

Arizona Road Racers Board Meetings
June 20, 2018 – Minutes

Members Present: Marty, Hal, Paula, Mike, Norm, Janet, Erin

Members Absent: Katherine, Courtney, Omar, Sandra, Eric, Elisabeth

Guests: none

Approval of Minutes. Approved.

Old Business.

Summer Series 1.

- The venue (Neil Giuliano Park, East of Tempe Beach Park at Tempe Town Lake) was our most expensive (\$945 - \$435 event fee and \$500 park fee), but people overall enjoyed it.
- People complained about parking and portapotties. We should include parking maps at RunSignUp.
- Of those who signed up only for SS1, only 8 were members, and 64 were nonmembers.
- Discussed increasing the race fee to compensate for the venue cost. Janet doesn't want to increase costs and Mike said this race's location was good exposure for ARR.
- We will keep the location for 2019, but want to move it to a Saturday, or move it to the week before Memorial Day.
- A sponsor was at the race, but we didn't let Tempe know that in advance. We must tell Tempe who the sponsors will be (there are certain companies they will not permit) when we apply for the venue or we risk losing all access to Tempe venues including Kiwanis.
- The start/finish lines are too narrow for the inflatable arch. Need to use flags next time.
- If the race is going to have a delayed start time, we need to stick to the delayed start time and not suddenly change it back to the planned start time.
- There was confusion on timing and results. The top three finishers should be based on gun time. Everyone else should be chip time, otherwise it's too confusing to figure out.
- Since the truck entrance opens at 5:00 am, trucks don't need to be there at 4:00. 4:45 should be sufficient, but we can confirm that next year.

Summer Series 2. We had lots of complaints about the course again. People said it was too confusing. Many people did not like that there was concrete and others did not like

that there was grass. We will go back to the Riparian Reserve for SS2 next year.

Equipment and Staging. We are good with the truck for SS3. For SS4, Ron will not be there, but Charlie will. For SS5, Ron will be there.

Marketing Report.

- All races are now on RunSignUp.
- Eric recently asked the Board about doing targeted Facebook marketing. We are fine with that, but want to see a report from him on the results.
- We have an issue with people buying shirts but not signing up for the race. Paula will turn off that feature on RunSignUp.

Finance Report.

- Membership is up \$1,929 over last year. Registration is up \$5,105.21 over last year. Auto insurance decreased \$190.48, because we got a rebate. Contributions are down by \$2,306.47 (we have received only \$550 to date). E&O insurance increased by \$333.67. Shirt costs have increased by \$1,962.46 because technical shirts are more expensive.
- Hal will need to issue Ron Ledesma a 1099 this year because of the value of the ARR bucks we've given him. Right now, we've given him \$350 worth.
- GetSet costs \$150 per month. We should still pay for listing the races, but drop paying for advertisement.

Membership Communication. Discussed elsewhere.

Membership Report. Norm reported that there continues to be a decline in large families, but small increases on three year memberships. Individual membership have gone up quite a bit.

Race Day Clothing Report

- A number of people have ordered t-shirts as a separate purchase without signing up for any SS race. We should remove the option to purchase a shirt only, unless we can figure out a way to get the shirt to the buyer.
- We've had an issue not ordering shirts for requested sizes. One person has ordered an XXXL shirt, but we didn't order any shirts that size.
- Norm will audit the sales to find out who has ordered shirts but not picked them up.
- We will sell shirts from past SS races at the SS3. One item for \$5, or three for \$10. This will require an extra table, and we will need two volunteers. We will advertise this on Facebook.
- We will keep the current SS medals for next year, but change the strip.

Race Timing. Deferred.

Race Venues. Discussed elsewhere.

Registration Report.

- SS3 is one of our bigger races and we are expecting about 530 registrants.
- Janet will include in the next newsletter that it's important for people to register for races using the same name (e.g., not Ed in one race and Eddie in another). Otherwise, it's confusing for the overall SS awards.

Social Report. Discussed elsewhere.

Social Media. Discussed elsewhere.

Grand Prix Points Tour.

- There are 11 races left. Mike reported that the number of participants is way up but not many women are signed up.
- Mike took a survey and most people want chip timing to be used, especially in races that are congested, like SS1.
- SS4 will be based on chip time.
- At the next Board meeting, we need to start planning for next year's Grand Prix.

Volunteer Report. Hal reported that we are doing well for SS3, except we need aid station and shirt sales volunteers.

Upcoming Races

Summer Series 3. We discussed having a separate kids run, but are not going to do that. Last year we had a two mile option, but it caused a lot of confusion with timing. We would like to have a shorter race option again, like the two miler, but will not time it.

Summer Series 4. Discussed elsewhere.

Summer Series 5. Same course as last year. Marty wants a course monitor. Norm will send the request to Elisabeth. We do not need a medal volunteer.

Jerome Hill Climb. Mike Allen is resigning as the race director. He says that this is the time of year that he has started the process of planning the race (i.e., ordering shirts and getting permits). Norm will take care of permits. We need

someone to work on shirts. We also need someone to be at the race to handle logistics. ARR will cover hotel costs if someone stays overnight. Norm will contact Sandra Fontaine.

South Mountain Classic. Deferred.

Thanksgiving Day Classic. Deferred.

Festivus.

- Relay categories will be 5k loops.
- Registration is open on RunSignUp.

Desert Classic Marathon.

- When we open registration, Omar will be offering a mug to the first 75 registrations (by date) for the 10k and marathon.
- We will go with Omar's medals for age group (everyone gets the same).

New Business

- We have enough bibs to last through the end of 2018, but will order custom bibs that display our website for 2019.
- Discussed credit card surcharges. ARR is charged approx. 3% for each credit card transaction. We have been charging a flat rate of \$1 regardless of the amount. Norm suggests that we charge \$1 for transactions up to \$35, \$2 for transactions between \$36 and 65 and \$3 for transactions greater than \$66. We will keep them as they are.