

SAR Board Meeting – Monday, February 7, 2011

President Mary Lasser called the meeting to order at ____

Mary Lasser	Kara Middendorf	Ron Lumm	Andy Dolphin
Shane Carr	Dan Unrast	Lucas Tyler	Sherilen Clark
Marc Janis	Sheryl Felde	Steve Felde	Don Branaman
Greg Gaderian	Greg Wenneborg	Tim Bentley	Jocie Riley
John Sabatine	Amelie Messingham	Steve Outridge	Keith Schlottman
Randy Accetta	Dave Hill		

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Meeting called to order by Mary Lasser at 6:37

1. Approval of the minutes of the December meeting of the Board. Revisions to name spelling and ADLF acronym noted, motion to approve made by Steve Felde, and seconded by Sheryl Felde. All approve

2. Introduction of Guests. Yolanda Hundley from Muscle Milk is present to provide updates and information in connection with the sponsorship contract between SAR and Muscle Milk. The proposed contract was submitted to Muscle Milk headquarters and is currently being reviewed by their inhouse legal department. The review should be completed within the next three weeks, with the \$10,000 in sponsorship money to be paid by Muscle Milk at that point.

Yolanda states that she needs to be notified at least 6 weeks ahead of time in the event Cytomax sports drink is requested for any race (in addition to Muscle Milk).

Muscle Milk's conditions to sponsorship:

A. their logo is to be on all flyers and shirts upon finalization of the contract. Randy Accetta will email the Muscle Milk logo to the Board for use in pamphlets and other material.

B. no competitor drink (protein drink) may be supplied at an event where Muscle Milk is present.

Competitors include by way of example --> Shamrock Farms is a competitor, the Gatorade G Series, and Powerade is also coming out with a protein drink. Xood is not considered a competitor by Muscle Milk, but the race director for Cinco de Mayo will double check and make sure that Xood has no problem with Muscle Milk's presence on the course.

Note that currently, Muscle Milk is not allowed to be on the CatWak or the Run N Roll because those two races take place on the University of Arizona Campus.

Muscle Milk presences at races:

Races of fewer than 500 runners/walkers will obtain the "sampling group": 2 samplers and the Jeep. For races with at least 500 runners/walkers, Muscle Milk will set up a 10 by 10 tent and will have a space at the event. Muscle Milk co-brand a podium to name the race, they can also provide an inflatable arch, inflatable bottle, race flags, and umbrellas.

The quantity of product to be provided is 200 bottles over the number of race participants.

Any race director needing more cash or products can email Yolanda directly.

Other benefits:

SAR can obtain from Muscle Milk products for local high school teams, the SAR Ragnar team, etc.

Muscle Milk can also provide race entries upon request, and all Board Members will be provided with

Muscle Milk arm warmers.

Yoldana finished her presentation by noting that SAR is phenomenally organized and really easy to work with. Randy to email the muscle milk logo to the Board for use in pamphlets and other material.

The SAR Board use for the \$10,000 has not been determined or voted upon yet.

3. Office Report - Sherilen not feeling well; will report next month

4. Treasurer's Report- spreadsheet provided by Keith. The spreadsheet shows information relating to SAR's 2009 and 2010 fiscal years, and fiscal year to date (from July 1, 2010 through January 31, 2011).

Categories

The first section of the spreadsheet shows what the races produce for SAR: all the race entry fees minus race expenses. However, as race directors do things differently, and some races provide more to charities, spreadsheet shows how much SAR earned out of the race, and how much SAR ended up with. The middle section shows the revenues from membership.

The third section lists expenses not related specifically to races.

Keith is currently attempting to find a system that will bring more meaningful information to the Board and help the Board in making budgeting decisions, by giving a better idea of what money is available for expenses. He would like to be able to provide information on a month to month basis. As it is now, he is unable to enter information on races that occurred months ago but are not yet closed out.

Also, SAR works on a mix of cash and accounting basis of reporting. Keith would like the role of the treasurer to become more of a reporting function, more significant than just writing the checks.

Because Keith volunteers his time on this, the Board finds that he should not have to spend tons of time preparing monthly reports, and that the current reports showing year-to-date expenses and revenues is appropriate.

Inquiry from Randy as to whether we should order an internal audit. Keith believes that costs would not be warranted because there are various measures of internal control in place (for example - checks written by officers that are not to use or benefit from the money requested). Conclusion by the Board that costs would outweigh potential benefits.

Current totals in SAR accounts:
savings - 15,653.94
money market - 38,160.83
CD maturing in August for \$5,000
total = 58,814.77.

Keith specified that Meet Me At Maynard's is not an event that is taken into account by the spreadsheet, and he is trying to figure out a way to include it (SAR gets revenues from sponsors through that event, and people buy SAR shirts and register for races at the event as well).

The Board concludes that the officers will plan on reviewing a report at each meeting

5. Recap of SAR Events

A. **Sun Run**. The United We Run event was happening on the same day. The group that put on the event just wanted to help the community, so Greg did not complain about it. He believes that the event cost us about 80 people, and was too many t-shirts were made. It was still good event, and Greg noted that the course changed this year, due to a request from the neighborhood where the race takes place. Discussion regarding where to put the water stations for next year. Discussion regarding further adjustments to the course, discussion as to how to get the neighborhood around which the race goes (Colonia Solana) more involved in the organization of the race. Registration statistics: 188 through

Active.com; 181 paper registrations; packet pick up and race day: 65.

B. Banquet. SAR spend \$2,800 on the event. SAR partly subsidized the dinners for everyone, covered the awards, band, mailing, etc.

