

**Arizona Road Racers Board Meetings**  
**July 16, 2018 – Minutes**

**Members Present:** Elisabeth, Paula, Katherine, Courtney, Omar, Hal, Norm, Marty, Erin

**Members Absent:** Sandra, Janet, Mike, Eric

**Guests:** None

**Approval of Minutes.** Minutes approved.

**Old Business**

**Summer Series 3.**

- We had 100 same day registrants.
- This is the second year in a row we've had an issue with the gator. Next year, we need to check with the City beforehand to confirm it is running.
- We need to add an FAQ section to the website to answer commonly asked questions like whether we can start the summer races earlier.

**Summer Series 4.**

- We had 21 same day registrants.
- Next year we need to locate the portajons in a better spot. They were near the food and the line intersected with registration.
- We need to create a volunteer position for picking up ice. Elisabeth had to leave to pick it up and as the volunteer coordinator, she should be on site.
- Survey results were almost all positive. Some people liked the old course. Once the current course falls out of certification we can discuss changing it back.
- Shirts didn't sell as well at this race, but it wasn't as organized as well as previously. We will hold the Blow Out Sale at SS #5.

**Equipment and Staging.** Omar discussed computers and scanners for check in and registration. He could provide tablets, but we'd need volunteers. People could pre-register the day of registration and we could have their bibs waiting for them. We will try this after SS #5.

**Finance Report.** We made \$420 at the Blow Out sale at SS #3 and #4. Debbie is efficient with food; our costs for that are down \$878.86. Overall, YTD receipts are \$63,556.71 and expenses are \$52,248.36 for a net of \$11,308.35.

**Marketing Report**

1. We should put the Jerome artwork on the website.
2. We seem to have more high school students signing up for races.

3. We've had a lot of activity on Facebook. This is where people are going for information.

**Membership Communication.** Deferred.

**Membership Report.** Increasing membership benefits apparently hasn't helped much. Month over month there was a loss of seven memberships and 25 members (large families are not renewing). Year over year, we are up 15 memberships and nine members. Since January 2018, we are up 12 memberships, but down 46 members.

**Race Day Clothing Report.** Deferred.

**Race Timing.** Deferred.

**Race Venues.** Discussed elsewhere.

**Registration Report.** We will make the pre-registration cutoff midnight, and we can move it back a day.

**Social Report.** The next event is the Poker Run on 8/30. We need to put it on the website and Facebook. Registration is necessary so we know how much pizza to order.

**Social Media.** Discussed elsewhere.

**Grand Prix Points Tour.** Deferred.

### **Volunteer Report**

1. Doing well on volunteers for SS #5. We have 18 confirmed and 9 open. We need aid station, cleanup, table (including food) volunteers.
2. Facebook has been an effective means to get volunteers.
3. We will have a parking pass volunteer for SS #5 who will be located near the Ranger Station to hand out parking passes to registrants who don't have them. This should reduce the bottleneck at the Ranger Station. The Ranger has to approve this first.
4. We should reduce the dollar value of ARR Bucks for volunteers, and we should assign different values based on the assigned job. If a volunteer is doing more than one job, they should be compensated accordingly. We also discussed making them digital, similar to how Aravaipa handles their volunteer credits, where the volunteer has an account and the credit is issued to it digitally.

### **Upcoming Races**

**Summer Series 5.**

- There are more registrants currently signed up than last year.
- Hal will tell Debbie to get more food.
- We may have one vendor, but we must tell the Ranger beforehand.

**Jerome Hill Climb.** Jerome is in jeopardy unless we get a race director for 2019 and beyond. Discussed approaching the Mountain Milers group in Prescott.

**South Mountain Classic.** We have art for the shirt. Paula can talk to Matthew about updating the art and picking out shirts.

**Thanksgiving Day Classic.** Deferred

**Festivus**

1. This will be Julie's last year as race director.
2. We are not committed to Kiwanis. We cannot get Rio Vista this year and Tempe Town Lake is too expensive. Even if we did Kiwanis this year, it would probably be the last time for this race.
3. We can't really deal with the other issues (i.e., structure of each leg) until the location is chosen. But, we will likely change it to a 5K and 15K, and the 15K would have a 3-person relay.

**Desert Classic Marathon.** Deferred.

**2019 Summer Series.** Deferred.

**New Business**

1. **Race Instructions.** These should not be sent out before online registration closes. We could use RunSignUp to circulate them. Paula will look into it.
2. **Inflatable Arch.** We discussed possibly purchasing a new 20' inflatable arch, but tabled it for next year.
3. Location of next Board meeting.