SAR Summer Board Meeting - Saturday, August 23, 2014

	BOARD MEMBERS		BOARD MEMBERS
X	Randy Accetta	X	Ron Lumm
X	Tim Bentley		Diane Manzini
X	Don Branaman		Amelie Messingham
X	Shane Carr	X	Kara Middendorf
X	Dari Duval	X	Steve Outridge
X	Sheryl Felde		John Sabatine
X	Steve Felde	X	Keith Schlottman
	Greg Gadarian	X	Lucas Tyler
X	Gary Giese	X	Greg Wenneborg
X	Alyssa Hoyt		

1. Meeting called to order by President Steve-O at 8:30AM.
2. Meeting minutes being recorded by Steve F. in Amelie's absence.
3. Minutes from the June meeting were reviewed and one correction in addition to several typo errors was found. In item #5, the statement should read in part "netted $2404 in registrations". Motion to accept the minutes as corrected was made by Sheryl, seconded by Ron. All voted in favor of this motion.
4. Lucas gave an office manager report. We are currently at 853 memberships for a total of 959 members. He would like to know how much to charge for race entry forms and/or other items that are included in bulk mailings (such as Good Neighbor or other races, Thanksgiving XC or Red Beard Rally). Tim suggested charging $150 per item. Gary made a motion to charge $150 for inclusion in bulk mailings. After further discussion, he withdrew his motion.
5. Keith gave a treasurer report (see email attachment from Steve-O). After reviewing the report, Gary asked if we know what portion of our cash balance is apportioned to "future events" such as triple crown entries, 8-pack registrations, etc... Keith can look into getting an estimate of this amount. Doreen wanted to thank Keith for this detailed report and for being treasurer in general.
6. SAR General Member Meeting called to order by President Steve-O at 9:00AM. Two guests were present in addition to the above listed Board Members: Mike Wilson and Michael Miller.
7. First order of business is the election of Board Members for 2015. The current slate of Board Members are all interested in remaining on the Board. Tim made a motion to accept the current Board for reelection, seconded by Sheryl. All voted in favor of this motion.

8. Mike Wilson mentioned that he would be willing to volunteer to help out with the Grand Prix database. Michael Miller would like to get more involved w/ SAR events and program planning.

9. Gary made a motion to adjourn the General Member Meeting at 9:22AM, seconded by Sheryl. Meeting adjourned.

10. Election of SAR Board Officers for 2015. The following people had previously accepted nominations: President – Tim B. VP2 – Steve F. Treasurer – Keith S. Recording Secretary – Amelie M. Membership – Dari D. Additional nominations at the meeting were: VP1 – Steve O. Materials – Doreen D. Motion and seconds to accept each of the nominated officers as follows:

President – Tim B. - motion by Sheryl, seconded by Don, all approved.

VP1 – Steve O. - motion by Ron, seconded by Sheryl, all approved.

VP2 – Steve F. - motion by Ron, seconded by Sheryl, all approved.

Treasurer – Keith S. - motion by Ron, seconded by Sheryl, all approved.

Recording Secretary – Amelie M. - motion by Ron, seconded by Sheryl, all approved.

Membership – Dari D. - motion by Randy, seconded by Sheryl, all approved.

Materials – Doreen D. - motion by Randy, seconded by Sheryl, all approved.

11. Review of Children's Fitness Fund applicants:

NAME OF GROUP	AMOUNT REQUESTED	AMOUNT AWARDED
Flowing Wells Fit Feet	$945.00	$500.00
Copper Point Schools	$320.00	$250.00
Lineweaver (TUSD Cross Country)	$300.00	$300.00
John B. Wright Elementary School	$500.00	$500.00
Wicked Track Club	$1,000.00	0
Ventana Vista Elementary School	$658.00	0
Endorphin Racing, LLC	$1,000.00	0
Catalina HS Cross Country	$700.00	$450.00
Body Basics Functional Health	$200.00	0
Safford K-8 PE	$700.00	$500.00
Accelerated Elementary & Secondary	$1,000.00	0
Desert Sonora Elementary School	Any Amount	$250.00
El Grupo Youth Cycling	$1,000.00	0
Tempe Preparatory Academy	$1,000.00	0
Blair Charity Group	$500.00	$250.00

T.R.O.T.	$1,000.00	0
St. Joseph Catholic School	$912.00	0
Everett Youth Hockey Booster Club	$8,700.00	0
TOTAL		$3,000.00

Motion by Tim to accept this proposal, seconded by Sheryl. Motion passed with fourteen voting in favor and one abstention.

