

## SAR Board Meeting – Monday, May 9, 2011

Dave Hill called the meeting to order at 6:33

Mary Lasser - A	Kara Middendorf- P	Ron Lumm- P	Andy Dolphin - P
Shane Carr - P	Dan Unrast - P	Lucas Tyler- P	Sherilen Clark - A
Marc Janis- P	Sheryl Felde- P	Steve Felde- P	Don Branaman- P
Greg Gadarian- P	Greg Wenneborg- P	Tim Bentley- A	Jocie Riley- P
John Sabatine - P	Amelie Messingham- P	Steve Outridge- P	Keith Schlottman- P
Randy Accetta- P	Dave Hill- P		

1. Approval of the Minutes - Motion to approve the minutes from the April meeting, subject to Dave's comments, made by Steve Felde, Randy abstains, all others are in favor. Motion approved.
2. Introduction of guests: Gary Giese. Retired professor, he has been running for 25+ years. He wants to be more active with SAR. He has run for many years in the Denver area and has never seen a running organization so active as SAR.
3. Office Report. None
4. Treasurer's Report
  - a. Keith made a few changes to the report chart based on Dave's feedback, including to the cash balances
  - b. The chart distributed is as of March 31, 2011. As of that date we had \$109,118 in our bank account. However, \$13,000/\$14,000 from that amount consist in surplus from sponsors for Meet Me at Maynard's ("MMM") that SAR has no right to use. By next month the number will be more accurate.
  - c. The number is also a bit inflated because a lot of races have been happening recently, for which the revenues show, but for which all expenses have not been paid out of the account yet.
  - d. We will get the most accurate picture when the year is closed out.
  - e. Keith will also start reporting sponsorship dollars, which is an amount that keeps going up dramatically.
  - f. We do not have a contract with MMM. Keith strongly recommends that SAR enter into one, as we need to delineate who has the right to use the funds in the account. MMM has grown a lot bigger than anyone ever expected, and we had not anticipated needing to have a more formal relationship with the event.
  - g. SAR insurance covers MMM, as well as other runs or groups: for example it covers WOG as being a SAR social group, and MMM as a weekly social/training run. The Board concludes that part of the sponsorship funds in the SAR account earmarked for MMM should be used to cover insurance costs, as it is SAR insurance that covers the event.
  - h. Greg Gadarian indicates that we may need to specify the organizations and social runs that are covered under our insurance policy.
  - i. Other than that concern regarding sponsorship dollars, SAR finances are pretty stable.

- j. SAR is a 501(c)(3) but we never use that status to our advantage – we are covered under the group exemption. It is something that hasn't been leveraged at all and probably could be.
5. Recap of Completed SAR Events from race directors.
- a. Sabino Canyon
  - b. The race went well – working with the park services was not easy, and the directors have much greater respect for race directors, and learned lessons as new race directors along the way for next year.
  - c. Race financials were turned in today and finalized. SAR made \$1,260, Friends of Sabino Canyon got \$1,000. The directors created a survey for participants to fill out as feedback.
  - d. Spring Cross Country. Tim is not here. The course ended up working pretty well, the one issue is that you should not advertise a beer garden and not provide it. The beer permits tripled in costs.
  - e. Cinco De Mayo. Registration was down 100 people from last year, probably due to the fact that 3 other races were going on that same weekend. The general impression was that it was really well run, things kept moving along from registration through the race through the awards. The food never ran out, a lot of positive feedback overall about the race. Some people didn't know about the early start for walkers. There were complaints about the porta potties, more should be provided for next year, should be 11/50 runners. One of the race directors added that they may put a police officer at the turn around. They had 3 officers this year. Someone else is needed by the start as well, because there are so many people and the road narrows down, to the point where people were running into traffic.
  - f. Randy – great running season, good races, good directors, lots of talk about SAR
6. Communications.
- a. Media. Randy doesn't have anything to add from last month
  - b. Newsletter. Shelley Shelton is our new newsletter co-editor along with Gina Nelson. Shelley handles the reporting and editing with Gina handling the page layout, design and printing.
    - i. Shelley asks the Board when the next issue should come out, the Board believes it should be before mid-June.
    - ii. Is wondering if it might be easier to have worksheet for the race directors or a template that all race directors would fill out naming the top finishers, sponsors, etc. The Board thinks that having a checklist would be a good idea as opposed to a template.
    - iii. Shelley & Gina will have to decide among themselves what the deadline should be for submissions and timing.
    - iv. We proceed to all introduce ourselves to Shelley. Randy takes that opportunity to mention that Kara was 2d in her age group (30-34) in the Duathlon National Championship that took place in Oro Valley last weekend. Great job Kara ☺
  - c. Website. We have not been able to upload pictures, this is an issue that will have to be resolved.
  - d. Email Blasts

