

**Arizona Road Racers Board Meetings**  
**January 22, 2018 – Minutes**

**Members Present:** Julie, Norm, Hal, Paula, Mike, Eric, Janet, Katherine, Courtney, Omar, Erin

**Members Absent:** N/A

**Guests:** N/A

**Approval of Minutes** December 2017 minutes were approved.

**Old Business**

**Festivus Race Review -**

- Overall, the survey results were positive.
- The portajon company delivered them to the wrong location though. ARR will not be paying for them.
- Suggested changes: Either the 30K or relay should be the free race, and the 5K should be free for sustaining members. Consider changing the location (Janet suggested Tempe Town Lake). We may want to offer the relay in 5K legs so teams of six could participate. We may also want to push out the race a week, to the 23<sup>rd</sup>, because more families are in town and most people are done with holiday parties. It is also the actual date of Festivus. Paula said that it would be tough to change the date for 2018 since the race calendar is out.

**Equipment and Staging** – Nothing additional to report that is not discussed elsewhere.

**Finance Report** – Hal has prepared the 1099s for 2017 (three total).

**Marketing Report –**

- Paula discussed the need for a uniform social media marketing plan. The ARR website is a good tool, but many people rely on social media for information. We also need an internal calendar so we all know what is being posted and when. Janet reported that she also needs this information so she knows what to put in the newsletter.
- Eric reported that ARR's Facebook posting schedule is: Monday for motivational posts; Tuesday is race information; Wednesday is a humor post; and Thursday is open. He reported that ARR gets a good reach on Facebook.
- Until there is a uniform calendar, all social media posts should be sent to Eric so there is no duplication.
- Janet reported that the Grand Prix was the most clicked on link in the newsletter.

**Membership Communication** – Nothing additional to report.

**Membership Report** – Membership is on an upswing. We have 539 memberships and 928 total members, counting all family members.

**Race Day Clothing Report** –

- If someone registers for the entire Summer Series, they will receive a shirt, but the price will be increased to \$65 for all five races (currently it is \$56).
- Deadline for signing up will be May 15. There will be issues with changing Active to include this promotion, so we will leave Active as is. Norm will deal with RunSignUp.
- We typically order 400 shirts and sell the extra, but we should rely on last year's numbers for placing the order. Paula will design the logo.
- As an inexpensive alternative to shirts for the Summer Series, Courtney suggested looking into giving out sunglasses.

**Race Timing** – Nothing additional to report.

**Race Venues** – Nothing to report that is not discussed elsewhere.

**Registration Report** - Approximately 27 people have signed up for all five Summer Series races.

**Social Report** – Marketing for the Volunteer Appreciation/Grand Prix Dinner should be promoted on the newsletter, but we really cannot have more than about 40 at Barros.

**Volunteer Report** – Elizabeth Hillard will be taking over. Hal will meet with her after the Marathon. She will also take over the volunteer website.

**Upcoming Races**

**Desert Classic Marathon** –

- 5K time has been changed to 8:15.
- Volunteers – Still needed for aid station locations, parking, food and cleanup. Ideally we want four for parking, 12 for aid stations and at least four for cleanup.
- There will be no vendors.
- We will put dot stickers on the bibs of those who entered early so we know who gets gloves.

- Surprise PD is scheduled, but we need to send them ARR's certificate of insurance. Norm has ordered it. Julie reported we may need to pay a late fee due to the date we requested the officers.
- Registration is up on the half marathon and 5K, but down slightly on the marathon and way down on the 10K over 2017. Approximately 15% of the registrants came through Active. More are signing up through RunSignUp.
- Permits – ready.
- Portajons – We will have eight plus one ADA. Four will be on the course (which is one more than last year). There are no onsite bathrooms, which could be an issue at the start line.
- Tshirts will be delivered Friday and will have the cactus logo. They will be tech tee material.

### **South Mountain Classic – Deferred.**

#### **Summer Series**

- No medal this year.
- Need to figure out if we will give participants the shirt after the first race or after the last one. If we do a finisher shirt, we should give those people different colored bibs so we can give the shirts to them at the finish.
- Summer Series #1 – Will be May 27. We are working with the SRP Pera Club for parking near the Papago canal bank. We may need to propose alternative courses. We will have more information about the Pera Club's parking situation around February 1.

#### **Thanksgiving Day Classic – Discussed coordination of the start time.**

Suggestions were 10 mile at 8:00; one mile at 8:10 or 8:15 and 5K at 8:20 or 8:30.

**Fundraiser for Ron Ledesma** – to be held in spring around Easter. This will not be a formal race, but part of an Easter social event. Katherine will work with James Bonet.

#### **New Business**

- \$1,000 gift from Robert Lee – at least some of it will be used for better mile markers. Omar will send examples of what we can order.
- ARR Open Mile – people have requested rescheduling it since it is the day after the Boston Marathon. Norm thinks it is too late to reschedule for 2018, but we can do it next year.
- Race director meeting – should take place in March.
- Location of next Board meeting – 2/26 at Sun Up at 6:30.