

Southern Arizona Roadrunners – Board of Directors Meeting

Date: November 11, 2013

Time: 6:30 – 8:30 PM

Location: Health South (2650 North Wyatt)

SAR Board Members			
Randy Accetta – P	Sheryl Felde – P	Mary Lasser – P	Steve Outridge – P
Tim Bentley – A	Steve Felde – P	Ron Lumm – A	John Sabatine – P
Don Branaman – P	Greg Gadarian – A	Diane Manzini – P	Keith Schlottman – p
Shane Carr – A	Gary Giese – P	Amelie Messingham – P	Lucas Tyler – P
Dari Duval – P	Alyssa Hoyt – P	Kara Middendorf – P	Greg Wenneborg – A
Doreen Castillo - A			

1. Approval of Minutes from October 2013 meeting. Motion to accept the minutes made by Alyssa, Sheryl seconds; 14 in favor, 1 abstains.
2. Introduction of Guests. No guests.
3. Office Manager Report (Lucas). He expects to receive an email with respect to the database about the changes we need. In the meantime, we should extract a list of the people whose memberships expired so that we can send reminders for them to renew their memberships.
4. Treasurer's Report (Keith). We are running relatively low on money, in that we are going downward compared to where we were before. We have a total of \$49,468 in the three bank accounts; there is about \$5,000 in the CD. There are still a lot of bills that need to be paid, almost \$5,000 needs to go out to race beneficiaries. Thankfully most of the money that was owed to the raced director for the Half Marathon has already come out. It is becoming obvious to Keith that we are spending more than we take in.
5. Recap of Completed SAR Events:
 - Randy – Get Moving Tucson. Great event overall. There were 4 races in the Tucson region that weekend, so Randy is thinking of moving it to another time of the year. Randy has approval to move it to next year around January/February.
 - Mary – Oracle. One significant issue, all the data for the 100 early finishers was lost, it had to be rebuilt manually. Greg cannot time this race due to a conflict. Apologies have been posted on the website, and the problem should not be a reflection of Darryl. The race only had about 165 registrants. There were other events going on at the same time, there were no group flyer mailings and no hard copy flyers until 2 weeks prior to the event. Someone else on the board learning the PDA system at the very least might be a good idea, to serve as a backup for those events for which Greg is conflicted.
 - Happy Hour Hobble. 75 people signed in, but there were a lot more people than that who participated. A lot of people dressed up. They had planned on a simple course, which was good. The next hobble will likely be after

Southern Arizona Roadrunners – Board of Directors Meeting

Date: November 11, 2013

Time: 6:30 – 8:30 PM

Location: Health South (2650 North Wyatt)

Winterhaven. It would be nice to send people in waves rather than letting people go in small groups, to make it more of a place where people interact with new faces etc. Alyssa and Diane also have other ideas but they don't want to put too much pressure on people on a Friday night.

6. New Business.

- Dari – SAR Newsletter Update. If we do not test a different way of doing things we will not know how people will react to it. So we will create a PDF, print 100 hard copies for distribution to membership tables and the running shop. The PDF will be posted on the website. We will distribute it through Constant Contact, maybe Facebook. Ideally we will have a page dedicated to the newsletter on the new website, where the new newsletters will be posted, and where the old newsletters are converted to electronic format. The deadline for this newsletter is November 25. PDFs will not be ideal to read on smartphones but we will see how people react to it.
- Winterhaven Update. Alyssa/Diane have not heard from Jim yet. Jim is basically the race director, but we need to bring sign in sheets with a waiver at the top. There will not be pizza this year as the event is getting so big that offering pizza is becoming unmanageable.
- Diane - Fitkidz. We had about 400 kids through the series. We are coming up with a sponsorship document that addresses various levels of sponsorship. We were \$2,800 over the RRCA budget but we got \$2,750 from TMC so it was close. Saucony has a kids running program and asked if we wanted to partner up with them. Randy and Diane will create a round of sponsorship request on our behalf. Cyclovia has an event coming up in November and one in late April. We could partner with them and create a kids run that would take place at the same time as the roads will already be closed.
- Kara/Doreen – Annual Celebration Update. Doreen has done a lot of research on location, which is always the biggest issue with our budget. We've narrowed it down to the Stillwell House, Congress, or Barrio Brewery. The first choice would raise the budget another \$5 per person. We could reduce costs by not having party favors, a DJ or a raffle. The event is scheduled for the 24th. Last year the event cost SAR \$1,860. We should increase the price per person to \$20. Sheryl makes a motion for SAR to spend up to \$1,500 on the banquet, John Sabatine seconds, 14 in favor one abstention.
- SteveO – Recognition at SAR Celebration. Kerry Whelan should be recognized for all the photos he takes of the events for free. He does an amazing job. Discussion of gift card/present to him and his wife. Motion to make a \$100 gift card to Downtown Kitchen, Don seconds, 14 approve, one abstention.
- Alyssa – Membership: We have a lot of very tiny shirts for women, and we have very few men's shirts left. Alyssa wants to make sure that she is counting all of the shirts we currently have. She has organized the shirts,

