

Arizona Road Racers Board Meetings
January 21, 2019 – Agenda

Present: Paula, Mike, Connie, Norm, Katherine, Janet, Omar, Elisabeth, Erin

Absent: Hal, Courtney

I. Approval of Minutes. Approved.

II. Old Business.

a. **Festivus.**

- i. We had a much better turnout than last year.
- ii. Summary of survey results: overall very positive. 70% of the runners did the 15K, 19% did the 5K and 11% did the relay. People complained about running on concrete, timing issues and results being incorrect. Lots of people complained about the laps/loops, but lots of people also loved them. People loved the hat and all of the color options, but there were people who stated they didn't receive theirs.
- iii. Kiwanis is a great 5K option, but we want to get this to a larger venue eventually so we don't have to do loops. However, at Kiwanis, we need to set up more cones to better direct people. It may be possible to include some of the canal to avoid loops, but then we'd have two separate courses. A possible alternative location would be Tempe Town Lake near Carvana. Another possible location would be the Tempe Marketplace, but part of that trail is owned by Mesa, so we'd have to deal with two municipalities.
- iv. We need to look at ways to improve timing. This is the second race in a row where there have been issues (someone in the survey results said they won't renew their membership because of this). The issue was that Omar didn't have all of the runners, and we had chips on bibs and chips on batons. The duplicate chipping was supposed to be a backup in case the baton chip didn't work, but the baton timing worked fine. Mike also suggested having teams sharing the same bib number.
- v. The 15K was popular. We need to look at how many of those runners were ARR members.
- vi. We need more ideas on how to increase the relay.

b. **Equipment and Staging.** The Board agreed it's a good idea to purchase a roadside service plan such as AAA for our truck. Norm will purchase it.

c. **Finance Report.** Deferred.

d. **Social Media Report.** Paula will continue to post events on Thursdays and Eric will continue to post daily posting.

e. **Marketing Report.**

- i. We need RunSignUp training. Conceptually, gift membership is a good idea, but it's very difficult to execute. It would be good to focus on membership perks.
 - ii. Paula will get out the race calendar post cards.
 - iii. Paula wants to have a booth at the Lost Dutchman race expo.
- f. **Social Report.** The volunteer dinner will be in February.
- g. **Membership Communication.** The newsletter will go out in the next couple days. It will highlight the changes we've made – e.g., registration changes and upcoming races.
- h. **Membership Report.** Compared with last month, we experienced an increase of 12 memberships to 540 from 528. Overall members increased to 859, an increase of 29 from last month. Since last year, we have one more membership, but a drop in total members of 62, due to a significant drop in one-year family members. If we could grow membership by 10% this year, that would put us at 578 (from a base at the end of 2018 of 526).
- i. **Race Day Clothing Report.** Connie talked to Matt about making a separate shirt for ARR members.
- j. **Race Timing.** Discussed elsewhere.
- k. **Race Venues.** Janet thinks we need to keep looking at alternative options for new venues. She reminded the Board of a new park that will open in Gilbert, which will have a 5K course.
- l. **Registration Report.** We need to standardize race day cut off times, price increases and same day cut offs and pricing. The Board agrees that kids (17 and under) should be \$15 on the day of race at all events.
- m. **Volunteer Report.** Discussed elsewhere.
- n. **ARR Grand Prix Report.**
 - i. The Grand Prix awards dinner will be January 23. Norm will pick up the plaques and the pizza has been ordered. ARR will pay for each person's first beer or wine.
 - ii. The 2019 calendar is up to date.
 - iii. 31 registrants so far have signed up for 2019.
- o. **Recording Secretary Report.** Deferred.
- p. **Upcoming Races.**
 - i. Desert Classic Marathon.
 - 1. We need volunteers for aid stations and parking. The parking volunteer shift will be from 5:00 a.m. – 7:15 a.m. Volunteers will

be placed at the east side of the Riverboat building and at the entrance of the parking lot. We also need someone to direct people where to park. Ice needs to be at the site by 5:00 a.m.

2. 469 shirts have been ordered. We'll set aside 10% for same day registration runners. If a runner registers on RunSignUp on the 24th or later, they won't have the option to order a shirt.
3. Omar will bring the awards.
4. Full and half marathon bibs will be blue, 10K and 5K bibs will be white.
5. We have one vendor – Stephanie Holbrook will be there with her new company Movement FX.
 - ii. 2019 Summer Series. We'll use the same medals, but different ribbons. All venues are in place. Early registrants will get a free T-Shirt. We'll do tank tops again, but use a different manufacturer because of complaints about the quality of last year's shirt (too short). We'll ask Matt to give us samples. We will run another social media survey to choose the color once we figure out the vendor.
 - iii. South Mountain Classic. This will be an October race if we keep it, and it will be 4 mile / 8 mile. We'll move the start closer to the Ranger Station, which means we'll have to order more porta potties.
 - iv. Thanksgiving Day Classic. Deferred.

III. New Business

- a. Tablets. We need to consider buying 2 tablets to assign race day bibs as it won't be fair to us and others to download the app & use cell data for registration. It can eat up a lot & it's a big ask for volunteers, some may not be able to even download. For now, we will borrow them from Omar.
- b. Post-race review (call or meeting). We should have a post-race call or meeting right after the race.
- c. ARR's 50th anniversary is in 2020. We discussed possibly having a 50K relay.