

**Arizona Road Racers Board Meeting  
April 29, 2019 – Minutes**

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

- I. **Approval of Minutes.** Approved.
- II. **Old Business.**
  - a. **Equipment and Staging.** Deferred.
  - b. **Finance Report.** Taxes have been filed.
  - c. **Social Media Report.** We posted about shirt giveaway on Facebook and it's gotten a lot of traffic. There have also been Facebook posts promoting the Summer Series. We're getting a lot of sign ups for that, and registration is up about 20% over last year. Maybe moving the first one up two weeks helped.
  - d. **Marketing Report.** Connie is working on Summer Series shirts. Paula's marketing focus has been the Summer Series. Janet sent out a preview email to past Summer Series participants. By and large last year's Summer Series was successful so we think that's helped with registration this year.
  - e. **Social Report.** The open mile went well given the rainy weather and we had a good turnout. However, the stickers we used didn't stick well in the rain. People stuck around afterwards, and we got Grand Prix sign ups. We didn't get to do the relays because the pizzas arrived early. We also didn't get pictures because of the weather. We'll do another open mile in the Fall. Mike may have a contact at a Glendale high school (he believes it's in Glendale) who has offered us use of their track, if necessary.
  - f. **Membership Communication.** 51.8% of visitors visit our website and marketing materials, and the rest visit from their mobile devices. Currently, Summer Series 1, the Grand Prix and Summer Series volunteering, in that order, are the most clicked on.
  - g. **Membership Report.** Membership numbers look pretty good. We're at 561 memberships and 881 total members and that's up 18 memberships from last month. Going back a year, we're up about 23 memberships but down total members. This is probably our biggest time of year for getting memberships given the Summer Series.
  - h. **Race Day Clothing Report.** Connie previously emailed the Board proposed shirt designs. She brought samples of the shirt (purple tanks) to the meeting. The Board liked them and noted that the quality is better than last year. Connie will confirm with Matt when we need to place our final order. Connie also has to check with Hal on last year's order and cutoff date.

RunSignUp says that people can order up to XXX sized shirts (no orders yet) but after May15th we will take it off the site because then it would be a special order. For people who didn't state their size online when ordering, we'll email them and ask for their size.

We will give volunteers shirts, starting with Summer Series 1. We think it will be good advertising for the club and volunteering. The Board chose a bright green lightweight breathable cotton shirt. It will be distinguishable from the Summer Series shirt, and highly visible to runners and anyone else who may need assistance. Paula can set up a graphic design for approval.

i. **Race Timing.** Discussed elsewhere.

j. **Race Venues.** Discussed elsewhere.

k. **Registration Report.** Discussed elsewhere.

l. **Volunteer Report.** Lori Bender is interested in taking over food, and Elisabeth wants to use her. She's volunteered at lots of races. At Costco we could probably buy individual serve chips, trail mix, etc. like we do for Thanksgiving. We should have a protein, too, even if it's a mozzarella stick. (Other race volunteer information was discussed elsewhere.)

m. **ARR Grand Prix Report.** As far as timing at the open mile, the regular hand stopwatch should be used instead of screens. The chute worked well. We should probably have a pre-registration next time, at least for the Grand Prix. Mike reported he did a similar event the day before the Board meeting and noted that they filmed the finishers with an iPhone propped up on a tripod. We should do something similar. Mike also reported that we got three Grand Prix signups at the open mile.

n. **Recording Secretary Report.** Deferred.

o. **Upcoming Races.**

i. **2019 Summer Series.**

Summer Series 1. The truck gate entry doesn't open until 5:00 a.m., so the truck should be there by 5:00. Janet ordered six portapotties this year. This is our first larger race where we will use an electronic bib system. The shirt table should be very near the registration table. We will have the registration volunteers write the runner's size on their bib, who will give it to the shirt person. We will have six lines for bibs. 6:00 will be the same day registration cutoff, but if we have problems with this, we'll move it up to 5:45 for future races. Parking flags will be posted at the Marina Heights entrance. The wave starts should be 8 minutes apart for 8 minutes and longer paces. Monitors should list overall 1, 2 and 3 and then runners by chip time within age groups. Awards should start by 7:15. Final race instructions should go out three days before the race, and can be sent via RaceSignUp. Janet will work with Paula to send instructions as a backup to what Hal sends. The Board discussed possibly having an early packet pickup. We won't do it for this race, but we will reconsider it for the July 4 race.

Summer Series 2. The Board discussed the 5k route. Start Line's route could work, but it is an out and back, which could be congested. The route Erin emailed to the Board will not work because part of it would have been in a trail-heavy area that was overgrown. She will propose an alternative. There are restrooms at the Riparian Preserve, but we should order 3-4 portapotties, too.

Summer Series 3. Elisabeth and Norm will be Summer Series 3 co-race directors.

Summer Series 4 & 5. Deferred.

ii. **South Mountain Classic.** Socks may be better than shirts for the giveaway, but they may be too expensive. Paula will check with Bob on cost.

iii. **Thanksgiving Day Classic.** Norm has emailed the City to find out about that island and will follow up with them.

iv. **Festivus.** We need to finalize the venue and course. Rio vista is not available. Janet has given Mike lots of good options though. We will look into having it at SRP's Pera Club. Erin to contact her SRP connection about the process for reserving it.

v. **Desert Classic.** Deferred.