

**Southern Arizona Roadrunners – Board of Directors Meeting**

**Date: February 10, 2014**

**Time: 6:30 – 8:30 PM**

**Location: Health South (2650 North Wyatt)**

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

1. Approval of Minutes from January 2014 meeting. Motion to accept the minutes made by Tim with minor corrections, Section 8 to be revised with “at the races and in 16 must add “be”. Don seconds. 11 in favor, 1 abstains.
2. Introduction of Guests. No guests.
3. Office Manager Report (Lucas). Absent.
4. Treasurer’s Report (Keith). Keith got the tax return done, the Board is to review. The deadline to submit is on February 15. Greg moves to change our fiscal year end from June 30 to December 31. Mary Lasser seconds the motion. All vote in favor. We will have a short fiscal year from July 1 to December 31 this year.
  - Mary makes a motion to reimburse Gary \$623 for the stand alone display board instead of the pre-approved \$500 as the costs of purchase went up from when the purchase was initially approved. Alyssa seconds. All in favor, 1 abstains.
5. Recap of Completed SAR Events:
  - Valentine Run.
    - i. Numbers went up, the team challenge boosted team participation. The individual event went down, but overall participation increased.
    - ii. About 300 people ran total.
    - iii. Next year the race directors will try to add an award for best PDAs.
    - iv. CoffeeTime people came out and were great. They said that if there was any kind of central/local race they would love to come and serve beverages.
6. New Business.
  - Spring Flier Mailing. Kara and Mary are in charge of organizing that mailing. Tucson 5000, Meet Me Downtown and the Cinco de Mayo race will all be in that mailing. Spring Cross might be included as well.
  - Greg – roadrunnerracetiming.com.
    - i. SteveO and Tim met with Rebecca to talk about website updates. Rebecca has everything from the current site moved to the new

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version and the new hosting space. They talked about the redesign of the races, part of which was to allow for the race results to be published in html format. It will probably be after Dave's Run that we move to the new site. That will give us two more events before that happens. For those two races we need to get the results up on the SAR website as soon as possible. Greg had been linking live results to his website (so that people could see their results immediately and would not have to wait until he was able to post them to the SAR website). The Board discusses whether it is preferable for him to continue to do so, so that runners can continue to obtain their results instantly, or whether he should stop the practice so as not to have SAR results associated with his site. The Board decides to leave the decision to each race director.

- SteveO/Tim – Website Update. SteveO, Tim, Greg and the Feldes had upgraded the website 7 years ago. At the time it was top notch, but by 2014 standard it is no longer ideal. Rebecca is going to make it easier for people to navigate, and will place more emphasis on SAR, she will also add Facebook feeds, pictures etc. Half of our traffic comes from phones and tablets. The upgrade will allow the site to determine what the viewer is using, and will adapt accordingly. In two weeks Rebecca will have the template ready for Tim and SteveO to look at. It should be ready to go live by April 1.
- SteveO – Comments on Annual Celebration. Kara sent an email asking for everyone's feedback from the annual celebration. SteveO thought overall it went pretty well, and he did not hear any complaints. SteveF and Sheryl thought the awards ceremony went by pretty fast. Mary thought having food served to the table as opposed to buffet style helped things move along as well. Mary talks about events called Cash Bash where you pay a fixed fee, some of which pays for your meal, your alcohol, some of which goes back to the organization, and the balance is for a raffle. This may be an idea for an upcoming year. We were over budget by about \$290, because about 15 people gave a verbal RSVP and then never showed up. For upcoming years we also need to know which award winners are there, so that when prizes are announced we only "wait" for the ones that are in the room.
- SteveO – FitKidz. The face-painting clown gave a quote of \$125 to SteveO for painting the kids' faces. There will be a FitKidz race associated with Dave's Run. The question is, since we are hiring a face painter for the kids, should that expense be allocated to the FitKidz budget instead of the race budget. SteveO will see if she can come to all races that have a FitKidz.
- SteveO – rd contracts – Sun Run/Tucson 5000/Be Tucson. SteveO cannot find the most recent contracts we did for those races. Greg will send them to him for Sun Run and Tucson 5000, will duplicate them for the upcoming year. SteveO will contact Randy to get the old contract for Be Tucson.

7. Communications.

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- Email Blasts. 18,000 email database, Board wants to make sure this list is owned and controlled by SAR. Mary has the login information and can control that database; she will provide it to Keith and SteveO as well.
  - Facebook. 3,800 people on that list, Tim will add SteveO as an admin.
8. Around the Room.
- Greg. Issue with the SAR 8 race packets. There is conflicting information on the website and on Active as to whether Sabino or Valentine's is part of the 8 Pack. 21 people have signed up for the 8 Pack, we will need to know who of that group has ran Valentine, so these people will need to be contacted. For this year, anyone who has not run Valentine and expects to run Sabino will be able to include it in the 8 Pack.
  - Diane. FitKidz Cycloviva Race for April 6 is in the works. The community in South Tucson is pretty excited about it. We have food lined up from a food coop. The streets will be closed from 10 to 3, the race will be at 10:30.
  - Alyssa. Alyssa inquires what needs to be sent to donors as receipt. Greg or Keith will send her a 501(c)(3) receipt.
  - Alyssa. Business cards, SteveO has not gone forward because of so many other things going on. We could have generic ones that can be used by the race directors and in connection with fundraising.
  - Tim. Kerry Whelan takes pictures at the majority of SAR events, he takes amazingly beautiful pictures. It has become a part of the customer experience, people love them. If you are a race director, let's use him because it is part of their experience. He only asks for a few dollars. He puts them up on SmugMug, so that people can buy them. On Facebook 30,000 people have looked at the pictures.
  - Tim. SteveO and Tim have talked to the XRacewear people, they love SAR and they would like to be involved. We can make arrangements for them to be at the events, they can also create shirts for us.
  - Gary. Went to the Health Fare in Sells, where a 5k race was taking place. He ran out of brochures within 15 minutes of being there. They were not too interested in running our races, but were very interested in FitKidz, Gary mostly promoted Pumpkin Run and Old Tucson.
  - Keith. Asks if anyone is working on a medal for whoever runs 6 races or more. From a promotion standpoint it would be nice to have at least a design. Keith will contact a medal designing company.
  - Keith. Has a volunteer helper who goes to the observatory with him, who told him that he was one of the founders of SAR (who used to be known as The Southwest Truckers). If anybody wants to interview him and turn it into a news story, that would be interesting.
  - Shane. Spring Cross was initially on Easter Day, but it was moved to Saturday instead.
  - Shane. His school received a Children's Fitness grant from SAR, and they are training for Dave's Run with that grant.
  - SteveO. Chips. We are going to be charged \$3 per chip for the reusable chips, Greg needs to know how many we need. We can order 1,500 of them, and Greg has 800 himself, for a total of 2,200. Greg does not see a

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need to order 2,000 of them as there is only a single race that would require more than 2,200 entries. We need to decide about a month before the night race.

- SteveO. Marketing. Very soon the marketing committee will get together, we are getting a lot more requests from people wanting to advertise. We need to get all that figured out and determine how much we will charge.
9. Adjournment. Motion to adjourn at 8:25 by Steve, motion seconded by Sheryl Felde. All approve.