

## SAR Summer Board Meeting – August 12, 2017

BOARD MEMBERS		BOARD MEMBERS	
X	Don Branaman	X	Alyssa Hoyt
X	Amye Chaparro	X	Diane Manzini
X	Doreen Davis	X	Michael Miller
X	Dari Duval	X	Kara Rubelt
X	Sheryl Felde	X	Lucas Tyler
X	Steve Felde	X	Caitlin Vass
	Greg Gadarian	X	Greg Wenneborg
X	Gary Giese		
	PAST PRESIDENTS (VOTING)		PAST PRESIDENTS (VOTING)
X	Tim Bentley		
	PAST PRESIDENT (NON-VOTING)		
X	Randy Accetta	X	Steve Outridge

1. Business Meeting called to order by President Michael Miller at 8:43AM.
2. Review agenda for today’s meeting: Business meeting / Planning meeting / Followup business meeting.
3. Guests: Jeri Baker
4. Minutes from previous board meeting have already been approved online.
5. Office manager report by Lucas: 1077 members / 767 memberships.
6. Financial report by Caitlin: ~\$100K in account. Further in depth report later in meeting.
7. Board Member nominations for upcoming year. Tim made motion to accept slate of Board Members as nominated, seconded by Sheryl. Steve-O requested that his name be removed from nomination. Question raised regarding whether Greg Gadarian is still interested in remaining on the board. Michael has contacted him but has not yet received a response back. Motion approved with one abstention (Steve-O).
8. Children’s Fitness Fund review by Diane: Approximately \$4100 available. Twenty-one requests were received. Eight requested are rated “green” (Ventana Vista Elementary School Mileage Club, Los Amigos Fitness Relays, AZ Youth Partnership Friendly FACES Afterschool Program, Mesquite Elementary School Physical Education, Marana Milers Club, Green Fields Milers Club & Try-Athalon, Maldonado Elementary Mountain Lions, AmeriSchools Cross Country Team) and six are rated “yellow” (Fitness Funatics, Lineweaver Lions, Sewell Elementary XC and Track Club, Presidio Running Club, Team

Hoyt Arizona). These two groups are the most “worthy” to receive some level of funding. Diane suggested creating a “packet” of FitKidz awards for the various mileage clubs. Further discussion on this tabled until budget discussions. Motion to accept this CFF recommendation by Steve F., seconded by Sheryl F. Motion approved unanimously.

9. Randy presented update on his upcoming races (Saguaro, Tucson 10K, GMT), he is looking for volunteers at all these events. There are still ~250 spaces open at Saguaro.
10. Social media discussion by Michael. “Pacesetter” awards and “Remarkable runner” awards on Facebook (SAR Facebook page?) that change weekly/monthly based on current events. The nomination committee comprises members of TRP, SAR/WOG, FleetFeet running, and others that responded to a survey that went out at the beginning of the year.
11. Motion to adjourn business meeting made by Tim, seconded by Sheryl, at 9:22AM. Break Time!
12. Summer Annual meeting called to order at 9:30AM by Michael Miller. Michael presented a brief review of Parliamentary procedure.
13. Review/discuss SWOT analysis:

<b><u>STRENGTHS</u></b>	<b><u>WEAKNESSES</u></b>	<b><u>OPPORTUNITIES</u></b>	<b><u>THREATS</u></b>
Schedule of Races	Schedule of Races	Member Exclusive Events / Perks	Boutique Races
Volunteers	SAR Race	Tighten Up Financials	HS XC & Track Schedules
Name Recognition	Engaging Members	Community Partnerships (Tucson Young Professionals)	Outside Race Companies
Low Cost	Feeling of Community	Recreational Running	RRCA policy re: Board Members making money
Family Friendly	Elitist / Cliquish	Running For Fitness	Cultivating Board Leadership
Kidz Program	Reaching Younger Demographics	Elite Running	Board Member Burnout
Local Charity Support	Marketing Role in Community	High School Running	Divisions Between Tucson Running Groups
Longevity	Stagnant Board	“The Loop” Civic Involvement	Health Trends Missed
Membership	Tangible Member Benefits	Trail Runners	Participant Burnout
Financial Strength	Not Enough Volunteers	CrossFitters	
Non-Profit	Lack of Budget	Other Events (Obstacle/ Mud/Color)	
RRCA Member	Long Term Vision	Race Day Experience	
Local Business Ties	Mission Drift	RRCA Runner City Designation	