The Board feels that the venue was really good, but that the timing of service was less than ideal. Willing to return to that venue but have the event on a Saturday. Suggestion to do the event the night prior to the Sun Run and have a spaghetti dinner.

C. Meet Me At Maynard's. The event needs more volunteers to help. Suggestion that email blasts be sent out to ask for volunteers, only 3 or 4 extra people would be needed each week.

6. Communications

A. Media Update. Review of running websites is needed to ensure SAR events are on there.

B. Active.com. Regularly emails a newsletter, in which it notifies you about local races; Mary noticed that their "Upcoming Event" section did not include SAR races because only paid events show up, and only if there is space. Jennifer, the local Active rep, has agreed to give us one free posting on the newsletter per event. We could also buy prepaid spots in those newsletters but they are between \$100 and \$200 per newsletter.

C. Magazines Ads. Fitness Plus and Sweaty Magazine, 1/4 page ads would be \$330/month for a year's worth - \$3500/year. We would be able to fit 4 or 5 logos for races. \$200 for an 1/8 page ad.

Runner's World is doing a piece on MMM's Remembrance Run, which should provide good publicity to the event.

D. Newsletter. We received about 6 to 8 responses from the December item. Gina Nelson has agreed to manage the graphic layout and graphic design/component. An offer was made to Shelly Shelton to manage the content and editing portion of it. She is a reporter and writer with the Daily Star. Amelie & Sandy would continue to help with editing. Hopefully next newsletter would be out by the end of March.

E. Website. A private board of directors page has been created. Includes race contracts etc.

F. Email blast. Randy is almost done editing the next email blast. Randy requests Board feedback regarding the pace of email blasts - he is rolling out about 2 or 3 email blasts per race. Inquiry as to whether this is fine from a Board perspective or whether there is any advice on making it better. Click through is about 20 to 25%. Board is fine with the pace.

G. Flyer mailings. The next flyer mailing must be out by the end of the business day on February 16. It will include a maximum of 6 races. Randy considering a separate mailing for Meet Me Downtown, Saguardo and the 1/2 marathon.

7. Contracts to renew

A. **Daves Run For ALS.** Request by the race director that it be renewed for a year. The optional individual charity donations listed on the flyer do not count in allocation of race proceeds. Dave looks at total net revenues - 1/3 goes to SAR, 2/3 goes to the charity for ALS research. -

B. **Tucson 5000.** Fees paid out are the same, two charities benefit instead of one

Motion to approve both races for 2011 from Shane; Tim seconded; all in favor; none opposed or abstaining (Dave absented himself from the vote)

C. **Cinco de Mayo.** Contract to be renewed for 5 years. The net race income after expenses (including charitable donations) - 1/3 to SAR with cap of \$3,000 to SAR; 1/3 to Kara and 1/3 to Mary. Motion by Ron Lumm; Sheryl seconds; 2 opposed; 2 abstain. (Mary absented herself from the vote).

D. **Spring Cross.** Tim Bentley mentions that he needs to do a new contract for Spring Cross. It is a B Race - \$12, free t-shirts, etc. It was moved to the Grand Prix. but will remain a B race.

8. Proposed Good Neighbor Races

A. **Quail Creek.** Motion to approve the Quail Creek Run made by Randy Accetta and second by Don

Branaman. All approve, no abstention.

B. **5K Run for your life.** Run, put on by SHAK, have done this for 5 years. The main beneficiary is an organization called Hope Fest 2001. It helped 20000 underserved people throughout the community. All proceeds go to that event. SHAK is a nonprofit under the auspice of UA. They read through the SAR Good Neighbor Races guidelines and are able to meet them. The race is to take place on March 26, 2011. Randy Accetta made a motion to approve; Dave Hill seconded; one abstained; no one opposed.

9. Miscellaneous Announcements:

A. **Friends of Sabino Canyon.** This is the charity that the Sabino Canyon has traditionally given to. They are organizing a Great Arizona Outdoors expo on Feb. 19 from 10am to 4pm. Non profit vendors, for a \$75 fee, may participate and get a table set up to promote their organization. Steve Outridge states that we should attend to promote SAR races and membership. and for a \$75 fee, non profit vendors to be there and set up a table. Decision by the Board that it would be beneficial for SAR to have a presence at the expo and reserve a table.

B. **RRCA Convention** May 12-15. Someone from the Board has been sent historically, inquiry as to whether a Board Member would like to go.

C. **Metropolitan Chamber of Commerce.** SAR is currently a member, and an invoice of \$262 is owing in order to remain in good standing. Note is made that the MCC has 3 million individual visits to their website annually. Motion by Steve Outridge for SAR to remain a member and pay the invoice; Sheryl Felde seconds. 10 in favor; 4 oppose; 3 abstain.

D. **Timing update** from Greg. He states that the new timing system creates 3 times the amount of work upfront due to having to prepare the chips and stick them to the numbers. For the Sun Run, we did a gun start but the times were only 90% correct. Runners who came through the finish early did not get picked up by the timing system. In the future, the timers will set up an additional antennae to energize the chip. He feels the system is a viable product, but it causes a lot more work on the front end, and other test races are needed to perfect it.

E. **Officer Resignation.** Dave Hill announces that he intends to step down, and a new race director will be needed for the Tucson 5000 and Dave's Run for ALS.

F. **Dave Zimmerman.** SAR is sending a \$100 check to the Zimmerman family to use in his memory.

Meeting adjourned at 9pm. Tim Bentley made the motion to adjourn, Randy Accetta seconded - all approve.