12. Rob Bell Award. (See Steve-O email for full list of nominees) After quick review of nominees, all were asked to list their top three candidates. The final three with the most votes were: Sandra Heater, Joe Plassmann, Leo Richard. After two more ballots, the final winner is... Leo Richard. Leo has already said that he will be missing the Saguaro Race this year as he will be out of the country on vacation. His awards will be given at a later date.

13. LUNCH BREAK!!!

14. Shane volunteered (provisionally) to be the Oracle 10K liason depending upon his impending job situation. Alyssa and Diane volunteered to be the Winterhaven Run Through the Lights liasons.

15. Grand Prix. The group reviewed the current Grand Prix schedule and participating events. There was a discussion of the rules for inclusion and possible incentives for participation. Suggestions for changes included: Separate series for XC and Road races, rotate through different races each year, include 5 year age groups for the GP series, have all SAR races included in the series but only use a minimum no. of races for scoring purposes, institute the participation award for completing 6 events. Randy made a motion, seconded by Gary, to have 5 year age groups, from 20 up to 80. The races selected for the year's G.P series will contribute $100 towards the G.P. awards fund. Motion passed with fourteen votes in favor and one abstention. The proposed G.P. schedule for 2015 will remain the same as 2014 except that the Spring XC race will be included and the Oracle 10K will be dropped.

16. Website review. Dari mentioned that the webpage displays differently dependent upon what type of device is being used to view it, especially on mobile devices. The Race calendar needs to be more prominent in how it (or race web badges) are displayed. Rebecca has provided a web traffic survey that shows the most hits are for race registration just before an event and for race results just after an event. Further "live" review of our website was led by Tim and Steve-O. It was suggested that maybe only the homepage needs to be reorganized for a different emphasis, instead of a whole website redesign. The following improvements were suggested: Race results should be reordered to show in chronological order instead of alphabetical order by race name. The race calendar needs to change to show more events on one page, it needs to be "scrollable" or have less white space, or show only a listing of races instead of web badges. News articles need to be "connected" to their specific event. Question was raised about what is the focal point of the homepage? Can this be better defined? (show our mission statement plus other info.), who we are? Randy commented that we need to delete old, discontinued sponsor badges and/or links. For mobile devices (phones), only one column of the homepage shows at a time (currently the RH most column). Different devices (with different search engines) show the homepage differently. Our

webpage "platform" needs to be compatible with most popular search engines and devices. Timely display/access to race results is of major importance. This is still a problem that needs to be fixed. We need to find an easier way to translate data from Greg's results page into a viewable form on the website.

17. Email newletter review. Discussion as to how to increase "viewership". Do we need better upfront notification, more emphasis on sponsor discounts in the newsletter, move more to a blog instead of the PDF format? Constant Contact has the ability to offer different "levels" of "viewing" ranging from filtering out unwanted news to adding favorites. When do we have too many e-blasts?

18. Discussion led by Tim on "The Future of SAR", What If's??? / Ideas... (taken from several years ago):

- Celebrate the Runner
- Family Friendly
- Kids Program

New Brainstorm Ideas:

- SAR bumper stickers
- SAR water bottles
- Highlight SAR "community health" benefits. How many total runner miles are done during our events every year? How many total pounds are lost per year?
- Increase our social media presence. Use QR codes for events and programs.
- "Pay it forward" program to buy another entrant's race fee.
- Use events to raise funds for additional splash pads at area parks.
- Create / use SAR information "business/handout" cards.
- SAR "speaker series" at local schools to highlight the benefits of and better techniques for running.
- Bi-monthly press releases to promote SAR benefits.
- Tell more SAR member stories.
- Sponsor a speaker series on running related topics.
- Increase the volunteer population base.
- Establish / increase corporation sponsorships.
- Training sessions for board members.
- Foster camaraderie with other running / training groups.

(See additional ideas in Steve-O's email dated August 23, 2014 with numerous attachments.)

19. Motion to adjourn the meeting at 3:41PM made by Sheryl, Seconded by Steve F. Approved by all board members who promptly left the meeting.