

February 11, 2019

Southern Arizona Roadrunners Board Meeting

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

1. The meeting was called to order by Vice President Amye Chaparro at 6:34 pm.
2. Austin Grover was the sole guest in attendance.
3. Props - to Diane and Dari for the Valentine's Day race, and to Doreen for the annual party. About 135 people attended the party; the food, location, and views were all good.
4. GOVERNANCE
  - a. Motion made by Sheryl to approve January's meeting minutes, seconded by Doreen. Motion approved unanimously.
  - b. Treasurer's report presented by Dave. He has moved the money from the SAR checking account to the money market account. He will leave \$25,000 in the SAR operating account as well as any amount outstanding from the operating budget. He distributed a monthly update of checks issued and account balances, a year-to-date profit and loss comparison for 2018, and the Sun Run financials. SAR's net operating annual income is about \$24,000. 1099s were issued on time (by Jan. 31). Beech Accounting will do SAR's tax return again this year. They

recommended we file an extension because they're busy right now. Dave will look at bidding it out next year to see if we can find someone less expensive.

Caroline asked if Dave could add 2017 numbers to the profit and loss comparison. Randy requested a breakdown of revenue and expenses by race. Dave stated that unless the role of treasurer becomes a paid position, he cannot provide more than the reports he's already doing. Discussion of reporting race revenue and expenses being each race director's responsibility. It would be helpful to see which races "add value" to SAR (in addition to adding value to the runners and the community) and also to compare costs of different vendors. Some races break even, others bring in money and are needed to subsidize the ones that don't make money. Dave can provide numbers to the board when they are given to him from the RDs. Caroline volunteered to help out with summary sheets.

c. Board member contract review – These still need to be signed.

d. Children's Fitness Fund – Discussed details provided from Girls on the Run.

Motion made by Dave to award \$320 to Girls on the Run program at Hollinger Middle School (for sports bras, socks, and shorts or leggings). Seconded by Heather. Motion passed unanimously.

## 5. OPERATIONS

a. Membership report – Caroline presented a comparison of membership numbers in January for the years 2012-2018. In 2014, we had 866 memberships; now we have 683, which is a 21% decrease. The difference in revenue is \$17,666 to \$13,933. Traditionally we do a membership drive in June, so people can join and then be in the Grand Prix for that year. We did it in January this year because we missed June last year. We'll June again this year.

Discussion of the need for a board member with a good marketing background, possibly as a paid position. Randy presented numbers on Instagram and Facebook posts as well as emails since Dec. 1, 2018. He recommended doing more weekly emails about upcoming events. There have been no emails yet for Spring Cross, Sabino Canyon, MMD, or Cinco. Amye noted that the timing of posts on Instagram and Facebook is based on how many weeks out until the race and when the price increases.

b. Materials office report presented by Doreen. We are current on everything we had planned to buy. Greg has not turned in receipts for the iPads for the results tent, so they are technically his and not SARs until he does.

Randy suggested that to save the treasurer time, RDs could pay everything up front and then submit all receipts at the same time. Some RDs won't be able to do that. We will send out an email suggesting but not requiring this. Dave suggested one pre- and one post-race expense check.

c. Social Committee report presented by Amye. There is a happy hour hobble on Wednesday, February 13 at Caps and Corks. It is a combination tap takeover and HHH during beer week. It's

a new and different concept so it might attract different people. The run starts at 6:30 pm. Heather will sweep and take pictures. Need someone to lead the run. We always have membership forms at the hobbles.

We have self-defense classes scheduled at the Core on April 28 and September 22. Each needs a board member to do a 5-minute intro about SAR. Randy or Tia would be happy to do it but won't be in town for the first one. Each session costs SAR \$180. We need to market this better and take pictures there (with permission from participants).

Randy noted that Meet Me at Maynards would be a great place to get new members. There are 400 to 600 people walking or running every Monday. Don goes every week and volunteered to lead a group run.

d. FitKidz committee report – Sheryl reported on the meeting that was held Tuesday, Feb. 5. The FitKidz running club starts on March 26 and will be on Tuesday nights from 5 to 6 pm at Reid Park (run by Jeri Baker) and at Rillito Regional Park (run by Monica Bermudez). It's a 6-week session and will finish just before Cinco. Sheryl, Noemi, and Craig will help Jeri. Need someone to help Monica. The FitKidz race at the Spring Cross Country Classic will have the 5000<sup>th</sup> finisher. There will be a special ribbon to celebrate and maybe cake or cupcakes.

e. Past Race Review

i. Valentine's Relay report from Diane. There were 690 registrants. They especially liked the shirts, balloon cactus, and "Too Hot to Handle" oven mitt awards. A different local artist is chosen each year to design the shirts. About half the runners this year bought the \$12 shirt. The RDs used specific volunteers to run point at certain places, sent out instructions to all volunteers, and had FAQs on hand at the race. Spray paint chalk worked well for marking the course. Randy suggested SAR buy spray paint chalk for all RDs to use. Dave will look into getting it.

f. Upcoming Race Updates –

Discussion of race directors attending board meetings. Diane sent an email to the RDs asking them to come to meetings, including tonight's. Randy suggested SAR move to a model where RDs are contracted professionals. We can revisit the race contracts and require that they attend meetings.

i. Sunrise – Registration currently over the limit. People can still sign up but won't get all the goodies unless there are some left over.

ii. Saguaro – We were off by one year. Marketing campaign - No one wants to turn 50 so we're doing 49 again. Randy would like SAR/Run Tucson contract extended for 2 more years.

iii. Tucson 10K – Run Tucson doesn't have a contract with SAR for this year yet. Dave suggested SAR to consider having the 10K as part of the Grand Prix in the future.

iv. Spring Cross Country – Will have the 5000<sup>th</sup> FitKidz finisher. We need to do another mailing, especially to establish the date, and a social blast on Instagram and FB.

g. 2019 volunteer incentive program – Marti put all of the volunteers from the first race into the spreadsheet. Steve has sent her the list of 49 volunteers from VDay. The official forms were not

at the race, but all volunteers signed in. The volunteer sign-in sheets need to go with the SAR info to guarantee that they're at all the races.

h. Board recruitment – Discussion on how to recruit new members. Caroline suggested we have a separate meeting to discuss what skills we need and who might be able to fill those roles. We used to have subcommittees but they weren't as productive as they could have been. Talk to people and tell them to come to meetings. Be aware of volunteers who ask questions and indicate that they're interested in learning how things work. We need to target people more specifically, such as with FB posts asking for certain skills, like accounting/finance, marketing, legal, and nonprofit management. We just did this for an assistant volunteer coordinator. We need more young people, especially men. Meet Me at Maynards, Meet Me Wednesdays, and Happy Hour Hobbles are all good places to find potentially interested people.

i. Arizona Gives Day – Discussion of whether SAR should participate in this. It's on April 2 and is an event for uniting nonprofits, to encourage people to donate. We should talk about specific projects we would use the money for and then work on marketing for it.

6. Around the Room – no comments.

7. Motion made by Sheryl to adjourn, seconded by Steve F. Meeting was adjourned at 8:03 pm.