

**Arizona Road Racers Board Meetings**  
**2017 October**  
**Meeting Minutes -**

**Date: October 18, 2017**

**Members Present: Katherine, Hal, Janet, Paula, Norm, Erin**

**Members Absent: Courtney, Omar**

**Guests: Race Directors – Juliette and Rebecca**

**Approval of Minutes - 2017 September Minutes approved**

**Old Business:**

**Summer Series** – Nearly all awards have been handed out (Norm has about a shoebox full left). Summer Series #1 for 2018 will be on May 26 at the Tempe Town Lake, starting at Neil Guiliano Park. We should be applying for permits for Tempe Town Lake now.

**Thanksgiving Race –**

We do not yet have bibs.

Katherine will create a Facebook event for the volunteer meeting.

20 Sunrise Mountain High School students will volunteer at aid station #1. ARR will donate \$250 and T-Shirts to them.

Pies will be given to the top three 10 miler participants upon finishing. Pies will be given to the top three 5K participants at the award ceremony.

Rebecca proposed various designs for the T-Shirt logo. Wishbone logo was decided upon. T-shirts will be long sleeved and red.

Need someone to drive water to the aid stations.

Packet pick-up the day before 2-6 at Peoria Sports Complex.

There will be a meeting with Peoria volunteers the Monday before race at Peoria Sports Complex Team Room.

**South Mountain Classic –**

Numbers were down from 2016.

We will drop the 10K so it is just a 20K and 5K, and this will no longer be the free race.

Discussed alternating the free race – e.g., Jerome one year, Festivus another year, etc.

Discussed moving the race to the second Saturday of the month.

**Equipment and Staging – Deferred.**

**Finance Report –** Race Registration is down a little bit. Coaching is same, as is

contributions. Race Insurance rates have gone up. Membership fees have increased from \$7,265 to \$9,821. Other income has not changed from last year. \$765 race certification fee has not yet been paid, but will be paid for the Thanksgiving Race. Website fees have increased due to using Survey Monkey. Bottom line is almost identical to last year.

**Marketing Report –**

Need for Thanksgiving participants to claim membership on RunSignUp to get membership discount.

Traffic on the website is generally higher, and traffic for the Thanksgiving Race is beginning to pickup.

More people access the website through their mobile phone rather than a desktop.

As of October 18, 4,291 people have liked ARR's Facebook page, which is up from 4,150 on May 18.

We will do the postcards against next year. The race calendar will be confirmed by November.

**Membership Communication –** Newsletter. Janet will send notice about the RaceIt migration by the end of October.

**Membership Report –** Month over month we gained four memberships and 11 overall members. The gains were primarily in the single family category. Year over year, we are down 27 memberships but up 17 overall members. Membership is usually flat through the end of the year.

**Race Day Clothing Report –** Order to be placed within next two weeks.

**Race Timing –** nothing to report that was not discussed under individual races.

**Race Venues –**30K and marathon are now online on Active.

**Registration Report -** Migration from RaceIt has finished. Janet reported it went smoothly. Members must claim their membership on RunSignUp. There is no longer a discount available to members on Active though.

**Social Report –** Open Mile is in November 7, 2017. Information is on the website. Norm to find out if track lights will be on at Shadow Mountain.

**Volunteer Report –** Hal: For Thanksgiving, we have 14 of 65 so far, in addition to the high school students. We also want course monitors for registration and the one mile race.

## **Upcoming Races**

### **Festivus Race (former ARR Distance Classic) –**

We will have finisher medals for the 30K participants.

We will have age group awards for the 5K, 30K and relays.

Need to come up with shirt design – want to ensure participants know this is not Seinfeld-related.

Discussed having a Festivus-related Grievance Board at the race for participants.

### **Desert Classic Marathon – Deferred.**

**Open Mile Race 11/7/17** - Nothing to report that was not discussed under individual races.

**Fundraiser for Ron Ledesma** – to be held in spring. Discussion deferred.

**Election** – Election was held at the South Mountain race. .

## **New Business**

1. Potential partnership with Human Movement Sciences for research study – The Board is okay with this. A link to it will be posted on the website under Resources. Members will be notified about it in the newsletter.
2. Potential race partnership with USATF – Okay to go ahead with this.
3. Discontinue the use of free races as a giveaway – Too much of a hassle – members have demanded refunds, for example. We have enough other stuff to give away (visors, for example). Eric will be informed.
4. Location for next board meeting – November 15, 2017, at Barros at 7<sup>th</sup> Street and Coral Gables. Location will rotate monthly. We will stick with the 3<sup>rd</sup> Wed.