<b><u>STRENGTHS (CONTINUED)</u></b>	<b><u>WEAKNESSES (CONTINUED)</u></b>	<b><u>OPPORTUNITIES (CONTINUED)</u></b>	<b><u>THREATS (CONTINUED)</u></b>
	Relationships w/ Mexico Running or Other So. AZ Running Clubs	Board Leadership Development	
		Member Help on Committees	

Breakout sessions to discuss solutions for this analysis. Items will be assigned as either 1 year goals, 5 year goals, or 10 year goals. One year goals will have Board Member(s) assigned to lead and/or help with specific item.

### **RACE DAY EXPERIENCE**

- Race Expo
- Secure Bag Drop (1yr)(Lucas/Doreen/Randy/Kara)
- Runner Tracking
- Active Results
- Text Results
- Social Media / Web Integration
- Trailer / Kiosk w/ Display TV/Monitor (1yr)(GregW)
- Virtual Race / Competition (1yr)(Lucas/Doreen/Randy/Kara)
- Strava (1yr)(Lucas/Doreen/Randy/Kara)
- Party Tent (1yr)(Lucas/Doreen/Randy/Kara)
  - - Foam Rollers
  - - Supplies
  - - Music
  - - Swag Bags
- Paper Race Entries (1yr)(Gary)
- "Turn to Your Neighbor" Introductions at Starting Line (1yr)(Race Announcers)
- Photo Backdrop / Banner (1yr)(Diane)

### **MEMBERSHIP BENEFITS**

- Bag Drop Area (1yr)(Lucas/Doreen/Randy/Kara)
- Porta-Johns
- Club (Social) Runs (1yr)(Diane/Amye)
- New Moms Group (1yr)(Alyssa/Michael)
- Special emails to new members w/ info re: races/running groups/vendor discounts/etc (1yr)(Alyssa/Michael)

### **FITKIDZ MILEAGE CLUB** (1yr)(Diane/Amye)

### **RUNNING GROUPS**

- Provide Area for Team Tents at Races (1yr)(Lucas/Doreen/Randy/Kara)

### **WEBSITE UPDATE**

- Allow HTML posting to website (1yr)(Michael)

### **RRCA RUNNER FRIENDLY CITY** (5yr)(Tim/Steve-O)

### **ENGAGE THE "20'S & 30'S" AGE GROUPS** (5yr)

- Outrun the Roadrunner
- Costume Runs
- Beer Tasting
- Wildcat Club (What do you want?)
- Greek Life @ UA (5yr)(Emily Maas is Sorority Contact)

**SOUTHWEST TUCSON AREA** (5yr)

- FitKidz Race
- Casino Del Sol partnership / Race
- Girls On The Run

**SOUTHEAST TUCSON (VAIL) AREA** (5yr)

- New Race opportunities?

**COMMUNITY**

- Attend the "Golden Spike" Ceremony on "The Loop" this coming Fall (Tim/Randy/Steve F)
- Host Monthly "Run The Loop" Series (1yr)(Steve F/Dari)
- Mile Markers on "The Loop" (5yr)
- Rillito River Path / Reid Park Bike Path - Water/Aid Stations on the Weekends (5yr)
- Mural about Running on "The Loop" (10yr)

