

## SAR Board Meeting – Monday, April 4, 2011

Dave Hill called the meeting to order at 6:37

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

1. Approval of the Minutes - Motion to approve the minutes from the prior board meeting made by Randy Accetta , seconded by Sheryl Felde all approved.
2. Introduction of guests: Steve Taggart.
  - a. Steve has been a SAR member for a while. He puts on the Mile at St Patty's Day Parade for St Patrick's Day. This year he donated one third of the revenues to the Children's Fund - \$150. Steve states that if the race became part of the Grand Prix, he would donate one third of the revenues to the Steven foundation (a foundation for cancer patients), and one third to the Children's Fund.
  - b. You get a \$1 coupon for a beer if you're over 21, a T-shirt.
  - c. The Grand Prix races are already set for the 2011 season, but Steve is hoping to have his race included for the 2012 season.
  - d. Steve also puts on a couple of summer races – Colossal Cave and 4<sup>th</sup> of July Freedom Run. He will give ½ price entry to SAR Board Members for those two races.
  - e. The board will ask Tagg Running on the SAR discount page – Steve will drop \$3 off each race entry if we have it on SAR Page.
3. Office Report
  - a. None
4. Treasurer's Report
  - a. No report this month due to tax season but the general sense is that SAR finances are healthy.
  - b. Keith just wrote a check for \$6,000 (from sponsor donations), for the Meet Me at Maynard's ("MMM") Rock & Stroll Box.
  - c. The MMM Rock & Stroll will happen on Monday April 11. People can buy up to 10 MMM bucks for a total of \$5. Compass Bank will be selling the bucks to people. Then the runners/walkers distribute them to the bands playing along the course. At the end, the band members come back to Maynard's to collect their money.
  - d. MMM is very similar to a race director running a race. Keith would like to get a better idea of SAR's involvement with MMM. Similar to a race where the race director manages a lot on its own and SAR is only involved in the periphery. However, MMMS is not a SAR event, not on our insurance, etc. So there are

differences. Once tax season is over, Keith will have an executive meeting with the MMM organizer, to set the rules and approval.

- e. The Board members are expected to be at the Rock & Stroll Event to volunteer. Steve O states that we need as many people as we can.
5. Recap of Completed SAR Events from race directors.
- a. Dave's Run
  - b. The run went pretty well. Race financials have been distributed, the net race income \$3,500, including donations. SAR gets \$1,000. The Jim Himelic Foundation will get the balance.
  - c. The only comment was from a 74 year old wondering why he was not in the results. A thought for race directors moving forward, would be to consider asking the timers to keep on printing the results even after we have started the awards, so that the slower race finishers can see their results.
  - d. **[SHOULD THIS BE IN THE MINUTES - One of the runners fell and tripped over speed bump, cracked her rib & was wondering what her legal situation was. Instant report given to our insurance. The injured runner stated that she was leaning toward not taking any action.]**
  - e. Run for your Life 5k. Mary went to event and gave them some feedback.
6. Communications.
- a. Media
    - i. Randy – active.com has a really interesting program he'd like for SAR to participate in, for \$250 a year. Active.com will brand all our race registration sites with a SAR banner logo and frame. Each race can still be branded with that race's logo. Randy would like to get approval to pay for it, or he will pay for it himself. Would be good for SAR to do to brand ourselves on each of our races.
    - ii. Cox communications has asked Randy to be title sponsor for Old Tucson, wants to give \$25,000 cash, they want to create a SAR video that would play on Cox on demand.
    - iii. Website postings – isn't being done currently. Tim just talked to Rebecca, there is a program editor that we can adopt that would make it easier for people to log on, post pictures, etc. rather than the system currently use.
  - b. Newsletter
    - i. Tim believes the newsletter editors are on track after some late submissions
    - ii. We have been featuring people that are outstanding SAR members in the newsletter, we could start moving these stories to the media itself. Randy has a column where he talks about running and races, and some of the people of SAR could be featured in that column instead of being restricted to our newsletter. If something of interest comes up, we should address it to Randy or Tim.
      - 1. Randy wants to write about Boston and Tucsonans that are going to race the marathon.
      - 2. He also always wanted to write a column about older runners, and is open to any other idea that we could have in the media, which would talk about our membership as opposed to just our races.

