

SAR Board Meeting – Monday March 11, 2013

Steve Outridge called the meeting to order at 6:35pm

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

1. Approval of the Minutes. We do not have minutes from last month's board meeting because they were lost in a computer crash.
2. Guests. There are no guests this evening.
3. Treasurer's Report. The treasurer is not here, there will be no treasurer's report.
4. Recap of completed events
 - a. Be Tucson. There was a timing issue. The IP address was deleted by mistake, so there was no ability to link a person's name with a number at the end of the race; this is a mistake that will not be made again. There was a manual back-up time. There was no awards ceremony because there were no results.
 - b. The number of participants was down from last year. It was a tough weekend because there were other races taking place at the same time. Other reasons for the low participation may also have included the fact that the cost of the 1 miler was rather high, as well as the fact that the race is on a parking lot.
5. New Business
 - a. SAR Timing System. If Randy wants to order the disposable shoe tags, he believes Desert Diamond may be willing to pay for it. If we want to order customized tags that are re-usable, there is a \$400 order fee. The disposable ones look exactly the same, but the idea is that the sponsor would pay for them.
 - i. There is no real cost difference between the reusable ones and the disposable ones, but with disposable ones you would have to order new ones each time.
 - ii. \$1.25 per chip is a cost, but we can go to sponsors to advertise and pay for this cost. Greg will gather a crew for races under 750 people that can pick up the tags at the end of the race.
 - iii. For reusable chips, about 5% are lost for smaller races, bigger races lose a higher percentage. You still need to have a bib and pay for those.

- iv. We have over 3,200 chips left. Greg suggests we buy 500 reusable chips and experiment, and we see how it goes on smaller races for under 500 participants, bigger races like Thanksgiving would be a nightmare.
 - v. We will revisit the issue in May since we will have enough chips until then.
- b. USATF Certification. The process is very slow, but we're trying to get all the races certified.
- c. SAR Equipment and non-SAR Races. If any non-SAR equipment is used at a non-SAR race, we need to make sure that (i) we are listed on the insurance in the event anything happens at the event; (ii) whatever equipment is being used, there should be a \$50 SAR fee; and (iii) the person using the item would have to be responsible for replacement cost in the event the item is broken or damaged. We have to have a single rule across the board, and make sure that these two rules are applied at all times. In addition, there is always at least one board member at the event where such item is used. Greg Wenneborg will type up a cost sheet so we have a pricing structure.
- d. Action Committee Update.
 - i. Marketing Committee - Tim, Alyssa, Jen Garcia, Gina Nelson and Shane Carr. The committee got together, came up with some ideas as to how to generate more awareness and income.
 - ii. Dari - newsletter. Monica Bermudez, Gina Nelson and Dari discussed ideas with the newsletter, set up a schedule, there will be a two week timeframe for a deadline, 1 week to edit, and 1 week to go to press. Articles need to be in on the 18th for the next newsletter. They are also exploring how to get more ad revenue in the newsletter.
- e. Dave's Run. The race directors are trying to get the race sanctioned, but it is a pretty slow process. The numbers are going to be down from last year.
- f. Sabino. Registration is going really well, it won't be long before it gets closed.
- g. Gary. Proposals.
 - i. Dues increases. Gary calls for a \$5 across the board starting in 2014. There are lots of board members absent today, and this is an item that may have to be addressed at the annual meeting. SteveO would like to find out what clubs of the same size charge for membership, what they give etc. We have to be able to tell members why we are raising our fees. Among other things, while our costs have not necessarily gone up, we would like to be able to raise our profile and obtain nicer race equipment, like SAR tables, banners etc.
 - ii. Good Neighbor Races. We could raise the cost of these races becoming good neighbor races, we could reduce their number.
 - iii. Grand Prix races - will also be addressed at the year-end meeting.
- h. Greg. Trailer - it would be nice to be able to keep all the equipment in a trailer that we would leave at Ron's garage. Greg will look into a lower profile trailer

to purchase. It would limit the amount of handling of the SAR equipment we need to do at each race, would reduce the risks and would save time.

- i. Don - Age Group Awards.
 - i. Don proposes that we have 5-year age groups up to 80 and over.
 - ii. Some races have 10-year age groups. Don also proposes that we have 5-year age groups. This will be addressed at a later date.
 - j. Dari - RRCA Convention. Dari signed up, the plan is to drive to the convention with Randy and his family to save money to the club. Dari will send out the schedule of the convention to all the board members, so that the board members can suggest topics of interest to attend.
 - k. Tim - Spirit of Rob Bell Award. Looking for a sponsor, also looking for a sponsor for the Children's Fitness Fund.
6. Communications.
- a. Media. Randy did a commercial or 2 for B Tucson that included SAR's spring schedule.
 - b. E-Blast. We just did a new one for Dave's Run, will probably do 1 or 2 more for Sabino.
 - c. Website. Pictures were purged from the race pages, because the overflow crashed the site.
 - d. Group Flyer Mailing. No more flyer mailing needed until this summer.
7. Around the Room.
- a. Tim - some race directors are starting to incorporate social media into their races. We are coming up to 3000 people tied to the facebook page, and we could add a fee structure for people to post pictures on our page advertising their items.
 - b. Steve Felde will look into what other clubs are doing as far as charging members, benefits etc.
8. Meeting adjourned at 7:59