

Southern Arizona Roadrunners – Board of Directors Meeting

Date: September 8, 2014

Time: 6:30 – 8:30 PM

Location: Health South (2650 North Wyatt)

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

1. Approval of Minutes from Summer meeting. The minutes need one correction: regarding the view of the website in mobile site, the right hand column is in fact above the left hand column. Sheryl makes a motion to accept the minutes as corrected, Shane seconds. All in favor.
2. Introduction of Guests. No guests.
3. Office Manager Report (Lucas). Nothing new as the last meeting was two weeks ago. 972 members, 866 memberships.
4. Treasurer's Report (Keith). The treasurer is not here today. He emailed the president to confirm he had nothing new.
5. Recap of Completed SAR Events.
 - Saguaro. Many board members helped at Saguaro, there were 1287 registered, 1074 finishers, the lowest number of finishers in the last 3 years. Some invoices, expenses remain outstanding, as well as confirmation of some sponsorship income. SAR is due to get \$3,000.
 - The race itself went well. Randy wants to stress again how great it is to work with the National Park and they have a solid incident action plan. He thinks it would be a good idea for SAR races to have their own incident action plan. He did not have the massage people out this time because he got to it too late and the masseuses were unavailable. There were 2 heat exhaustion issues and the EMTs helped with that. Moving forward Randy will get two ambulances, one on each side of the parking lot.
 - The defibrillator was not in the storage shed.
 - There were 24 portajohns but they ran out of toilet paper.
 - There were issues with the chips. Because we use reusable chips, runners had to be there early on Monday morning to pick up their chips even if they picked up their race packet on Saturday, which created some chaos and long lines. When Greg was giving them out on a day before the race, the rate of loss was 20%. The line would not have been long had the organization been better.
 - The SAR sound system is awful and we really need to have a new system or at least a DJ.
 - Randy cleaned up the shed, he noted there were barely any cups left.
6. New Business.
 - SteveO/Tim. The Great Pumpkin Contract needs to be renewed. Standard 1/3 to SAR 1/3 to race director 1/3 to charity (hydrocephalus foundation).

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Same as before, 2 year contract. Motion to accept the race contract made by Steve Felde, seconded by Sheryl. All in favor.

- Tim – Good Neighbor Contract – Thin Mint Sprint. They had about 450 people last year, great 5k according to Tim. Motion to approve the Thin Mint 5k as a Good Neighbor Race for 2014 following standard guidelines made by Gary. Sheryl seconds. 11 in favor, 2 abstentions.
- Diane – FitzKidz Budget. Total race income for 2014 is \$5,070 (donations/ sponsorships). We submitted a proposal to the Sunnyside School District for \$2,500, and another \$2,250 will come in from the Red Beard Rally. The income also does not show TMC but their sponsorship went through June 2014. So far we spent \$3,597. We have a lot of T-shirts left, and this should get us through the next 3 events.
- Tim – SAR Future Goals. We are going to look at what we currently do in terms of marketing for each race we support, and what we charge for different things. We want to define the value of races that we are involved with, the races that want to be Good Neighbor Races, SAR Partner Races (Thanksgiving, Run N’ Roll).
- Community Races. These are races organized by other parties not affiliated with SAR (like Steve Landau’s races). They send a note to Lucas or Amelie to list their event on the community events calendar. They can pay \$150 to be included in the mailing once. The board finds that community races should no longer be included in mailings. People have limited budgets, the more we promote races that are not significant fund raisers for SAR the more we jeopardize our income. They can purchase a web badge at \$50/month (\$75 for for-profits), which is probably too low.
- Good Neighbor Races. It costs a non-profit \$150 to be a Good Neighbor Race, and \$300 for a private race. We are probably undervaluing ourselves. Our pricing is based on the reality as it was 8 years ago. These races have the option to be included in the mail package for a share of the mailing + \$150; they can purchase a newsletter ad, and they get added to the SAR calendar. They get pushes on Facebook, and they provide a race report. They also get a SAR liaison and guidance. We had previously decided that we would not include Good Neighbor Races in the mailings but one was included a couple of years ago and this set precedent for including other races.
- SAR Partners. They get every benefit a SAR race would get except for SAR Insurance. They also get a SAR liaison and guidance. SAR can help manage registration and expenses cashflow.
- SAR Races. Community calendar listing, direct mailing, web badge, newsletter ad, SAR race calendar, eblast. FB post, news postings on SAR website, race report, listing in the newsletter, listing in SAR membership brochure, volunteer assistance, use of SAR equipment, and SAR insurance.
- Newsletter Ads. Now that the newsletter is visible by everybody, not only SAR members, the cost of ads should go up. Tim proposes a chart of ad pricing together with 20% discounts for ads placed 3 consecutive times.

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- Sponsored Content – Facebook and Emails. The board would rather stay away from this for now. We can remind people that we never sell the info we have on our race registrants. We don't share our database.
 - Email Tim if you think of something or have any thoughts on this.
 - Also keep the goals for SAR's future in mind, give Tim any ideas you may have. We'll talk about these at the next meeting.
7. Communications.
- Media/Email Blasts (Randy). Randy did one today. It is time to start doing eblasts for specific races. Randy needs to do a FitKidz, Run & Roll, Pumpkin Meet Me Downtown and Oracle. Five races coming up in 5 weeks.
 - Facebook (Tim). Tim asked people to post their pictures on Facebook with the hashtag Saguaro. 50 people posted pictures, it drove tons of traffic. Nice post promotion for the race.
8. Around the Room.
- Randy – is working on Get Moving. There are issues with the course but Randy will work it out.
 - Kara – would like to get thoughts going about the banquet. She would like to make it more casual, and free to the membership. It could be more social, more of a party, with no formal sit down but we would still have food and an award ceremony. Dari liked the idea of having awards outside of the typical ones we normally do (like most improved, most inspirational).
 - Shane – Rob Bell Award. Someone needs to reach out to Rob Bell's family to let them know who won. Shane will reach out to Daryl re: Oracle.
 - Gary – Gary sees that the Board is getting more organized over the past 2 years and is happy to see we are getting our ducks more in line.
 - Dari – will be sending out an email asking for people's newsletter contributions. She will also draft out something on ideas for membership. If someone has ideas, send them Dari's way. The newsletter is seasonal, so this will be the Fall issue.
 - John – Run & Roll, the start time had to be moved up. It starts at 7am, and the course did not have to be changed due to the streetcar. In-store registration will start pretty soon but we can't give the chips out early unless they use bib rings to be done ahead of time and given out. They are using DJ Rich again.
 - Tim – was going to do a running tour of all running groups in town. SAR goodwill run, to say what we do and ask if there's anything we can do. Showing up once or twice/year to the groups would be good.
 - Lucas – will look into costs involved with our races to be sanctioned.
9. Adjournment. Motion to adjourn at 8:31 by Tim, motion seconded by Sheryl. All approve.