

Arizona Road Racers Board Meetings
2017 May
Meeting Minutes

Members Present: Norm, Omar, Hal, Janet, Charlie, Paula, Courtney

Members Absent: Katherine

Guests: Rebecca

Rebecca from Tortoise and Hare wants kids running club through the store to be able to race SS races for free. They have them signed up for one race. Recommending ARR 4th of July run as an optional run for them. She thinks it will be 15-30 kids. Board agreed to this.

Approval of Minutes - approved

Urgent Business

Summer Series – Venue for SS# 2. We never got approval for Rose Mofford when we submitted application. We got notice a few weeks ago that they denied it because of a baseball tournament. We looked at Riverside Park in Mesa, but fees are high. Looked at Arizona Falls. Tempe Market Place is no charge but we it costs \$500 to use path, so keep that idea for another time. We are going to go with AZ Falls. Canal is free. Herberger Park may have a fee and we have to do a permit. We haven't heard back from SRP contact for approval. WE might want to talk to park to see about Port a John. The church wants us out by 8:30. We would hold awards by 7:45 so should be out. There are other nearby businesses that will be closed so perhaps we can park there, and there is a middle school just down the block. Janet did not send course maps to SRP, just to Norm. Maybe use both sides of canal. We can't use ARR blow-up on the path because it is too big for the path. We would need to use Omar's structure and perhaps make a new banner for it. Omar says it will be about \$100. Board voted and it passed to have Omar get 2 banners. Paula will get artwork to Omar.

Thanksgiving Race – Concerns raised by Peoria Stadium, Elliott sent price change list, rental goes up quite a bit, but then drops if Diamond club is involved. Bridget is contact at Diamond Club. Elliott is in charge of complex. Diamond Club is charitable arm that puts on events. We pay them for volunteers which is then given to charity. Great venue, so Norm wants to continue working with them. Rebecca will be main race director. There should be a board member who is main contact as well. Rebecca has questions about how the relationship between RD and Board Member works. Both would attend meeting with Elliott. Rebecca wants a check list of everything RD is responsible for. Hal has an 11 page document. Checklist says who is responsible for each task and when it should be done... ie permits, insurance, t-shirts. Norm says intent is to re-certify the new 10 mile course. Omar will mark the course this year, 1 mile, 5K, and

10 mile courses. We will have a list for all the Diamond Club volunteers and their locations and give a copy to Elliott. AID stations that are off site are ARR volunteers. In the past RD has had to help quite a bit with the aid station set up. We need someone to take the truck to all of the Aid Stations and pick them up when completed. RD has helped with this task in the past but will not be able to assist with this since RD will now need to stay at the sports complex. Is there a board member that can help with this or a reliable repeat volunteer?

Hal, Norm and Rebecca will to meeting with Diamond Club reps and Peoria Stadium reps. Need to clarify definition of "on site". ARR has 18" cones (traffic cones) that won't blow over (much improved signage that Omar provides that won't blow over). No entire road closures needed. One lane closed and needing officer for ¼ mile near entrance. Clarify golf cart accessibility early in the AM, and set up early in the morning. Omar may have an ATV by then that could be used. Ask at meeting if ATV use will be OK with Peoria stadium. ARR can set up arch the night before and other things inside the gate. Can we set up metal structure instead of arch and can it be done the night before, question to aka Peoria Stadium. 5K and Mile started same time, so kids ended up running the 5K course which ended up on the streets. It was all well marked, so perhaps if they start at separate times that might solve the problem. Starting them early means folks are there to cheer them on at the finish. Discuss alternative courses for the 1 mile, timing differential between 1 mile and 5K. Pies vs. medals. Lots of people miss having the pies. Consensus to go back to pies. Asked if Sprouts would donate pies, but they give us a good price, better than the price of medals. Discussed not having an awards ceremony for 10 miler, just giving out the pies as people finish. Discussed having runners check placing vs. having a volunteer check placing. Start 10 mile at 8am, 5K at 8:45, start 1 mile at 8:10. Kids have 30 min to cross finish line, then move off to side. 10 miler at 8am. Will need time change and pies, instant awards on Website. Paula to update. Sponsor levels at \$50-\$500. ARR is a 501 C4. Sponsor info is on ARR Website. Sponsors who give product can negotiate sponsor level. have a volunteer meeting Monday November 20 at 7PM and ARR at Tortoise and Hare. Will order from Barros Pizza on 67th and the 101: phone number (623) 362-8080. Put this on website in Volunteer area. Add to volunteer confirmation email, info about volunteer meeting. Maybe also a reminder email. Rebecca responsible for t-shirt design.

Old Business:

South Mountain Classic – we got few complaints about the date change, and most people were happy with they way it was handled.

Equipment and Staging – no new report

Finance Report – see attached. Sold \$50 more today. Grand Prix we had 52 people this year, not separated out/. South Mountain is \$1100 for permits, although we may get some of that back. Change in South Mt. Date may account for some differences with last year.

Marketing Report –

New Website – 410 average visits to ARR site each day. Paula working on getting admin privileges on Facebook. Omar is admin on FaceBook page, Paula encouraging him to look at that and perhaps do some work on it to boost our presence.

Courtney reports that Volunteer/member of the month were posted, but Eric did not really communicate it.

Summer Series Promo Cards – we can sticker remaining with SS#2 info to hand out until we are ready for a new set.

Membership Communication – Newsletter held for may til dates/locations finalized.

