

April 8, 2019

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Southern Arizona Roadrunners Board Meeting

	BOARD MEMBERS		
X	Don Branaman	X	Steve Felde
X	Amye Chaparro	X	Heather Hopkins
X	Doreen Davis	X	Diane Manzini
X	Dave Dixon		Greg Wenneborg
X	Sheryl Felde	X	Caroline Gardiner
	PAST PRESIDENTS (NONVOTING)		
	Randy Accetta		Tim Bentley
	Steve Outridge		
	OFFICE MANAGER (NONVOTING)		
	Lucas Tyler		

1. The meeting was called to order by Amye at 6:37 pm.
2. The following guests were introduced: Lauren Erdelyi, Jeri Baker, Austin Grover
3. Props - From Diane to Jeri for organizing the FitKidz Club. From Dave to SteveO for Dave's run.

GOVERNANCE

4. Sheryl moved to accept the board meeting minutes from March 11, 2019, Amye seconded. The motion passed with 8 votes in favor and 1 abstention.
5. Treasurer's Report from Dave:
  - He moved excess funds from the operating account to the money market account, because we're getting better interest from the money market account. He left a \$25,000 cushion (plus race fees and sponsorship fees from upcoming races).
  - Discussed the \$1000 scholarship that was questioned last month - it is given to a Cholla High School student each year from the charity portion of the Cinco de Mayo race.

- Working on the 990 form and will get to Beach Accounting by the end of the week.
- Discussed the Children's Fitness Fund (CFF) - 10% of SAR's portion from every race goes into this fund. Some race directors (RDs) give more. We vote on who gets this money at the annual meeting. Applications typically open in June and are due at the end of July.
- Arizona School of the Blind and Deaf have not yet cashed the \$350 we gave them last fall. Diane will reach out to them.
- Spring Cross timing - Jeri will give invoice to Dave for payment.

## OPERATIONS

### 6. Membership report from Diane:

- We currently have 1011 members and 694 memberships.
- Discussed doing a membership drive in June (last day to sign up for the Grand Prix is June 30). Doreen will run point on this. We'll do June 14 at Gentle Ben's around 6:30 pm and June 15 in the morning at the running stores: Steve and Sheryl will be at Fleet Feet East, Dave will take Fleet Feet West, Caroline will do the Running Shop, and we'll need someone at Performance Footwear.

### 7. New board member and available positions to be filled:

- Lauren Erdelyi applied for membership. She served as an intern with SAR last year to fulfill a College of Public Health requirement for her degree. She worked with Diane and Dari to reconfigure bylaws and build out development plans for fundraising opportunities.
- Sheryl moved to accept Lauren as a board member, Steve seconded. The motion passed unanimously.
- Dave moved to elect Amye president and Lauren vice president. Sheryl seconded. The motion passed with 8 votes in favor and 2 abstentions.

### 8. Materials Office report - nothing needed at this time.

- Doreen will host a meeting with RDs to train on the sound system. All board members should attend if possible. We'll videotape the setup process, attach step-by-step instructions, and label all cords.
- Diane has quotes on tents. She and Lucas are working on ordering.

### 9. Social Committee report

- Amye - Hobble at Tucson Hop Shop was good - about 70 runners. The next Hobble will be April 19 at Catalina Brewing Co.
- Thinking about reaching out to people in the community who could run with us. One possibility is Rebekah Bonilla, who will be on American Ninja Warrior, season 11. We could reach out to doctors, triathletes, etc. Sheryl went to a session at RRCA about how to make social runs more fun; they suggested themed runs, bringing out pro athletes, and featuring speakers.

- Other venues to consider - Corbett Brewing (Jeri will talk to them about being a sponsor for Cinco and maybe a location for a Hobble) and Black Rock Brewery (near the Loop on the Eastside; would need a food truck).
- We should look at zip codes of our members to see what part of town is better.

#### 10. FitKidz Report

- From Diane - first 2 races of the year were double the size of last year. The FK race at the Gauntlet was only announced on Friday and about 25 kids showed up. We've gotten good feedback on the passport. We're currently raffling tickets for cars from the Conquistadores. We get \$8 of every \$10 spent on a raffle ticket. We're doing our own raffle for Disney park hopper tickets for everyone who buys a car raffle ticket.
- Discussed parents coming to FK races and how to encourage them to run too. Discussed the possibility of SAR providing babysitting services - would need to look into insurance, SafeSport guidelines, adult to child ratios, state licensing, etc. Maybe survey FK parents to see if needed and what distance they would be interested in running (mile? 5K?)
- From Jeri - FK Club - Two sites, 61 registered at Rillito and another 15 showed up. Registration was pulled from Run Signup - sorted by age but not alphabetical. Kelly will sort in Excel to making signing in easier. At Reid Park, there were only 3 kids in the older group, but the middle group was large, so we might need to redo age group divisions.

#### 11. Past Race Review

- **Dave's Run** - Dave's Run went well. 5K numbers were down a little. Income was up with more sponsor money, but some of that will go to cost of the medals. There will be a few hundred dollars less to SAR this year than last.
- Discussed other race on same day that had more than 900 participants. Races with big medals may attract a different group of runners than SAR races. Might help our participation to have medals and shirts made far in advance and promote earlier. Discussed working with Steve Taggart and Steve Landau on ways to promote local running, marking local races on our community calendar (or including only local), and doing social media posts reminding people to check out the calendar.
- **The Gauntlet** - Numbers down a little from last year. Greg forgot to promote the state RRCA championship for 8K trail run. Some problems with faster and slower runners crossing at one point. It would be good to have a codirector for this race next year.
- Discussed the possibility of created a Race Director Liaison board position.

#### 12. Upcoming Races

- **Sabino Canyon** - Volunteer slots are full but may need a few more people to help with set-up. Planning is going well.
- **Cinco** - We need a lot of volunteers. Jeri emailed the link to Lucas yesterday. Kara made donations to some of the water station groups in the past. Jeri will

post on Facebook. Sheryl will send a FB note after Sabino for registration volunteers.

13. RRCA Report:

- Sheryl summarized the sessions she attended. Heather distributed a draft marketing/communications plan. Discussed using Google Calendar to manage social media and emails. Lauren recommended Hootsuite as an alternative. It costs about \$30/month. Everyone would be able to log in and see what's scheduled.
- Discussed the history of the SAR newsletter - The Roadrunner. It was published quarterly and was at least a dozen pages. Cost about \$1000 per time (black and white). The board was looking at ways to cut costs and paper, so did an electronic version instead. Gina, Dari, and Monica put in a lot of time and effort but people didn't read it. After that, we did a 1-page newsletter with the regular race flyer mailings.
- Heather will draft a member survey regarding volunteering and newsletters, ask for input, and set up a marketing meeting to take place before the next board meeting.

14. Around the room -

- Jeri is now an official RRCA race director after taking the course online.
- Heather will look into creating a social event to run with the dogs at PACC.

15. Sheryl moved to adjourn the meeting, Steve seconded. Meeting was adjourned at 8:27 pm.

Respectfully submitted by Heather Hopkins, Recording Secretary