

Arizona Road Racers Board Meetings
September 26, 2018 – Minutes

Present: Hal, Norm, Katherine, Janet, Erin, Bob, Omar, Courtney, Paula and Mike

Absent: Elisabeth, Eric and Sandra.

I. Approval of Minutes. Approved.

II. Old Business

a. **Summer Series Wrap Up.** Freestone Park was the least favorite venue, so we'll try to move it back to the Riparian Reserve. People complained that the shirts were too small, so we will ask Matt to switch t-shirt manufacturers. We need to provide more portajons. For the race at Tempe Town Lake, we need to provide better parking signage. It seems as though more people signed up for Summer Series this year because of the free shirt.

b. **Jerome.** We made approximately \$1,900 on this race, and Sandra has offered to be race director again, so we will keep this race for at least next year. We ran out of shirts. It's difficult to know how many to order because people signed up late. We should base next year's order on 2018 registrants. Alternatively, we should tell registrants that they must sign up by a certain date to get a shirt. We need to impose a time limit next year.

c. **Equipment and Staging.** Discussed elsewhere.

d. **Finance Report.** Overall, our expenses are up \$2,746.35 and income is up \$14,124.51. Membership income is up 12.5%. "Other" income is up \$382.48 due to the t-shirt sale. We made approximately \$1,900 on Jerome. Awards costs are up \$1,450.82 because we are using better awards, and shirt costs are up \$2,148.95 because we are buying nicer shirts. The pizza for the Poker Run cost approximately \$400. Permit fees are down, because fewer people are attending the races. We cannot currently use Shadow Mountain for track, so track costs are down.

e. **Social Media Report.** See Marketing Report.

f. **Marketing Report.** Increasing membership is a top priority for our marketing. Paula suggested setting up a booth at large events like the Rock and Roll, Hot Chocolate Mesa/Phoenix Marathon/Half and others. Omar said he would attend. He also said Race Timers just bought Mountains to Fountain, and we could have a booth there. Omar will send us a list of upcoming races and the cost for setting up a booth at each. We

also need to get our postcard ready. Other possible marketing ideas Paula proposed were: email campaigns to prospective members and former members who haven't renewed, exploring RunSignUp tools for promotion, additional advertising opportunities and co-hosting events.

g. **Social Report.** Katherine reported we had a good turnout at the Poker Run. About seven people brought family members. Some people didn't want to wait until the end of the race for the award. We should consider buying a PA system for next year. Mike will price that out. We should also consider providing water next year.

h. **Membership Communication.** Janet will get the next newsletter out.

i. **Membership Report.** Numbers continue to decline.

j. **Race Day Clothing Report.** Discussed elsewhere.

k. **Race Timing.** Discussed elsewhere.

l. **Race Venues.** Gilbert is constructing a 270-acre regional park, which will have a built in 5K track. It's supposed to open late 2019, so we should keep that in mind for Summer Series 2020.

m. **Registration Report.** We need to reorder bibs. Omar needs our design. We are donating some extra bibs to a local Girl Scout troop who will use them in an untimed race they're doing.

n. **Volunteer Report.** Discussed elsewhere.

o. **Grand Prix Points Tour.** Mike is looking at races for 2019. He'll have a list to review by next meeting. He will also survey participants for ideas on what races to count as Grand Prix races. We should think about trying to get sponsorships (like Sole Sports) and awards.

p. **Upcoming Races.**

i. **South Mountain Classic.**

1. We will have Board elections at this race. We will add a new position a VP of Grand Prix, and Mike will serve in that role. Hal will prepare the ballot. We should consider moving the election to September, because October is busy for many.

2. If the park's bathrooms will be open, we don't need portajons. Bob will confirm this, but Norm will order two portajons anyway.

3. We need about 35 total volunteers, we have only 16 so far.

Paula will advertise for volunteers on Facebook. We will continue with normal registration and try Omar's system at Festivus.

4. We are going to distribute "Get Up & Go" fliers to promote a healthy kids running series.

5. Registration is low as of now, but we will order 150 shirts, including a couple XXL.

6. The 20K will start at 6:30 and the 5K will start at 7:00.

ii. **Thanksgiving Day Classic.**

1. We need to figure out the course. The course our certifier proposed runs through a County island, which we don't want to do.

2. We need to determine if we want to have a one miler again. It's nice revenue for ARR, but the issue is what time it should start. Janet proposed waiting until 9:00, but the concern is having two-way traffic with runners coming back. The courses may need to be divided, and that may solve the timing issue.

iii. **Festivus.** The 15K and 15K relay will be free; the 5K will not. Registrants must pre-register for it to be a free race to them.

iv. **Desert Classic Marathon.** 22 people are currently registered.

v. **2019 Summer Series.** SS1 will be on 5/19/19 at Tempe Town Lake again (Neil Giuliano Park).

III. New Business

a. **Location of next meeting.** 10/17/18 at Sauce at 6:30 p.m.