- c. Website
  - i. Has been getting updated
  - ii. Photo rotator – only Cinco de Mayo and Sabino pictures are up. We need to add pictures from the other races.
- d. Email Blasts
  - i. Randy needs Tim's info – he will start sending out the next flyer for Meet Me Downtown
- e. Group Flier Mailings. Organizing mailing with 3 races and other events – Meet Me Downtown, Saguaro, and ½ marathon, rob bell award, Tucson children's fund, and maybe board of directors. Will go out over the next couple of days.
  - i. The group mailing after that would be in the summer, might not need to do it until August.
- f. Jocie.
  - i. Refers to a young man that couldn't pay for a ticket he received, so he had to do 8 hours of community service instead. We had him help as a volunteer. Jocie has a letter ready that he can turn in, but she doesn't want to get SAR in trouble if we are not eligible. Dave mentions that there is no real guideline as to what consists in eligible volunteer activities. The conclusion is that it is likely on him to find out.
  - ii. Jocie also adds that Steve Taggart puts on very good races and wants to speak positively about the 1 mile. She thinks it would be nice to have everything from 1 mile to ½ marathon as part of our Grand Prix lineup.
- g. New Business
  - i. Jocie. Fort Huachuca. Friday and Saturday – May 13 and 14, would like to promote SAR membership and Randy's race, she will get the whole traveling kit from Steve O
  - ii. Jocie has been in contact with Jo Cary, who lives in Whetstone. She will go to his house and will try to get all the newsletters and old race results. Gina Nelson also said that she wanted to archive everything, which would be fantastic. For the 2013 RCA convention, would have everything archived.
  - iii. Tim. Would also be worthwhile to ask in newsletter if any member has any material that they would share with us. He will talk with Gina and see if they will put a blurb in the newsletter.
  - iv. Randy. It will cost \$1,400 for the Virginia trip to the RRCA convention scheduled May 12-15
    - 1. Randy doesn't know yet how much RRCA will reimburse. Will know more by next meeting.
    - 2. Randy hasn't bought any plane tickets yet but is planning on going.
  - v. Randy. Cytosport Contract – the contract has been sent out to Cytosport and they indicated they would sign it with our changes.
  - vi. Greg. Reviewed the Sun Run Financials. Lucas found more checks/cash that had been misplaced. He still needs to get reimbursed and has lost some receipts, but can produce most of them and has credit card statements. \$310 was donated to the Pima County College. Will be subtracted from race income and will be moved to donation, and the rest

will be divided up between race director, SAR and the charity. Attendance was down: the flyers went out late again but most of all the United We Run race happened that same day and took a lot of runners away. The race is anticipated to bounce back next year.

- vii. Greg. Timing system update. Greg spoke with Todd last week, said he will send the hard copy of the agreement. Questions asked by the Board:
1. Is there a warranty? There is a 1 year manufacturer warranty against normal defects
  2. What is the equipment? 3 antennas, 1 reader, 1 encoder, all the software and a roll of 3,000 chips. This does not include the laptop.
  3. How much will it cost? Cost will be in the range of \$3,000. Todd is only charging for costs on the chips, no mark-up.
  4. What if this doesn't work? The system was 92% accurate the first time around, which was low. If we are unhappy with the system, we need to remember we are beta testing it. If we decide to stop using the system after using it for 6 months then Todd will be less likely to reimburse us for all costs, but is in his best interest to put together a timing system that works, and in our best interest to have a system that costs 20% of what other systems cost.
  5. The life of the system should not be an issue - it should last pretty long.
  6. The antennas are water resistant, but we would need to put a bag over them when it's raining – wouldn't use them in a downpour.
  7. If we decide to go forward, Todd and the Board would be willing to sign an agreement for \$3,000, and we would have no less than 3 races to beta test the system. We would then look at the accuracy of the results and make a decision.
  8. As soon as Todd gets back in town on Thursday, Greg and Todd will sit down and discuss the details, and can put together a purchase order that would include the warranties, costs, etc. We need to make sure that if we are beta testing, we put in writing what is expected of SAR and of Todd, now and in the long run.
  9. Randy proposes that the board approve up to \$4,000 for the purchase pending finalizing details, with the understanding that we get protection until the end of the spring race series or start of the fall series.
  10. Motion to approve for Greg to spend up to \$4,000 – proposed by Steve, Jocie seconds. Email correspondence will occur between Greg and Todd, which Greg will forward to the Board. He will then put the agreement in writing. All in favor:14. None oppose. 3 abstain. Motion passed by show of hand. Greg is certain that it will be fully functional by the fall.
- viii. Greg. New Lock on Storage Shed. Greg purchased a lock to hide the key, but the Board finds it unsafe. Greg will find a more secure key safe for the storage shed, one with a combination.

