

Arizona Road Racers Board Meetings
April 25, 2018 – Minutes

Members Present: Courtney, Katherine, Norm, Janet, Paula, Elisabeth

Members Absent: Mike, Eric, Omar, Sandra, Hal

Guests: Marty

Approval of Minutes. Approved unanimously.

Old Business

Equipment and Staging. It was suggested that we post on Facebook and in the next e-newsletter for someone to help load and unload the truck (to help Charlie).

Finance Report. Norm reported for Hal. Total expenses are up \$4,177.68 since last year. Race insurance has increased because of the number of races. T-shirt costs have increased because we had a larger order due to Desert Classic.

Marketing Report. Postcards have been ordered and should arrive 4/26/18. Paula will start distributing them in the East Valley and bring them to races.

Free Summer Series Race Shirt promotion is ongoing on Facebook and e-newsletter. It will be promoted again on the 5/15/18 newsletter.

The Summer Series flyer for High School Cross Country coaches is in the works. 130 coaches have been identified.

Membership Communication. Janet reported that the e-newsletter will go out soon.

Membership Report. Norm reported that the number of memberships is the same, but went down 14 in members. There was a bump in March/April 2017 that we did not have in 2018. We are down eight memberships since last year.

Race Day Clothing Report. Shirts for the Summer Series are ready. RunSignUp now includes all sizes (\$1 extra for XX-L). Language on our website includes the suggestion to order up in size if a runner thinks it is needed, as exchanges are not possible onsite.

Paula provided a shirt suggestion for the South Mountain Classic.

We need to figure out what to give away for Festivus. Suggestions were socks, string bag or gloves. It was suggested to run a survey in the June e-newsletter.

Race Timing. Deferred.

Race Venues. Marty reported that we need to get the route to Omar for Summer Series #2 as soon as possible. We also need to post it on the website. In order to use the sidewalk, we need a contract with Gilbert.

Janet reported that she attended the Tempe Task Force meeting. All Tempe race venues are set, we just have to pay the Kiwanis fee.

Registration Report. RunSignUp.com – Sandra has set up most of the races for 2018. Updates have been made to the Summer Series to include the Walk as an entry. It has also been revised to explain how the ARR membership discount works.

Social Report – We had a great turnout for the ARR Open Mile and no complaints.

Discussed having the Poker Run on August 30, 2018 at El Dorado Park.

Social Media. We'll cut back on Grand Prix posts and keep the Summer Series posts going, especially the shirt giveaway from now until May 15. We are posting for Summer Series volunteers every other Saturday.

Grand Prix Points Tour. This is going well. At this point, we will not get any new registrants, since it is so late in the tour.

Volunteer Report. We need approximately 10 people for Summer Series #1, and we need volunteers for aid stations. It was suggested that when we market to coaches, we also tell them that we need volunteers. Debbie will be in charge of food for 2018 races. We will give her a \$200 budget, and the food choice will be at her discretion. She usually donates any leftover food to a food bank.

Upcoming Races

South Mountain Classic – Deferred.

Summer Series - See above notes. Additionally, Summer Series #1 will be a wave start and we need 400-500 bibs. There are two parking garages available, one is the Ash Garage, which is free on weekends, and the other is the Marina Heights Garage, where the first two hours are free.

Thanksgiving Day Classic – Deferred.

Festivus – See notes above.

Desert Classic Marathon – Deferred.

Fundraiser for Ron Ledesma –We had a great turnout of about 70+ people and raised over \$500 for Ron. He was there and was very grateful and emotional over the efforts we put in for him. We had a donation collection bucket and Andrea sold the burritos. We gave the money and bucket directly to Ron. He now is walking with a prosthetic leg. Katherine took a group shot that she will send to Janet for the newsletter.

New Business

- Possibility of holding “virtual” races. We will not do these.
- Summer Series #1 (all the plans), summer series shirts for all series registrants. See notes above.
- Marketing races to cross country coaches. See notes above.
- Location of next Board meeting. SunUp on 5/14/18.