14. Lunch Break!
15. Budget discussion (reviewing Michael's Model A or Model B): Caitlyn's financial report - Income from membership ~ \$4800 + total race income ~ \$30,000 = net income ~ \$35,000. Group consensus is to use Model B with all net revenue distributed into various items by percentage of net revenue. Estimated operating costs: RRCA dues, office manager, phone, website, post office, membership t-shirts, Constant Contact, tax preparation ~ \$22,000. Estimated "obligated" costs: CFF, Grand Prix, annual banquet, Rob Bell award ~ \$9,000. Estimated discretionary costs (for one year projects): Social run supplies, FitKidz Mileage Club, Photo Banner, Feather Banners (for Bag Drop, First Aid, +), kiosks/media trailer ~ \$12,000.
16. Sub-Committee formation discussion by Dari (see table at bottom of minutes for details): Include Board members and non-Board members on sub-committees: Social Events, Race Directors, FitKidz, Communications/Social Media, Finance/Budget. All Board members should serve on a committee, but not necessarily the lead.
17. Reconvene Business meeting at 2:36PM, called to order by Michael Miller.
18. For attendance, Don and Alyssa left early, after end of Summer Annual Meeting.
19. Agenda set by Michael, starting with SAR Structure/Committees as discussed at Annual Meeting.
20. Motion by Kara to start using the new structured meetings in September, alternating with one month as business meetings and one month as committee meetings (to be reviewed at the annual meeting), seconded by Amye. Motion approved unanimously.
21. Motion by Tim to accept the sub-committee recommendations made by Dari at Annual Meeting, seconded by Kara. Motion approved unanimously.
22. Motion to create a Finance/Budget committee by Caitlyn, seconded by Dari. Tim recommended that a Budget be ready for first review by the September meeting. Motion approved unanimously.
23. RRCA Conflict of Interest / Board Term limits discussion by Tim: We will review/redo our Conflict of Interest statements at the September meeting. RRCA "appears" to be moving towards not allowing Board members who also are paid Race Directors. Tim will investigate if we need future changes to the board and/or our by-laws.

24. Officer nominations: First, a motion was made by Doreen, seconded by Gary, to suspend the rules that require board members to leave the room during voting. Proceeding to nominations: President - Michael Miller, nominated by Tim, seconded by Sheryl. Approved with one abstention. Vice Presidents (1 & 2) - Diane and Dari, nominated by Tim, seconded by Sheryl. Approved with two abstentions. Recording Secretary - Steve F., nominated by Michael, seconded by Gary. Approved with one abstention. Treasurer - Caitlyn, nominated by Diane, seconded by Michael. Approved with two abstentions. Motion by Tim, seconded by Gary to have Finance Committee review/recommend checks and balances for Treasurer. Motion approved unanimously. Membership Secretary - Amye, nominated by Diane, seconded by Michael. Approved with one abstention. Materials Officer - Doreen, nominated by Dari, seconded by Michael. Approved with one abstention.
25. Motion to buy new board member shirts and to spend up to \$300, by Amye, seconded by Sheryl. Motion approved unanimously.
26. Motion to adjourn by Tim, seconded by Sheryl. Meeting adjourned at 3:52PM.

SAR BOARD COMMITTEES	
OBJECTIVES	<ul style="list-style-type: none"> <li>- Within framework of priority-oriented budget, have focused groups working on implementation</li> <li>- Efficient use of board members' time</li> <li>- Engage board members where they are most motivated and feel that have the most to offer</li> <li>- Engage non-board members in volunteer opportunities outside of volunteering at races</li> <li>- Board leadership development</li> <li>- Doesn't add more meetings to board members' schedules</li> </ul>
PROPOSED STRUCTURE -1	<ul style="list-style-type: none"> <li>- Social Events Committee</li> <li>- Race Director Committee</li> <li>- FitKidz Committee</li> <li>- Communications / Social Media Committee</li> </ul>
PROPOSED STRUCTURE - 2	<ul style="list-style-type: none"> <li>- Alternating monthly board meetings</li> <li>- - General business meeting</li> <li>- - Committee breakout meeting</li> <li>- Committee breakout meeting provide time for committees to meet separately, then regroup and report back to full board at end</li> <li>- All board members serve on a committee</li> <li>- Each committee had a leader, doesn't have to be a board member</li> <li>- Any actions requiring a vote between general business meetings can be voted on via email</li> </ul>
DISCUSSION	<ul style="list-style-type: none"> <li>- Questions / Comments / Concerns</li> <li>- Board committee participation questionnaire</li> <li>- Breakout brainstorming</li> <li>- Closing discussion</li> </ul>