- i. They have been continuing at the same pace.
  - ii. People want more out of the eblasts: training tips, what is going on in the running community, etc. With the Board's permission, Randy would be doing more of that, adding value to the eblasts.
  - iii. Randy did not print out the numbers, but the Cinco De Mayo race did about 4 email blasts, and the highest opening was 1,500 openings. The first blast for Tucson 5000 had 1700 openings.
  - iv. Very few opt out, maybe 2 or 3 per eblast we send.
- e. Facebook seems to still be a good venue to post matters although the activity on the site seems to be slowing down.
- f. Group mailing. Randy has already done 2 of the summer mailings. Will need to decide when to send out Run & Roll, Oracle, Thanksgiving – probably mid to late July.
- g. New Business.
  - i. Jocie – at the last meeting had talked about getting together with Joe Kerry, who was a Tucson Trucker (the organization which later became SAR), to borrow all newsletters and pictures, for us to scan and archive. After talking to another past member, Jocie realizes they are very reluctant to lend past newsletter issues, which Jocie really understands. Had an idea that maybe if SAR could have a function and invite the old SAR board members and the Tucson Truckers and ask them to bring old newsletters, old pictures, etc. Jim Irish said he could bring a scanner and scan everything at the site, so the past members would probably be more likely to be comfortable with this.
  - ii. Jocie – Fort Huachuca expo. Jocie has race flyers – all military people will be offered a discount to the Triple Crown races. Talked to Gina Slaby, will talk to some more people to offer more discounts, including SAR membership discounts.
  - iii. Summer Board Meeting – 13<sup>th</sup>, 20<sup>th</sup>, or 27<sup>th</sup> of August are available at the Tanque Verde Ranch. The Board members will let Sheryl know of availability so that we can decide on a date.
  - iv. Shane – LADF. We need to decide whether we're keeping it, if we're going to start taking sponsors. The only money for the LADF is money coming from races. We are not funded for this year. The LADF was set up for multiple uses, including as prize money for winners, which does not have to remain, as the LADF was not solely created for that purpose. The Grand Prix can go on without it. We need to have 3 or 4 people meet and decide what the LADF will be for, and present it for the June or Summer meeting. Shane, John and Mark will meet about it. It was very contentious several years ago when the rules were decided – Greg suggests that we need to remove Board members from consideration.
  - v. John – timing system. It has been a request in the Sabino Canyon Survey that we use a timing system and we still need to adopt one. Greg and Todd have been in touch, the board wanted a more comprehensive breakdown of everything and we have not received that yet. Todd said yes to all the things we requested, including our conditions. Both Greg and Todd have

just been busy and haven't memorialized the system in writing yet. Will see if we can do it at Tucson 5000.

