

**Arizona Road Racers Board Meetings**  
**December 12, 2018 – Minutes**

**Present:** Courtney, Janet, Norm, Elisabeth, Connie, Hal, Paula, Omar, Julie, Katherine, Erin

**Absent:** Mike

**I. Approval of Minutes.** Approved.

**II. Old Business.**

**a. Thanksgiving Day Classic.**

**i.** Discussed Elliott Sweitzer's (Stadium Operations Coordinator) concerns. His concerns: the vendor gate lip was not marked, which could cause a tripping and falling issue; race maps weren't displayed very well and people were confused; claims people were encouraged to pay cash when people were ready to pay with credit cards; there weren't enough race-day registration volunteers; Peoria Fire was not scheduled; and the courses were not well-marked. We need to have a checklist next year. We need to put up race maps on Wednesday. Omar himself needs to be at the race. We also need to revamp the t-shirt area and have two stations because lines were out the door. We should also have an earlier cutoff time (i.e., 7:30 a.m.).

**ii.** Discussed delayed start. The races were delayed by 10 minutes due to the barricades being set up late. An ARR volunteer had to help finish putting them up.

**iii.** Discussed Survey results. Notably: most liked the t-shirt design, but the women's sizes were too small (this was an issue last year, too). Men's and Women's sizes were not distinguished online or on the mail-in form. People continue to request XXL sizes. People complained again about running on the gravel on the 5K and about the course not being marked very well. There was an issue with timing and the race start was delayed by about 10 minutes, and there were many complaints about that.

**b. Equipment and Staging.** Discussed elsewhere.

**c. Finance Report.** The Peoria fee for Thanksgiving went up \$800 (it was \$1,600 total). We are making money on Summer Series and we did okay at Jerome. Our highest permit cost was to the City of Tempe for SS1 (it was \$945). Costs for portajons at SS1 were \$522, and we'll need to order more next year.

**d. Social Report.** The Holiday Lights Run is December 13, 2018 at 6:15 at Barro's. We don't need RSVPs because we are not paying for the pizza. We are advertising this run on Facebook.

**e. Marketing Report.** Discussed with social media report.

**f. Social Media Report.** Eric continues to make daily non-event specific postings. We need to finalize the 2019 events posts. Paula has been focusing on Festivus advertisements. Pictures from the Thanksgiving races have been posted on Facebook. We need to finalize all race dates and venues. There is inconsistency in all of our marketing materials (including social media),

and we need to get it all corrected.

g. **Membership Communication.** Deferred.

h. **Membership Report.** Delaying the free race to Festivus seems to have had some benefit. Month over month membership has increased by 20 to 528 and overall members increased by 32 to 836. Most of the increase was due to the increase in youth memberships. So far no real increase because of the Holiday special, but it takes time to process that data.

i. **Race Day Clothing Report.** We need to start asking for either men's or women's sizes for online sign up. Too many women are complaining about sizing issues and usually want a men's L and not a women's L.

j. **Race Timing.** Discussed elsewhere.

k. **Race Venues.** Discussed elsewhere.

l. **Registration Report.** We will try out Omar's system for Festivus. Bibs have been ordered and we should have them by the end of December.

m. **Volunteer Report.**

i. Volunteers need to be managed only by Elisabeth. Thanksgiving race volunteers were getting directions from Hal and Elisabeth, which confused them.

ii. We need at least two people to run same day race registration.

n. **Grand Prix Points Tour.** Deferred because Mike was not at the meeting, but we need to schedule the date and time for the awards dinner (to be separate from the volunteers' dinner).

o. **Upcoming Races.**

i. Festivus.

1. 222 hats have been ordered. There are six different colors to choose from.

2. We need three aid station volunteers total – one at the start/finish. We should move the first aid station to the 1.5 mile mark. We also still need volunteers for the hat table, registration and cleanup.

3. Julie ordered two 6' subs from Fry's that Janet will pickup. We can get them as early as 6am on Sunday. Debbie will purchase any other necessary food.

4. Norm got the medals replated.

5. We have two sponsors: Phoenix police and Zeal Relays.

ii. Desert Classic Marathon. Deferred.

iii. 2019 Summer Series. We should hold Board elections at SS5.

iv. South Mountain Classic. We need to figure out if we're going to change the route and distance and/or hold it in Spring or drop it off the calendar.

There are lots of races in the Spring which would mean a lot of competition for this race. We should discontinue the 20K though, because there hasn't been much participation in that historically.

v. Summer Series 2019. Deferred.

**III. New Business**

a. Next meeting: 1/21/19 at Janet's office.