

**Arizona Road Racers Board Meetings**  
**March 28, 2018 – Minutes**

**Members Present:** Norm, Mike, Janet, Katherine, Courtney, Erin

**Members Absent:** Hal, Julie, Eric, Paula, Elisabeth, Omar, Sandra

**Guests:** None

**Approval of Minutes** March 2018 minutes were approved.

**Old Business**

**Equipment and Staging.** Deferred.

**Finance Report.** Deferred.

**Marketing Report.** Mike provided Paula's report. Postcards will be ready for review by the Board prior to printing as soon as the Festivus Race date is confirmed.

**Membership Report.** Norm reported that we gained two memberships and three overall members. We are now at 538 memberships and 932 members. This is the same number of memberships compared to 2017, but we have 111 more overall members. This is due to the rise in family memberships and fewer youth memberships.

**Race Day Clothing Report.** Shirts for the Summer Series will not be ordered until closer to the race. Paula has received tank top samples and will send copies to the Board for comments.

**Race Timing.** Deferred.

**Race Venues.** Nothing additional to report that is not addressed elsewhere.

**Registration Report.** Nothing additional to report that is not addressed elsewhere.

**Social Report.** Katherine reported that the run for Ron Ledesma is set for April 8, 2018. She wants to send out one more announcement. Many people have RSVP'd through Facebook. She will bring forms advertising upcoming ARR races and Grand Prix registration forms.

**Social Media.** Mike provided Paula's report. Facebook is now our top source of referrals to the ARR website, outside of search engines. As of March 27, we have 4,265 Facebook

followers and 4,380 likes. The Facebook calendar is strong and the Thursday posts will consist of a rotation of the Grand Prix, Summer Series and Open Mile.

**Volunteer Report.** Deferred.

**Grand Prix Points Tour.** Mike reported that ARR's team at Mountain to Fountain won the Race Director's Choice. He also reported that Grand Prix registration has slowed and he will bring fliers to the Open Mile event.

### **Upcoming Races**

**South Mountain Classic.** The date of this race will be October 7, 2018.

**Summer Series.** Summer Series 2 will be at Freestone. Mike will help change the course.

**Thanksgiving Day Classic.** Deferred.

**Festivus.** Deferred.

### **New Business**

**Race Director Meeting.** ARR held its first Race Director Meeting. We have a new Google spreadsheet with tasks to complete (e.g., ordering porta potties, shirt ordering) to help the Directors stay organized. It also includes the relevant contact information, such as for the venue point of contact.

**Next Meeting.** Will be held on April 25, 2018 at SunUp at 7:00 p.m.