

**Arizona Road Racers Board Meetings**  
**February 26, 2018 – Minutes**

**Members Present:** Norm, Hal, Paula, Mike, Janet, Katherine, Elisabeth, Courtney, Omar, Erin, Sandra

**Members Absent:** Julie, Eric

**Guests:** Matthew with Galaxy

**Approval of Minutes.** January 2018 minutes were approved with one correction.

**Old Business**

**Desert Classic Race Review.**

- Registration numbers were up this year.
- The portajon locations were bad and we had problems with toilet paper and sanitizer (not enough). We will not use that company again.
- The 5K award ceremony should happen first, and then the 10K award ceremony should follow. 5K attendees had to wait.
- A better parking map needs to be provided for next year.
- The 2018 race will be on 1/26/18.
- Courtney reported that according to the survey results, there were not enough parking or bathrooms. People liked the shirt's design, but not its color (white).

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

**Finance Report.** Hal reported that for 2017 we pretty much broke even. Clothing sales are down, but Grand Prix registrations are up. Awards cost are down because we are recycling awards. He also provided a summary of ARR Bucks uses. The number one use for them was the Desert Classic marathon and the second highest use was for Thanksgiving Day.

**Marketing Report.** Paula reported the following:

- The ARR website's top hits are: (1) the home page; (2) the race schedule; (3) upcoming events; (4) Summer Series 1; and (5) the Grand Prix. However, the website should be simplified so it promotes upcoming events.
- She would like to reprint the ARR postcards like we did last year. They encourage people to visit the website and have the calendar of events.
- She is considering sending a list of ARR events to local cross country coaches in late March/early April. It will encourage more family and kid registrations. Janet said she will help Paula with that.

**Membership Report.** Norm reported that ARR memberships have declined by 3 from 539 to 536, while total members have increased by 1 (929 vs. 928). Year over year, memberships are 5 lower total.

**Race Day Clothing Report.**

- We recently ran a survey on social media for the color and logo of the Summer Series shirts. Winners: “Arizona’s Hottest Runners” / Orange. The ARR website address should also be included on the shirts.
- Janet said people are asking if we have ARR club shirts. She knows a company that may be able to print small batches. They could be sold at races.
- Matthew from Galaxy gave a shirt demo – he brought in men’s and women’s variations of his inventory. We will stick with the A4 style. Regarding sizing, he said that the women’s shirts run small, but he has extended sizes.

**Race Timing.** Norm reported there were no complaints from the Desert Classic.

**Race Venues.** Janet reported that all Summer Series venues are set. Summer Series 1 will be at Neil Giuliano Park. The venue for Summer Series 2 is set, but we should look into rerouting the course because people reported issues with the course last year.

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

**Social Report.** Katherine reported that Easter weekend (4/1) is a bad weekend for the Easter run. However, we could still consider it an “Easter” run if it were on 4/8 since that is Orthodox Easter. Location is pending (she is working with James Bonnett), but Janet suggested we ask OHSO since they participate in a lot of charity events. Regarding the date issue, Katherine suggested we focus on Ron, rather than Easter. She also suggested that we make a suggested donation of \$20 for Ron. She also proposed possibly doing a raffle, and has reached out to running stores.

**Social Media.** Paula put a Google Doc calendar together. She has made promotion suggestions within it for every Thursday for 2018. She is working with Eric on the calendar, and what/when to post on Facebook. Any ideas for social media posts should be sent to Paula. She will add it to the calendar and work with Eric to post it.

**Volunteer Report.** The database is being transferred to Elisabeth. Hal will let Trent know. Elisabeth will look at RunSignUp to have a sign up for volunteering.

**Grand Prix Points Tour.** Three races have been completed. Mike reported that

participation is up 3x. However, we need to increase marketing because there are not many new registrants.

### **Upcoming Races**

**South Mountain Classic.** The date of this race is pending. 10/6 and 10/13 will not work.

**Summer Series.** Each race has six medals: two gold, two silver and two bronze. They will be similar to what we currently have but we will not have a unique medal for the top three male/female finishers. This will make it easier to hand out at the award ceremony. Discussed possibly providing the top three overall something different, like a plaque or trophy. Omar has a contact for plaques.

**Thanksgiving Day Classic.** Deferred.

**Festivus.** The location at Kiwanis is being held, but discussed possibly moving it to Westgate or Rio Vista. The date is open.