

Arizona Road Racers Board Meetings
2017 February 20
Minutes

Members Present: Hal, Norm, Katherine, Laura, Marty, Courtney, Eric, Janet, Julie, Omar, Becky, Charlie

Members Absent: Chip

Guests: Marty, Julie, Paula

Minutes approved

Old Business:

Equipment and Staging – needs to get together with Katherine to pick up left-over shirts for Andre House

Finance Report – Hal, 2016 balance sheet. We currently have about 128,000 in assets. Deferred membership dues, deferred revenue is Desert Classic Marathon, ARR Bucks – where people use their volunteer bucks, about 1500/year. Other income comes mostly from Omar, 1800 ARR bucks not used. Advertising is mostly for GetSetAZ, we pay the \$150 per month. South Mt. was not on there until 2 weeks ago. Rob Wallach and Jeff Daer as contacts – action item for Norm. Auto expenses, mostly insurance. Awards are 7600. Coach is \$240/mo. Cost of sales clothing we lost 400 on that. Insurance is 2400 and it will go up a little – prepaid needs to be set up. Permits are a big number. One race certification is 1375. Utilities is the electric at the warehouse. Took in 115,980.15 and spent 103,698.32.

Marketing Report – Eric: current plan for advertising ARR races on other websites/services. We have a new website. Posted on facebook to take a look at beta site. All ready to turn on website. We don't own our domain. We reached out to owner who is supposed to shift over credentials to us (user name and password), and he is supposed to be doing that. He keeps saying he is doing it and it isn't done. Domain company says we need to deal with him. We still don't have access to it. Discussed sending out email to membership to let them know about beta site.

www.azroadracers.com hosted at q-cows a domain registry in Canada.

Summer series promo cards – Eric will design and email out design and the produce it and distribute it at other races.

Membership Communication – Janet and Courtney: Hand out about newsletter #1 delivery, and a map that shows where people opened the Newsletter, and showed top links clicked. 98% successful delivery. Working on Newsletter #2.

Membership Report – Norm will send out something regarding membership. Not much happening because of website being down. Will mention to use beta site for people renewing.

Pace Team Report - Bob Young resigned. We have people set up for yesterday's marathon. Matt will be coordinator for Pride Run on 3/25. Do we want to continue doing this? It is not members who do the pacing. Mostly Marathon Maniacs who don't want to pay for races. David Bluestein took it over. Perhaps we should reach out to him and then if not send out to Membership to see if we have anyone interested. Norm to do. Perhaps put in next Newsletter.

Race Day Clothing Report – t-shirt design for South Mt. We will use same designer as January's run. Eric will ask her to submit some designs.

Race Timing – Omar: Getting people to check time at race to challenge results before they leave. We haven't had complaints in months. For longer races there is a check point at other places. We aren't doing much to promote ability to track runners as they run. You need to look at the website. Giving out marathoners medals as they finished seemed to work pretty well. For Thanksgiving: We had a lot of medals left over.... Maybe we should have them check results and then just pick up before they leave, no ceremony.

Race Venues – Places we can use, or need to sign up for. Papago is a difficulty because of parking. WE should consider similar venues that park elsewhere, but we could use canal park. It would be good to get some variety and not do so many in Rose Mofford. We deal with Liz Smith at City of Phoenix for S. Mt. Perhaps she can help us with Papago. We should look at Reach 11 going back there. Dust is drawback there, mosquitos if it has been raining. Norm will see if he can get anything at Papago Park. Maybe move SS#2 at Papago, and with decreased registrants perhaps they would let us go back. Not much enthusiasm for Reach 11.

Heroes Regional Park in Glendale.... Consider as a venue. 83rd and Bethany Home.

Registration Report - Janet and Courtney need to get materials back. We don't know about S. Mt. because of website being down. You can only register if you go directly to Active or Mail In.

Social Report Katherine 2 weeks ago 20 People who came to Fleet Feet. Not much marketing early. 1st or 8th of April will be Easter Social Run. If info is available within

next week it can go in Newsletter. Discussed a different method of dealing with eggs.