- vi. Randy – non-profit mailing permit. Our permit ran out and went to mail something and our permit hadn't been renewed, but this ended up being a non-issue.
- vii. Randy – Children's Fitness Fund Proposals. We need a group to review the fund. Apparently Ron, John, Greg G. and Jocie have done it in prior years so they will review the proposals again this year.
- viii. Randy – Spirit of Rob Bell, need someone to review those nominations. Steve Felde will be reviewing.

h. Old business

- i. Non-SAR Races to be included in the Grand Prix. We have not had a meeting to discuss those races – Dave, Randy, Mary and Sabatine were the people to review. Maybe the race directors should be part of the group, but a least two people that are not race directors should be included so that it's not biased. However, no matter what we do there may be backlash, because we can't include everybody, but we need to decide what the SAR Grand Prix should be, we've argued over it in the past.
- ii. There should be criteria, race directors can nominate only one of their races. They need to feel like they can be part of the Grand Prix w/o having to jump through a lot of hoops. We're supposed to reach out to other groups and do as much effort as we can to involve people in our group. As a board we have to make a decision – and if the decision is no, we need to let those directors know immediately. Might be a value added to our members to add races.
- iii. We need to have a meeting solely for the purpose of deciding what direction the Grand Prix will take. We attempted to have a subgroup do this before but nothing was accomplished because the entire board then had an opinion as it's such a huge issue.
- iv. Randy offers to create a document that would allow us to add race criteria, conditions for outside events to be included.
- v. Sabatine adds that we need to agree on what it is that the Grand Prix does for us and why we even do it. Some people would say it's to showcase our better races, others might say it's to reach out to the community, or to reward our better runners. As long as we can't agree on its purpose, we'll never be able to decide on what races to include. In addition, the make-up of the SAR Board has changed since we created the Grand Prix. Need to have a board meeting just for that. Motion to have a July meeting dedicated exclusively to the Grand Prix, proposed by Steve Felde, on July 11<sup>th</sup>, seconded by Keith Schlottman. Discussion: what is the end result of that meeting? Deciding on races, criteria, etc. Approving 17; – 1 opposed, 1 abstaining, motion passes. Kara to confirm with Health South that we have the room
- vi. Content for flyers – no movement.
- vii. Mary will work on new race contract with Darryl for the Oracle Race.
- viii. New page on the SAR website for posting of past newsletters.

- ix. Assigned goals for 2011. Some of those goals have been met:
  - 1. Added a ½ marathon
  - 2. Collaborate with community. Steve Landau, Julia Strange, Ross Zimmerman and Randy are working together to create a Webpage for Wellness with the TMC.
  - 3. Friends of Sabino Canyon is trying to get a kids' running group.
  - 4. Girls Scouts have approached Randy for directing a thin mint sprint
  - 5. Adding sponsors – Muscle Milk
- i. Around the room
  - i. Randy - Steve Taggart has offered for Board members to have discounts but it's not appropriate for just board members to receive a discount for his races.
  - ii. Dave – Dave's Run, we were threatened with a lawsuit, and Dave has been talking with the aggrieved runner on a weekly basis. She has informed him that she was not going to sue.
  - iii. Dave – Tucson 5000 is this Sunday.
  - iv. Maynard's two year anniversary – was hugely popular, 2000 people attended, a lot of board members were there and volunteered.
  - v. Steve F – Tucson's first marathon was planned to be on Cinco de Mayo in 1912, article in the newspaper.
  - vi. Steve O – Sherilen has a lot of work on her plate, may need to help her to process mail, etc.
  - vii. Randy – Meet Me Downtown & Triple Crown. Agreed that of that entry form, \$10 would go to Child & Family Resources, then a portion would go to the Gabe Zimmerman Fund. Over 350 people have signed up for the Triple Crown. 500 registered for Meet Me Downtown. Has 2 bands, 2 movies. Needs to find good food as well. Original mission was to promote downtown food, but the event has grown so big that he may have to go and buy food elsewhere.
  - viii. Marc – we should publicize the money that goes to charities. Randy mentions that SAR is giving more money than ever before.
  - ix. Randy – will be going to the RRCA convention this weekend. Has had a hard time being both the state rep and the SAR liaison. If someone from SAR is interested in being the SAR liaison to Randy as the state rep, let him know

Motion to Adjourn Meeting proposed by Steve F seconded by Sheryl, all approve.  
Adjourned at 8:33