

October 14, 2019
 Southern Arizona Roadrunners Board Meeting

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

I. President Amye Chaparro called the meeting to order at 6:02 pm.

II. Guests and Kudos

Three guests attended the meeting:

- a. Shane Asbury from Austin, Texas, is now the co-owner of the Tucson Marathon with two partners from Jackson Hole. He will be taking over completely next year. The marathon will be the RRCA State Championship race. He offered one of the following: 1) SAR members who register or have preregistered will get a 10% discount or 2) 10% of SAR members' registration fees will be donated to the Children's Fitness Fund. He conducts fun runs for schools as his day job.
- b. Justine Kaneho has submitted an application to be a board member.
- c. Penny Simpson is working with Diane to do a silent auction at the SAR annual celebration to benefit FitKidz. She is working to partner with Steve King of Team Hoyt to get Disney tickets to raffle off among other things.

Sheryl expressed condolences to Leo Richards' family. He was a long-time SAR member and the Spirit of Rob Bell Award winner in 2014.

III. Meeting Minutes

Steve moved to accept the minutes from September's board meeting, and Sheryl seconded. The motion passed unanimously.

IV. Reports

A. Treasurer - Dave distributed financial reports from the Old Pueblo Invitational and Saguaro Labor Day Race as well as the treasurer's report. He noted that Diane has brought in a lot of money for FitKidz through grants.

6:20 pm - Diane Manzini and Lucas Tyler arrived.

Discussion of renewing the CD. It contains money set aside for the Spirit of Rob Bell Award, but it doesn't earn more interest than the other accounts. Lauren moved that we move the funds from the CD to the money market account. Caroline seconded. The motion passed unanimously.

B. Membership - Lucas

1004 members, 701 memberships

We're out of shirts. They are \$6/shirt with a price break at 200. Sheryl moved that we approve \$1400 for new SAR shirts. Dave seconded. The motion passed unanimously.

C. Materials - Lucas

Zip ties are coming in. Discussed buying water jugs. Last time we bought three or four it was about \$140. We need 5 more A frames, which are about \$60 each. One will be bought by SteveO because he lost one. Sheryl moved that we approve \$500 for water jugs and A frames. Dave seconded. The motion passed unanimously.

Diane ordered a tent for FitKidz for \$235. If it's good, we'll get the SAR one from the same place.

D. Social - Amye

A Tucson Hop Shop Happy Hour Hobble is planned for Friday, October 25. Sheryl and Steve will be there. Costumes are encouraged. Run will be on the path. Everyone needs to bring lights. Amye has 300 glow sticks.

E. FitKidz Committee - Diane

Last year, there were 1012 total finishers. We've had 1181 so far this year, which is a 30% increase. It looks like we'll spend about \$12,000 on the program and we've brought in about the same. We had about a \$4000 to \$5000 rollover from last year. Diane is working on sponsorships for next year.

Penny is helping to organize the FK silent auction. She started 2 weeks ago and so far they have tickets to a Diamondbacks game, tickets to Beyond Bread, and movie tickets. They will have separate things to bid on and items that are grouped together. We may also have things online so that people who aren't there can bid. If we do themed baskets, we will need filler items.

There will be a Chipotle fundraiser on Wednesday, October 30 from 4 to 8 pm at the restaurant next to the Running Shop. For everyone who tells them they are there for the fundraiser, FitKidz will get 33% of the purchase. We may plan a short social run from the Running Shop that day. Diane will print up coupons and hand them out at Get Moving Tucson.

V. Races

A. Past Race Update

1. Tucson 10K -

2. Old Pueblo Invitational - Diane reported that it was an inexpensive low-key meet and the FK race had about 80 kids.

3. Sabino Canyon FitKidz One-Mile Classic - This was the biggest FK race to date with 325 kids who all received medals. The Conquistadores did their check presentation. One kid fell during the race. We discussed how to do more before the race to make sure people think about giving others space and looking out for each other, such as staggering the start or having waves by age to minimize the risk. The race is chip timed so the timing would work. We should have a lost child procedure in writing. Kids and parents should go to go to the FK tent.

4. Jim Click Run 'N' Roll - Monica Bermudez reported via email that the race went smoothly. She thanked all the SAR volunteers who helped with packet pick up, registration, course monitoring, and water stations. Next year, she will create a consistent volunteer list with directions to share with the university, pointing out specific areas where help is needed, such as the start and finish lines to direct the 3K and 8K racers where to go.

There were 419 finishers in the 8K, which is 20 more than last year, and only 27 no shows. The number of 3K finishers is not tracked because they're not timed, but there 131 3K preregistrations and probably about 20 more registered at packet pickup and race day.

Coordination with the university was better this year. However, they had a few changes that caused some last-minute confusion. Registrations came in on Friday night from their sponsors with lists of people running and walking, but it didn't list which race or age and sex. Greg did a good job of handling the last-minute bib creation and getting everyone into the system. In addition, t-shirts arrived later than

scheduled and some people were not able to pick them up when they came in to the store to register. A few people who were upset by this; the purpose of the in-store registration is so they can pick up everything at the same time.

There was also a glitch in Active that Diane caught the week before race day. For some people who registered more than one individual, the additional registrations did not show which race they were doing. Monica attempted to contact everyone to whom this applied and managed to fix it with the help of the registration team.

Monica ended up typing in more than 300 paper registrations the week before the race, including mail-ins, in-store, and sponsor registrations. Because of these issues, she is going to look into switching to RunSignup. That way the sponsors can register online and pay their donations online as well. This would alleviate all of the last-minute paper registrations and frustrations.