Volunteer Report – Early next week Hal will send out request for volunteers. WE finally did OK with Desert Classic

Upcoming Races

South Mountain – Harvest Compassion Center. They do races to raise money for their cause. They had worked with Grady at Lost Dutchman but want to go someplace closer. Speaking with Steve Ellie and they have a code to get a discount. They want to set up a tent. We will give them a space to set up a tent. They bring a 200 participants. Offered volunteers, Norm will follow-up on that. Their discount is good through March 3. Jason Hill reached out to Katherine has a group of 15 (4 adults) they want something big, Katherine sent him the link. Group thinks AID stations would be good We do have permit. Liz Smith needs insurance Norm to follow-up. Want to avoid issue with last year to be sure that they can get to back part of 5K course... it was locked up last year. Need contact person. Hal to update us on vendors for S. Mt. No t-shirt sponsors. Cooler bags a one time last year for something different. We are doing t-shirts this year. Hal will not be at 20K. Julie will pick up The race flyer rack for S. Mt. Course Measurement: Omar is trying to pin out the map. We should have 1-2 portajohns on the course. Will ask Liz Smith if this can be done. Omar needs to know what mile it will be. There are 3 AID stations before 5K turn-off, near mile 3, near mile 5. All have gatorade and water. Omar will handle signs, he will put them out as well. ARR has to set up the AID stations. We have 14 boxes of chips that say best by Jan 2017 and we will serve them anyway. We will give them away at S. Mt. We have 2 crates of cookies and pretzls. Roy will announce S. Mt. Early start plan: If they can't run fast enough to make the cutoff, they will be eligible for awards. If they run slower than 2:35 they qualify for awards if they start early.

There maybe something different for another race. Trucker hats were suggested or visors. Perhaps the Desert Classic 30K. Eric will check out priceing for visors/hats that we would have at Endless Summer Race to buy.

Desert Classic we are looking for a donut sponsor. Julie to look for a sponsor.

Paul Bonnet – haven't heard from him regarding volunteers

New Business

Extend the ARR discount through the entire online registration period. – We have discounts up to 3 days before race currently. After early registration, can Eric run promotions with use of a promo code. Maybe set up a St. Pat's promotion for S. Mt. for Friday through the weekend, which is the weekend before.

Discuss future Board meetings: Mondays, Wednesdays or a combination? Maybe leave it for discussion.. Monday March 20 at 6:30pm will be next meeting. Tuesday 3/21/ will be online deadline for S. Mt.

Consider a theme run to replace the ARR Desert Classic. Omar points out that theme runs are very popular. At the 2016 ARR Desert Classic 30K, 5K and 30K relay we had at most 148 finishers (counting four runners/relay team). Crispy Crème race in Raleigh is huge... you have to eat a donut on each loop. The Gotta Run group is hosting a run similar to this on April 8. Sugar and Spice Donut Run.

Website Report – update on migration to new service –see above.

Compliance Filings Service – Annual Minutes Compliance Notice.

We received a letter from Compliance Filing Service. They want to charge us \$150 to provide minutes to our annual meeting. I think we should post our monthly meeting minutes on our website. I'll find the last few and post them on the new website. Decided this is a company trying to drag up business and will discard.

30K: Julie. An early start just for the 30K. However, we do have stragglers... so maybe start 30K only earlier maybe at 7 instead of 8. It is a training run for Rock n Roll which allows 16 min mile which is a 5 hour cut-off. Then course closes at noon. Number email is hwere is your course map??? Some disagreement about whether it is on website or not, and link goes nowhere. We need to check that out and update it. Julie would like it done by 6 mos out. We could also consider the 6 mile already marked course on canal to use. It stays in Peoria. Jeff Crane course. It never enters washes so we don't have to worry about flooding. It is on a greenbelt. It might be less complex than figure 8 course we used last year. AID stations you can approach from neighborhood streets. One at the foot bridge and one more.

Complaints: Confusing that applications were in different places. Active got things confused and got registered wrong. Didn't have bibs for early marathon start. Active and Omar had joint venture, with dual registration. Ran out of water since they weren't prepared for any event other than marathon. However water casks were never sent out on course. We need to be more specific for distribution of water casks. Numbers were pretty good. Need to work more on marathon numbers. People liked the finisher medals. Course marking was good. 2 different bibs were confusing. Can ARR do all the bibs? Synthesis of 2 registration platforms needs to be improved. Course markers were also confused over who was to do what... better communication next time?? Perhaps look at amount paid on Active as a way to determine what race they sign up for. Chrono track is another option.

Is there a way to send out a survey out after our races to get feedback. Maybe we need to look at it again through survey monkey. Didn't do for marathon/1/2 marathon. We can do for S. Mt.

Paula – Marketing Club other than social media marketing. Norm to meet with her offline to discuss duties, ideas.

Meeting adjourned