

Arizona Road Racers Board Meetings
May 20, 2019 – Minutes

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

Absent: Elisabeth, Connie

I. Approval of Minutes. Approved.

II. Old Business.

- a. **Summer Series 1.** The trucks were on time. We had great volunteers. It would be helpful if whoever does the aid station has a pickup truck to bring back the equipment, especially at that venue. We'd have somebody meet our truck and then transport the equipment to the aid station. For registration we had 6 lines and it worked great. Every person who was there for same day registration got a bib. This worked because we had a volunteer who wasn't running and could help. Shirts were at a different table. Next time, the shirt label should go on the front of the bib to make it easier to distribute shirts. There were 110 no shows and 62 of them signed up for all 5. But we're up 10% finishers from last year. We didn't have the pace signs which messed up the wave start. There were two places on the course that weren't marked properly. Email race results after the race were a nice touch. We got the awards started on a timely manner and people stuck around for them. There was a lot of cleanup and Elisabeth didn't seem to have a lot of help. Having the volunteers in a different color was really helpful. We should keep the race the week before Memorial Day.
- b. **Equipment and Staging.** Ron lives farther away from the warehouse now. He used to pick up the truck the night before but now he can't do it with his living situation. Elisabeth suggested ordering an Uber to pick him up. Norm will contact Ron and meet him at the warehouse.
- c. **Finance Report.** Grand Prix numbers are almost the same for dollars coming in. Membership income is slightly down. Race registration is up \$3,000. We are up \$2,700 in revenue. Advertising costs are down because we don't use Get Set anymore. Auto insurance went down from last year. We're getting nicer awards so the costs have increased. Volunteer costs are much higher this year, but we've been using more volunteers.
- d. **Social Media Report.** Lots of action right now because of all the Summer Series photos. There's lots of great volunteer shots too. We posted about the traffic and roads closed and people said they appreciated it. Emails were a lot clearer about parking too.
- e. **Marketing Report.** We made some changes to the header across the website to push the Grand Prix a little bit since there are races left and we haven't had many registrations. Paula is trying to promote the next race on the home page. The email that we sent out to push the Summer Series seemed to have a good effect so we should consider doing that next time. The runsign up email instructions were sent the same day as Hal's email. We want to market to the single race sign ups for additional summer series races.
- f. **Social Report.** Katherine is getting emails about Saturday group runs. Do we want to put this out there? There was an insurance issue last time we discussed it. If it's not group sponsored it shouldn't be an insurance issue. Katherine should just refer them to the ARR

website, which has a list of local group runs. Katherine will post to Facebook when a next group run will be.

- g. **Membership Communication.** Nothing has been sent out since the race but will be before Summer Series 2.
- h. **Membership Report.** Numbers are good. 585 members. 941 for the family members which is dramatically up, but it's such a volatile number we don't track that one too closely. We were at 549 this time last year. All the marketing things we're doing have been helping.
- i. **Race Day Clothing Report.** Feedback was good on the shirts. They are much longer than last year.
- j. **Race Timing.** No complaints for Summer Series 1.
- k. **Race Venues.** Kiwanis got approved for Summer Series 4.
- l. **Registration Report.** Discussed elsewhere.
- m. **Volunteer Report.** Discussed elsewhere. Also, as Board members we need to go to the warehouse to see where it is, what's in it, status of equipment, etc.
- n. **ARR Grand Prix Report.** We had 4 sign up at Summer Series 1. Mike is going to push it a little bit more until about mid-July. He hasn't heard any negative feedback. We had a good turnout at the Pine trail run. We had a high turnout for Summer Series 1, too. He will try to organize the dinner sooner this year.
- o. **Recording Secretary Report.** Deferred.
- p. **Upcoming Races.**
 - i. 2019 Summer Series.
 - 1. Summer Series 2. We will have 3 porta potties. We need only 1 aid station. Parking is visible so we shouldn't need parking flags. We will do wave starts like Summer Series 1.
 - 2. Summer Series 3. Will be the same course as last year but in the opposite direction so it's cooler.
 - 3. Summer Series 4. We are approved for Kiwanis and using the same course as last year.
 - 4. Summer Series 5. The RD is Bob Reiden.
 - ii. South Mountain Classic. We want to move the start line on this one.
 - iii. Jerome. Norm to contact Sandra. She said she wants to do it again. We will have to label bibs though.
 - iv. Thanksgiving Day Classic. We're probably not going to be able to change the 5k course. The city has not been responsive.
 - v. Festivus. Mike is RD and Janet can help out as needed. Tempe is holding Kiwanis for us but we haven't finalized it with them yet.

vi. Desert Classic. Deferred.

III. New Business

1. Norm is not running for President again.
2. Parking signs - we need a couple new ones. Janet brought examples. We could have used 3 at Summer Series 1. We will look at getting a new arch next year and maybe put something like "50 years Running" on it.
3. Mike would be willing to do early bib pickup for Festivus. Connie was interested in doing that for Summer Series 3, too, because of how big the race is.