are no vendors at this race.
- Awards – There will be finisher medals for the 30K, age group awards and relay winner medals.
- Festivus Pole – Julie purchased it at [festivusweb.com](http://festivusweb.com)
- Volunteers – We need to shift the volunteers around so the race is adequately staffed. We need one person for every 100 bibs. We have three on aid stations, but need an extra for registration and food. We also need to figure out which of the volunteers is also running. RunSignUp can handle volunteer registration.

- Signage – Omar to make signage.
- Food – Julie has ordered three 6' subs from Fry's, which will be ready for pickup by 8:30 the morning of the race.

**Fundraiser for Ron Ledesma** – to be held in spring, around Easter.

### New Business

- 2018 Grand Prix – We will have the same rules, but more local races. There will be rolling registration. Races are:
  - January – ARR Desert Classic 5K (1/27)
  - February – Runners Den 10K (2/4) & Litchfield Park Friends of the Rec 10K (2/24)
  - March – Mountain to Fountain 15K (3/4) & Cactus Flower Trail: Saguaro 7K (3/31)
  - April – ARR Mile (4/17) & Brian Mickelsen Half Marathon (4/21)
  - May – ARR Summer Series #1 5K (5/26)
  - June – Grand Canyon State Games Track & Field 3000 meter, mid-June (date TBD);
  - July – ARR Summer Series #3 4 mile (7/4)
  - August - High Mountain Half Marathon (8/4) & Gaspin' in the Aspen, Trail 15K (8/25)
  - September – Jerome Hill Climb 4 mile (9/2)
  - October – South Mountain Classic 20K & 5K (10/13) & Cactus Flower Trail: Estrella Cactus 5K (10/27) – tentative
  - November – Revel Mt. Lemmon Half Marathon (11/11) – tentative & ARR Thanksgiving 10 mile (11/22)
  - December – Festivus 30K (12/16) & Midnight Madness Run, 5K (12/31)
- Sale/use of visor inventory – we should try to sell or give them away. Everyone who signs up for the Grand Prix should get one.
- Location of next Board meeting – January 22, 2018, location is TBD.