

Southern Arizona Roadrunners – Board of Directors Meeting

Date: June 9, 2014

Time: 6:30 – 8:30 PM

Location: Health South (2650 North Wyatt)

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

1. Approval of Minutes from April 2014 meeting. SteveF makes a motion to accept the minutes as written, Sheryl seconds. All in favor.
2. Introduction of Guests. No guests.
3. Office Manager Report (Lucas). We currently have 992 members. We are down 33 members from 2 months ago. We need to remind people about the benefits of being a SAR member (including being automatically an RRCA member, being in the Grand Prix, etc.)
4. Summer Meeting Update. Saturday August 23 is the tentative date for the Summer meeting. Both food and room rates have gone up a lot. \$265.25 deposit is needed for the guaranteed room rate, and deposits are not refundable. Randy will call the ranch tomorrow to see if we can get better rates. Greg and Tim will see if we can get a conference room from the JCC or another community center and get lunch catered.
5. Treasurer's Report (Keith). We have more money than ever. Keith wrote \$50,000+ in checks today but we are still at \$116,000. Some of these are registration fees that we have collected for races that have not occurred yet. We need to get new square readers as there is a new software. We use them a lot. We netted 2404 in credit card fees for MMD alone. As things progress we will need to use them more and more. On race day we are going to need more than one, so we will go ahead and order 4 more so that we have 5 total. At the annual meeting we will need to do some credit card reader training so that at least all board members know how to use it. Square charges us 2.75% per transaction. We charged \$1/person/entry. We should charge a \$2 fee instead. This will be coded in as revenue but the question is, how will the expense be recorded.
6. Recap of Completed SAR Events.
 - Spring Cross. We were a bit down in numbers, but were comparable with past Easters. The park is done with construction.
 - Cinco. Numbers were done a lot, by 150 people. We usually get an article in the Daily Star which we didn't. Tri Cats had a race the same day, but it

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was apparently a very small event. Other than that everything went really smoothly and we didn't have any complaint.

- Tucson 5000. Greg Wenneborg isn't here.

7. New Business.

- SteveO. Thank you for those that helped with shed cleanup. The shed is well cleaned.
- Randy. We can sell our leftover merchandise without paying tax. We cannot do it as Saguaro because we cannot transfer property on their property. Randy has preliminary financials. 2700 registrants. Bunch of sponsors provided money, \$12,000 total in sponsorships that were applied directly to the race; total income of \$54,000. Total race expenses were \$48,480. SAR gets \$3,000. Race director gets \$1300, in addition to TMC money that the race director gets directly for the 5 races. Randy spent a lot more money than normal trying to advertise nationally. There were 2 Olympians, 2 foreigners (Zambia and England). Randy also spent a lot of money on google. \$18,000 was provided to local charities in addition to SAR. Randy also prepared Hispanic flyers. Same amount of finishers as last year, the restaurants in the neighborhood were all grouchy. Randy will do mailings in the area ahead of time next time to notify everyone about the street closure. Randy had not talked to Kerry Wheelan about the photography. There are a couple of issues as Randy didn't plan ahead of time and doesn't have a bank of pictures. Randy wants board direction as to whether we are ok directing people to Kerry's website. Now he is acting as a vendor instead of a volunteer. If Kerry starts making money off us directing traffic to his site, then he becomes a vendor, may need to also carry insurance in the event any accident happens. He doesn't charge a lot of money but we are allowing someone to get a revenue stream from our events. There could be a SAR proposal or a race director proposal. Tim will send a note and will let him know the direction we are going.
- Randy also thinks that our webpage is mediocre and impedes our growth. This is 4 races in a row that are down. Timing of the race was not great either. Race director spent \$5,300 on timing but that should be more accurate. Randy would like to be able to do what other races do, tracking runners etc. Randy got 3 email complaints. We lost his entry and when we took his new entry we misspelled his name. There was an email complaining about the level of awards, after Randy wrote \$2500 in checks to elite athletes. Randy should focus instead on all the great comments on the facebook page.
- SteveF/Tim. Webpage. Rebecca is a little slow, and Tim had to remind her that we are paying her, she is not donating her time as she did in the past. The guts of the new website are there. Rebecca's deadline was for us to be live on the 15th, which should be achieved. Much easier to use and read. Better platform, easier to go in and effect changes. Has protection built in as well so that not too many changes can be made either.

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- Tim/SteveO. We received two good neighbor race proposals. One is in August, one is in September. Adam Vargas, he is organizing a new high school race called Desert Solstice. It is a high school race that has an open division for adults. He's put on races before. This is a first year race and we usually do not give Good Neighbor Race status in the first year. The second one will take place 8/2. They put on races before, they will give SAR race discounts. Randy makes a motion that we approve the Solstice Race as a Good Neighbor Race. SteveF seconds. Discussion – Adam has put on other high school races with 400-500 kids so he has handled the logistics for a big race. All in favor - 5, 4 opposed, Tim abstains.
 - Sonoita Race. 50% will go to Santa Cruz Activities and 50% to St Augustine. The organizers own the winery. We specifically need to make sure that SAR is additional insured, as this race is on open roads etc. Motion by Randy that it be approved, Rob Lumm seconds, nine approve, 1 opposes, one abstains.
 - SteveO wanted to remind everybody that the annual meeting is when we elect the new officers. SteveO does not intend to run for the presidency next year. We should include something about it in the newsletter. We need to send a dedicated email to the SAR list. Call for nominations for Board Members. Once Board is elected, the board then elects the officers. We are going to do a summer mailing and can include an announcement of the summer meeting and nominations. Constant Contact has surveys, and we will also create a postcard, so that people can be reached via mail and email. The next mailing for summer will include Thanksgiving, Run & Roll and Randy's 2 fall races.
 - Mary Lasser has resigned from the Board effective as of now.
 - Grand Prix. We need to jazz it up, maybe by switching races. We need to do better advertising, advertise better about the fact that medals can be won for people that run a certain number of races. The goal used to be to figure out who were the best overall runners over a various number of distances. One thing to do would be to be more cut throat about it and limit the number of races that can be part of the Grand Prix. The committee could look at 3 to 5 grand prix going on in the country and come back to the board with recommendations.
8. Communications.
- Mailings - July 1, Saguaro, Get Moving., Run & Roll, Thanksgiving and the card for SAR Board nominations will be included.
 - Media. We are promoting races in the middle of summer, for Parks and Recs, Aquathons, Road Races, tracks, etc. We are not promoting other companies' races. These go to our goal of promoting community involvement and running/walking, promoting health etc.
 - E-blasts. Randy constantly gets compliments on the eblasts saying that they love the emails.
 - Facebook. 4100 people. SteveO has access to facebook (in the event something happens to Tim).

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9. Around the Room.

- Randy. Gallery Golf Club wants to put on a race – 5k/10k on their golf course hard paths. They want to do it in October when the courses are closed for seeding. Day they would be interested in doing it would be the day of the Pumpkin Run or of the ½ marathon. The third date would be to have it the same weekend as Oracle. How would SAR like to be involved. Good neighbor race, or rental of SAR equipment etc.
- Happy Hour Hobble. The next one will be July 11.
- Shane. Question if Mary will stay as a race director for Cinco. As Kara is on the board, she can still sign the contract. In addition, Mary is a lifetime board member as a past president. The Board can decide whether Mary, as an ex officio member, can remain a race director..
- Tim. Dari sent an email to the board reminding us that articles are due

10. Adjournment. Motion to adjourn at 8:35 by Steve, motion seconded by Sheryl. All approve.