

**Arizona Road Racers Board Meetings**  
**October 17, 2018 – Minutes**

**Present:** Courtney, Janet, Norm, Paula, Mike, Omar, Elisabeth, Bob, Erin

**Absent:** Katherine, Hal

**I. Approval of Minutes.** Approved with two typographical error corrections.

**II. Old Business.**

**a. South Mountain Classic.**

i. Registration for both the 20K and 5K has declined considerably since at least 2015, and only 54 signed up for the 20K this year. We don't want to drop this location since we are grandfathered in. Suggestions were moving this to the first week of April and running an 8K instead, or having a run either to the antenna or Dobbins Point. If we have an uphill run, we'll need to rent buses to take people down, because it's too far to walk. Bob will confirm whether he will be Race Director. Norm will check with the Ranger on revising this race.

ii. Since the 20K was cancelled due to weather, Norm will tell those participants they can get their shirts at the Thanksgiving Day race.

iii. There were 29 Board election ballots. Everyone has been elected.

**b. Equipment and Staging.** N/A

**c. Finance Report.** Deferred.

**d. Social Media Report.** See Membership Communication.

**e. Marketing Report.** See Membership Communication.

**f. Social Report.** See Membership Communication.

**g. Membership Communication.** We are still focusing on increasing membership. We want to have a "New Year New You" or "Give the Gift of Health" promotion, and we'll want that out before Thanksgiving. For anyone who purchases a family membership, they will get a free 5K entry in 2019 (has to be an early entry though).

**h. Membership Report.** We went down four memberships. We are hoping people will renew at Festivus. We want to participate in Expos, but do not want to sign

up for more than we can handle.

i. **Race Day Clothing Report.** Discussed elsewhere (see South Mountain notes).

j. **Race Timing.** Discussed elsewhere (see Thanksgiving notes).

k. **Race Venues.** We need to finalize the 2019 list so Paula can put them on our marketing materials. We are talking about having Summer Series 2 at the Riparian Reserve, but still aren't sure. For Festivus, we need to see how this year works. Janet is trying to compile a list of alternative venues.

l. **Registration Report.** N/A

m. **Volunteer Report.** South Mountain went as smooth as possible due to the weather, but many volunteers didn't show up.

n. **Grand Prix Points Tour.** Mike plans to have the 2019 list ready for Thanksgiving. He will add the Phoenix 10K to the list of races. We want to keep Mt. Lemmon on the list because it's a BQ race. He is thinking about having different acknowledgements (e.g., most mileage ran, etc.) that wouldn't be advertised but would be announced at the dinner. All Grand Prix participants and volunteers will be invited to the annual dinner, but we need to consider space. There are 60 Grand Prix participants and about 20 volunteers, so maybe they should be held separately.

o. **Upcoming Races.**

i. **Thanksgiving Day Classic.** Norm will follow up with Rebecca on shirts. We don't have many blue bibs left, and probably not enough for the 10 miler. Omar said he has some and we can use them. November 17 & 18 will be the bib party. We want to try Omar's system, but a race this big is not the time to try something new. Note that we have to use the Stadium's volunteers. We also need to schedule the pre-race volunteer meeting again.

ii. **Festivus.** Discussed elsewhere.

iii. **Desert Classic Marathon.** Deferred.

iv. **2019 Summer Series.** We need a new Race Director for Summer Series 2.

p. **2019 Goals.** Our goals for next year are to work toward digital ARR Bucks, transfer to electronic registration so no more bib labels and to come up with a

projected budget.

**III. New Business**

- a. Location of next meeting. 11/14 at 6:30 at Sauce.