Southern Arizona Roadrunners – Board of Directors Meeting

Date: November 11, 2013

Time: 6:30 – 8:30 PM

Location: Health South (2650 North Wyatt)

rolled them up and labeled them so that it will be a lot more efficient to give them to people. Alyssa also wanted to have a better display at the table to attract more people to the membership table. Alyssa would like some help and create a membership committee, would like to have tiers for membership, and bring in more money and sponsorships. We can also do campaigns and tell the membership we need a certain amount of money for a specific purpose. We have 5,300 on our Premier emailing list, 500 of which do not live in Arizona.

- SteveO/Randy – RDs. Historically the RRCA has said there were multiple business models for their running clubs but more recently it said that race directors should not be making money putting on races. As stakes get higher RRCA said they would rather we not do it, even though legally it is not a problem. Requiring a race director to be a board member would be problematic: we do not do that, as we have several race directors that are not board members. Several people on the board earn money from organizing races, but the race directors do not vote on their own races or their own contracts, so the board still has control. The treasurer says it's more about perception. The RRCA website clearly says that race directors and their families should not be on the board thereby profiting from their relationship. Changing our structure is something that would be bumpy.
- SteveO/Keith – Square. We now have 4 square readers, they work with I pads, I phones and Androids. If we want to use them for Thanksgiving we can or we can wait until the races next year. Every time a card is swiped, a notification is sent automatically to the treasurer showing the amount credited. So far we have only used the readers for people signing up for membership. We need to work out procedures and controls.
- Website update. Tim, SteveO Keith and Diane met with Rebecca about the website. Rebecca is giving us 25% off her regular rate because we are a nonprofit organization, so she charges us \$75/hour. She is not the cheapest but not the most expensive either, she wants to keep doing the website for SAR and maintain her relationship with us. It has been about 6 years since the website was last updated and a lot of things could be improved on. Essentially we are running out of room. We talked about doing a member login where members could find their race results, which would be an undertaking, potentially we could provide a link to an external website that already provides searchable results to all races anyone has ever run. We could also turn the website into a storefront where people would buy SAR products, which would require us to be very involved in filling orders. Currently we are paying \$40/month for webhosting, and the one Rebecca is recommending moving to would be \$50/month for hosting. Expression Engine 1 to 2.72 upgrade to new server. Rebecca also recommends some applications that would help with images. Greg would like the ability to upload html results. Rebecca can probably get these "level 1" items done within a month or 2. Another item would be to take all the pages and redesign them in a format that would automatically get resized based on the kind of device you are using. The subcommittee

Southern Arizona Roadrunners – Board of Directors Meeting

Date: November 11, 2013

Time: 6:30 – 8:30 PM

Location: Health South (2650 North Wyatt)

thinks it would be a smart move to have a website that is user friendly for smartphones. For \$1,500, we get our system updated; an extra \$2,850 would make the system mobile-friendly, part of which would be re-designing the site. If we do not do at least some of the updates then it will be impossible to make the system maintainable at all. Randy makes a motion that we spend up to \$2,000 to purchase the necessary upgrades for the website as recommended by the subcommittee that met with Rebecca. Mary wonders whether we should budget for this – SteveO thinks we should do an upgrade at least every couple of years, this was too long to wait. Rebecca would like to come to some of the board meetings to give us updates. Gary seconds the motion. All in favor. Gary makes a motion to approve item 1b, which would make the website mobile friendly, for up to \$2,200. Randy seconds. Discussion about budgeting. 7 in favor, 6 opposed. Lucas abstaining.

- Greg – next flier mailing. Randy is happy to organize it as he has earlier races this year, we'll need to send it out in December rather than January.
7. Around the Room.
- John – USATF registration for 2014. It is getting more expensive. We have to pay an annual fee for the club upfront, then pay \$95/race. We have to decide if it's worth it. There is a very small, vocal group of people that wants to have the races certified. We can wait a bit for now as the fee we would pay would be effective for January 1 on. The per race fee would be at the option of the race director but is recommended.
 - Randy – there are two RRCA things we don't do. One is to apply for state championships. The second is "_____" of the year. Volunteer of the year etc. We could apply to be nominated for all these.
8. Adjournment. Motion to adjourn by Steve, motion seconded by Sheryl Felde. All approve.