

**Arizona Road Racers Board Meetings**  
**2017 July**  
**Meeting Minutes**

**Members Present:** Norm, Paula, Hal, Katherine, Charlie, Courtney, Omar

**Members Absent:** Laura, Eric

**Guests:** Julie Dixon-Miwa

Meeting called to order at 6:36 am

**Approval of Minutes**

Board approved minutes, correct spelling of Schossow

**Old Business:**

**Summer Series –**

Debrief SS#3 – Biggest comment is wanting an earlier start. We ran out of water, ice, and cookies. People suggested reversing the course. We will look at the course during the Desert Classic 30K and see where a good place to move the start/finish.

Debrief SS#4 – Course was short. One complaint about the announcer calling Michael Jackson stupid.

Annual Election will be during the South Mountain race.

Possible setup of a paypal account.

**South Mountain Classic** – We ordered a sample visor. Paula will be bringing it to the Summer Series #5.

**Equipment and Staging** – Everything at the warehouse is fine.

**Finance Report** – Hal summarized the year to date income and the expenses. Total revenues are up \$4,900. Net income is about \$700.

**Marketing Report** – Traffic to the website is steady and increasing. We should have a form to nominate a member of the month. We'll be picking the featured volunteer less frequently than monthly. Eric is still posting on Facebook. Facebook seems to be the place where people view the race photos.

**Membership Communication** – The newsletter was sent out to all ARR members. The

most links clicked were on the social run. Second most was Summer Series #5.

**Membership Report** – We had a good month. Family memberships are volatile. We had 94 at the end of 2016, and now we are at 100+.

Single memberships are up. 193 now and 183 last month.

We will implement a new membership class from 18-24 years of age. It would be \$30 per year and all races would be included.

**Race Day Clothing Report** – We’re going to try to sell the rest of the summer series shirts at Jerome and the social run for \$15.

**Race Timing** – Nothing to report.

**Race Venues** – Nothing to report.

**Registration Report** - Less same day signups on SS4. People were happy about the credit cards. We will stop registration right at 6:15 am. 338 registrations for Summer Series #5 so far.

**Social Report** – The Poker Fun run is set for Thursday September 14th at 6:30 pm in Tempe.

The End of Summer Trail Run with Runner’s Den is set for Thursday September 21st at Dreamy Draw Park. ARR will provide the pizza again this year.

**Volunteer Report** – Nothing to Report

## **Upcoming Races**

**SS5** – We have 26 of 35 volunteer spots filled. Medals will be handed out for those who signed up for all 5 races. Those receiving medals will have a different colored bib. Omar will have signs at the turnaround with pink ribbons.

**Theme run to replace ARR Distance Classic** – Julie suggested a reverse of a “Christmas in July” theme. Have this be a summer-themed run in the winter. Possibly have another barbecue. We should have an announcement to have the race re-branded.

**Desert Classic Marathon** – Use Omar’s list of questions to guide discussion Omar will need the prices of each race. Hal will give Omar the dates of when prices will go up.

We’ll have a custom ribbon with the medal.

Each aid station will have Gatorade.

We're going to offer a pair of gloves for the first so many registrants for the 5K and half marathon races.

### **New Business**

Fundraiser for Ron Ledesma – At this time, we will put off a fundraising event for Ron. We will look into setting up an event at a later time. We'll probably have a social run where participants can make a donation.

Paying \$34 to keep the domain name arizonaroadraces.org

Survey Monkey – We will continue to pay.

Thanksgiving Race – Paying key volunteer positions to be sure the jobs are done as expected.

Norm will contact Rebecca and ask if she can reach out to a local school to volunteer at the aid stations. In return, we'll donate money to the school.

Purchase of RaceIt and end of registration Processing – Norm will look into RunSignUp. We can use it to manage membership. We would keep Active for non-members and RunSignUp for members.

Next featured member and volunteer will be for October.

ARR Step and Repeat Photo Backdrop – Julie will look into how much this will cost.

Policy on transferring race fees – We should have a deadline of two weeks prior to the race. We'll start with person to person transfer for the same race.

Meeting adjourned at 8:32pm.