Membership Report – we are down a few people

Pace Team Report – We don't have a list of people to contact, Bob doesn't really have anything. As it comes up we are telling folks we are not doing it anymore. (Drop from Agenda after this month)

Race Day Clothing Report – nothing new

Race Timing –

Race Venues –

Registration Report -

Social Report – deferred Katherine absent

Volunteer Report – .nothing new

Upcoming Races

Theme run to replace ARR Distance Classic – additional discussion

30K – ?? Do we have anything further to discuss about the 30K in May????

Summer Series #1 - Charlie gave updated details on truck. Norm will meet with Ron re: getting the truck to the site. RD is David Bluestein. Picnic tables have been moved onto race course, but that should be moved by race day. Volunteers will arrive at 4:15. Set up should get there by 4:10. 277 runners signed up + Paper sign-ups, 2 sponsors. Yellow tank tops were not a go. **204 participants have signed up for all 5 summer series**

Paul Bonnet – volunteers South Mountain will deal with it as race gets closer.

New Business

Location for future board meetings – Wed 6/21/17n 6:30pm at Sweet Tomatoes

Select June Member of the Month – skip June and Vote on July in June

Select June Volunteer of the Month - skip June and Vote on July in June

ARR Step and Repeat Photo Backdrop – Omar is adding to his events, so maybe we will see how his does.

Open Mile Race in Fall – we will do again in fall. Maybe November 7, Tuesday when it is cooler and between S. Mt. and Thanksgiving.

City of Peoria AZ Sports and Tourism Authority Grant application. Wants a letter about the current trail system. Want feedback about how we use the trail system. Extending the canal paved area, distance markers would be helpful. More recycling containers, Norm will draft something to send out to them and have Board members review it.

Race Pass Website – you can pick 3 events for a single price. Often not approved by actual event. Try to get RD's to buy into it.

Desert Classic – Omar would like to do just the marathon and 1 other distance. Hal and Omar to hammer out the financial aspects of that.

Cheating: We have something in our by-laws about cheating. By-laws on website. Two individuals in question, should we not renew memberships? Bylaws say we have to give them notice, and they have to have an opportunity to plead their case. Defer decision til closer to fall when they are due to renew.

Attachment #1: Email from Peoria Sports Complex

From: Elliott Sweitzer [mailto:Elliott.Sweitzer@peoriaaz.gov]

Sent: Thursday, May 4, 2017 4:12 PM

To: 'Hal Gensler' <hal.gensler@outlook.com>; 'Norm Janoff' <njanoff@outlook.com>

Cc: 'Rebecca Hohenstein' <rebecca@tortoiseandharesports.com>; Blake Englert <Blake.Englert@peoriaaz.gov>

Subject: Thanksgiving Race

Gentlemen,

To follow up with Rebecca's and my email from last week, I would like to meet with you all on some very pressing points. Arizona Road Racers does not currently have a contract with the Peoria Sports Complex for the Thanksgiving Event. In addition, evidently the Peoria Diamond Club is not currently involved with this event so you will want to pursue affirmation of that relationship as well. We have also changed our rental rate structure for the complex. We will need to discuss the changes.

As for last year, we were very disappointed in the coordination of the race from ARR. There was no coordination with the runners when the 5K and the 1 mile run started. The kids that were supposed to do the 1 mile run ended up running the 5K route and several ended up getting separated from their parents. The kids were found but this cannot happen again. Only 3 people actually ran the 1 mile run course. We told Hal that volunteers are no longer going off property and would not be able to assist at first aid stations. This request was ignored and no one was at the first station until the 10 mile run was past. There are other concerns and things that need to improve from ARR. I would like to discuss this with you all before we enter into a facility use agreement. Thank you for your time.

Elliott Sweitzer
Stadium Operations Coordinator
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Attachment 2, Written Marketing Report Submitted by Paula Murray

Marketing Report, May 17 2017

Website

Updates and improvements continue to be made. If board members see anything out of date, erroneous, or confusing, please email Paula at mtwpkm@gmail.com.

If there are photos on the site that you are unhappy about, contact me with specifics (such as a link to the page) along with a sufficient replacement.

Since launch, the website is averaging 410 views per day as of May 16, 2017.

50% of traffic **comes from** Google and other searches; 25% from runningintheusa.com; 10% from active.com, 8% from Facebook, 4% USATF.com, and 3% from a 2013 Runners World article (which quotes Hal Gensler, and links to our site).

Users **leave the ARR site** and go to these top five places: active.com; racetecresults.com; raceit.com; Google (to conduct a new search); and getsetusa.com/Arizona/running-calendar.php.

Website traffic to the top 5 pages

April 16 to May 16 (one month)

2017-04-16 to Today		
Title		Views
Home of Arizona Road Racers		2,620
Race Schedule		2,325
Events		1,339
Summer Series Grand Prix		1,208
Summer Series #1		981

Social Media

Eric currently leads our social media efforts.

Facebook: As of May 16 we have **4,150 people who like our page**.

People with admin access to our Facebook include:

Eric Rutin
Katherine Nierva
Ed Carmines
Hal Gensler

Paula Murray has editor privileges only.

Additional Marketing Efforts

Postcards have been distributed to Sole Sports in Tempe; given to board members on 4/17, and handed out at the ARR Mile on April 18.

Feedback? Additional distribution? Do we need to reprint, due to change in SS#2 venue?