- ix. Tim. LADF and Top Fusion, created a year ago for more cash sponsorship. We will be down a few dollars this year. TopFusion withdrew. Ron Lumm proposes a motion for SAR to cover the \$391, Greg seconds. For SAR to cover the gap because of the sponsorship going away. Mary, Dave and Scott met 2 months ago. Scott was embarrassed by the whole thing and wanted to make the contribution, which Dave and Mary indicated would be the Board's decision. Discussion ensues as to whether we should just pay for the \$391. Ron Lumm withdraws motion. Discussion now hinges as to whether we will ask Scott to pay \$500. He owes the full amount of the contract for 2010, but we can have him pay \$500 and release him from his contract.
- h. Old business
  - i. Grand prix – Keith, Randy, Dave, John and Mary will meet regarding what to do with the Grand Prix moving forward.
  - ii. List of standardized content for the flyers – still needs to be worked on.
  - iii. Mary sent draft grand prix contract to Sharon re grand prix sponsorship, will be a 2 year deal
  - iv. Mary will work with Darryl on a new race contract for the Oracle race.
  - v. Mary will request a new page of the website for posting past newsletters. Old newsletters will be scanned and made digital.
- i. Around the room
  - i. Randy: Meet Me Downtown – Run Fat Boy Run is the movie, Randy will get the high school winner of battle of the bands to be the band. After-party at hotel Congress. There will be 6 charities that will receive \$18,000/20,000, trying to get more sponsor donors.
  - ii. Don: there is a race in Silver City on May 28, 2011 called Fort Bayard Wilderness Run. If anyone is interested he has flyers and info.
  - iii. Dave: Tucson 5000 is in 6 weeks, he applied for state championship but has not heard back. He is trying to change the course a bit.
  - iv. Tim: Spring Cross is on April 23. Lincoln Park is totally decimated, 4 softball fields are being built just north of the starting line, one race in February was already canceled because it is a construction zone. Randy proposed to go back to the old course, but there is not enough parking. No flyers for that one – website, email blast and Facebook. Steve Taggart proposes Ft Lowell Park as an alternative.
  - v. Tim: The Facebook page has 1300 Facebook fans.
  - vi. Lucas. We have a lot of bottles of water in the shed that will expire if we don't use them.
  - vii. Kara: Cinco is coming up, everything coming along.
  - viii. Greg: track team going well, nationals are coming up.
  - ix. Steve O: registration for Sabino will be closed soon, at least 500 registered. Steve O went through the large boxes and cups, we have more than 2500 cups in the shed, most donated by Pepsi cups.
    - 1. Wondering if he can use the cups that are there for Sabino. No one has a problem using the cups.

2. He found pedometers in a box, will use some of those for the kids' race.
- x. Steve F: heard this weekend that one of our past grand prix runner was recently diagnosed with MS.
- xi. Sheryl: Summer board meeting to be announced and scheduled next month.
- xii. Steve Taggart: reiterates that loves being a SAR member, would love to have his race part of the Grand Prix. If could keep having money at the grand prix, good idea. \$1 from each entry from Steve Taggart's races will go to USA Arizona. Race directors can go to other online websites like Strands – where money is donated to charities – as opposed to active.

Motion to Adjourn Meeting proposed by Sheryl seconded by Steve O  
Adjourned at 8:30