Amye would like someone from the University Adaptive Athletics program to come talk to the board about the bigger message for this event and how we can help promote it. The disabilities resource center on the university can come give us training. This is the last year of the current contract, so Monica will need help navigating how to renew it.

Dave reported that we didn't get the money from the race until January last year, so he spoke with someone at the university to make sure we can get it squared away more quickly this year. At the race he was approached by a new SAR member named Jill Wright who offered to be the national anthem singer at our events.

5. Great Pumpkin - Steve Outridge reported via email that "the weather was perfect and it was a fun morning. We had 229 finishers. I'll be working on the financials. Number of participants was down for at least three reasons, I believe. First, a lot of folks saw all the publicity about the farm being closed and I was still getting questions about that right up to the race. Second, there was an AIDs Walk the same morning as Pumpkin. Third, we did not do a FitKidz Mile. Now, while this latter one suppressed the numbers, many of the people that did come out to do the one mile paid, so we may end up with more revenue than last year when it all shakes out."

The signup for families in Active was confusing. It would only let one person per family sign up. We weren't clear on the pricing and will work on a clearer message regarding this next year.

Shoe tags were used for the one-mile race and it worked fine with the new timing system. The farm is not closing down completely, so the race will continue there next year.

B. Future Race Update

1. TMC Get Moving Tucson - Randy said everything is in order. We need to do a bigger push for volunteers on email and social media.

The Junior League would be a good source for volunteers because each person has to volunteer a certain number of hours with a parent every year. Amye will look for volunteer groups at UA.

VI. Old Business

A. New Board Member Vote

Justine has applied to be a board member. She is a scientist in the biotech industry. She would like to contribute because she loves SAR races and the running community. She has good analytical skills and enthusiasm for running and is willing to learn and help were needed.

Guests were excused from the room.

Sheryl moved to accept Justine as a board member. Steve seconded. The motion was approved unanimously.

Guests returned.

Greg Wenneborg arrived at 7 pm.

B. Beyond Social Run - Dari is requesting \$600. Steve moved to provide \$600 for the Beyond event. Sheryl seconded. The motion passed unanimously.

C. SAR membership discount end dates for SAR races

Races that have SAR discounts don't have a consistent time frame in which the discount can be applied. Discussion of how to address this. The general consensus was that a membership discount should be available while online registration is open, and then everyone should pay the same on race weekend. How this should be handled is vague in the current race director contracts. As representatives of the membership, the board will discuss this with RDs when contracts are renewed. The RDs can decide how much of a discount to offer, but all races will offer the discount for the same time frame. A SAR member discount policy that is consistent across all races will begin in 2020. We will make an announcement to membership to make sure everyone understands how it works.

VII. New Business

A. Board members and volunteer signup

Discussed whether and when board members should sign up for volunteer slots. There is a concern that when board members sign up early, they take volunteer opportunities away from others. On the other hand, race directors need to know who will be there. We concluded that board members should wait until a few days before a race to sign up for volunteer slots and then fill in where needed. In addition, RDs can add a couple of "floater" board member slots on the volunteer signup sheet.

B. 2020 calendar and newsletter advertisements

Dave moved to allot \$1200 for the 2020 calendar. Diane seconded. The motion was approved unanimously. The calendar will have the same format as last year. We will package calendar for mailing with the spring race flyers, which will need to be ready by the first week in December. Soliciting advertising for winter newsletter was discussed.

C. Update Good Neighbor Contract

Lucas pointed out that we don't have the mailing fee in the contract. It's not clear how much we charge. He is concerned about putting it in the mailing and looking like we're promoting a non-SAR race. We should be clear about the mailing price, if we're going to do that. Also, we don't usually put race results from other races on our website.

Input was requested from Shane. He thinks a Good Neighbor contract should be 3 to 5 years and that SAR should commit to not scheduling another race (SAR or GN) on the same day. He would want the race promoted several months in advance rather than just 1 month prior to the event. We could offer pricing tiers for different levels of SAR advertising.

Moving forward, we will have subcommittee meetings about the GN contract in December and then present ideas to the board in January or February.

D. Update Mission/Vision Statement

Lauren stated that we should keep the mission statement but revise the vision statement for clarity and to shorten it. It should be something we can use to build long-term strategic plans. It will also help to clarify what our roles are as board members and help with onboarding. The FitKidz mission and vision statements and 5-year plan are a good example (on the website). We need to build an institutional memory, especially now that there are term limits. We are working towards something bigger. She will send out an electronic form requesting each person's input.

VIII. Around the Room

Dave - Steve did a fantastic job at Buckelew Farm.

Amye - We are planning to do RD highlights on social media. She is working on the onboarding process for the two new board members and will wrap it up in January.

Greg:

1) The new timing system is working well. Results got cleaned up and fixed at Jim Click.

- 2) He didn't charge SteveO for timing the mile at Buckelew and experimented with using old tags and new tags and it worked perfectly.
- 3) He will send the registration files for Jim Click to Amye. The trend in registration for that race has been down but this year it was up.
- 4) Results on the website are not working properly. It is totally random when it truncates the results. Sometimes it's fine at first but then it changes.

Diane:

- 1) Do we have new bylaws uploaded to the website? Amye will check.
- 2) Did we all sign the board member contract? Amye will put it in DocuSign and then it will be on the google drive.
- 3) The conflict of interest forms need to be done once a year and we need to share this with each other.

Amye - There is a contract with the Tucson Police Department that has to get signed every year by the SAR president. There is a reminder in the Google calendar and the link where to get it.

Guests were excused.

Discussion of Run Tucson contract and next steps.

IX. Meeting was adjourned at 8:14 pm.