

Southern Arizona Roadrunners – Board of Directors Meeting

Date: February 13, 2012

Time: 6:30 – 8:30 PM

Location: Health South (2650 North Wyatt)

SAR Board Members			
Randy Accetta – P	Sheryl Felde – P	Amelie Messingham – P	Lucas Tyler – P
Tim Bentley – P	Steve Felde – P	Kara Middendorf – P	Greg Wenneborg – P
Don Branaman – P	Greg Gadarian – P	Steve Outridge – P	
Shane Carr – P	Mary Lasser – P	John Sabatine – P	
Andy Dolphin – A	Ron Lumm – A	Keith Schlottman – P	

Agenda

Meeting starts at 6:34pm.

1. Approval of the minutes from the January meeting. The minutes needed several corrections. Sheryl moves to accept the minutes as corrected; Mary seconds. All approve.
2. Introduction of Guests. None.
3. Office Manager Report (Lucas). We currently have 1352 members. Lucas sent out 50 new renewal memberships last month. We usually get about 50% of those back. Lucas still doesn't know who to contact to request that fewer newsletters be printed. Last month – 1025 were printed, 860 of those were mailed out. Discussion about printing and whether to start using a single vendor, whether that will reduce costs due to economies of scale.
4. Treasurer's Report (Keith). Treasurer's Report.
 - Re: membership, Keith notes that January through June tends to have more membership dues than July through December. If it wasn't for the Muscle Milk Money we would be in a deficit year-to-date, but hopefully by the end of the year we will have more race revenue. We already spent money on the banquet. This should balance out by the end of the year.
 - We got a check back from Children's Fitness Fund. We awarded \$200 to Selington Elementary Track Team. It was returned because it was issued to the team, which does not have a business account. Tim Bentley and Steve O say we should be able to issue it to the school, and state the funds are designated for the track team, rather than issuing it to the track coach. We should add in the write up and guidelines for the Children's Fitness Fund that funds cannot go to an individual.
 - Square Up. You have to set up an account with Square Up in order to use the device. Keith asked Rebecca to establish a generic email address for the treasurer. Once you

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have the app on your droid or iphone, you connect your phone to the device, and all you have to do is swipe the credit card. You put in the amount, you enter a description, the individual can enter their email address and that way the receipt is emailed to them. We will use this for the membership table only initially. 2.75% fee charged per transaction, which we will not pass down to the runners.

5. Completed SAR Events

- Banquet. Attendance was down by 40 to 60 people. Some of the potential reasons include that this was the night before a race, the venue was fine but didn't generate enthusiasm (the most popular venues have been trail dust village, the Tucson Racket Club and El Parador. However, Randolph was very easy to work with. Potential solutions: to market this event as a party rather than a banquet/dinner; change it to a year-end event. We will do a survey monkey asking for feedback from the people that did attend. Financially, the event cost almost \$40/per person, and cost \$2,000 to SAR.
- Sun Run. It went better than last year as far as planning and financially. Last year was a train wreck because there were way too many shirts. We had a lot more 5k runners this year. The race brought in almost \$12,000 in income, \$5,400 in expenses (not all of which are in). We are still not welcome in the neighborhood, so we will keep the race course the same. In addition we had \$480 donated. The new Parks & Recs person was really easy to work with and very nice. Hi-Corbett is now used by the UofA, so next year we will have to re-negotiate the use of the bathrooms and of the parking lot. Greg would be happy to set up a MapMyRun account for SAR, so that all race directors can go and create maps for their runs.
- Sunrise. The race went well with a couple of exceptions. The run itself was a lot of fun.
 - i. Some people got lost. Old Tucson said we could use chalk next year in some spots so people don't get lost.
 - ii. Expenses. The race amounted to \$29/person in costs, which is high (T-shirts were \$7/piece. \$8.5/person for breakfast, \$250 for firefighters etc.). The average registration income is \$24, meaning that without sponsors the race would lose money, but Randy has several sponsors for the race, including Motorola.
 - iii. Shirts. We were down by 60 shirts, some people were unhappy about it. We also ran out of cards to enter into the Desert Museum. We need to anticipate better the number of people that will sign up the last week of the race. With respect to size, you should be able to anticipate the number of shirts for each size.
 - iv. Randy also notes that Muscle Milk has not disappeared but the \$10,000 we received last year for sponsorship was a one-time thing. The new Muscle Milk rep will see what kind of partnership they can have with us. Yolanda, the prior Muscle Milk rep is now with Body Armor, who is willing to come to our runs.
- Fine Valentine.
 - i. Randy came up with more categories, and that it could be a much better race than it is. If SAR doesn't want to do it, we should ask Steve Taggart if he wants to run it.

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- ii. This year it brought in \$5,000, and \$1,000 in expenses. One policy officer, no road closure and no T-shirt. We charged between \$10 and \$20 for it. No site fee.
 - iii. However, some people complained about the distance being off. Others have started complaining that the distances for a lot of our races not being accurate.
 - **New Business.**
 - i. **GP Scoring.** For races like Thanksgiving & Sunrise, sometimes people don't run in the right category. These people are not running against their competition, and should be disqualified. This will be the rule for the Grand Prix as well from now on.
 - ii. **Dave's Run for ALS – Contract.** SAR to receive one-third of the net proceeds (net of race expenses and deduction of individual charity donations). The second third will be donated to charity. The race directors will receive the remaining net third. The term of the Agreement is one (1) year, and the race directors have a right of first refusal for subsequent contract and negotiation of terms. Steve Outridge and Tim Bentley, the co-race directors, step out so that the board can vote. Steve Felde moves to approve; Sheryl seconds. All approve, except for one abstention.
 - iii. **Be Tucson.**
 - 1. The race director will donate to 50% of race income (net of expenses) to SAR, up to \$3,000. The charities will be Better Than Ever and Susan Komen of Southern Arizona - \$500/piece. Charity donations will be counted as a part of race expenses. This will be a one (1) year contract.
 - 2. Randy would like to have it be SAR-owned for the first year, and then we would revisit to see if the Board would be ok for him to buy the race.
 - 3. Randy Accetta, the race director, steps out so that the Board can vote. Keith makes a motion that we approve the terms of the contract for 2012; Steve O seconds. All in favor.
 - **RRCA Convention.** March 15-18, in Memphis, TN. Shane has a conflict, Tim Bentley has a conflict. Randy Accetta is going, John Sabatine will tentatively go. Whoever goes to the convention should prepare a short report about meetings being attended, trends, etc.
 - **Timing System.** Greg Wenneborg wants to buy ChronoTrac for SAR, but cannot get the sales representative out of Indiana to call him back. SAR would be considered competition to Phoenix. Greg has since called RFID, which is the next-best system, called last Wednesday and that person has not returned the phone call yet either. Greg does not want to go with the other systems.
6. **Communications.**
- **Media.** Daily Star has a calendar listing, any of our upcoming races should be submitted to the calendar. Randy is working with Cox to do SAR events.
 - **Newsletter.** March 10 is the due date for submission for the next newsletter. We need a write-up about the banquet: summary of the grand prix winners and other events, Kara will volunteer. We need race reports, a write up for the new Meet Me at La Encantada. Shelley wanted to have a link to blogs of runners in Southern Arizona: Pink Corker, Keith Schlottman, Christine Bane, Tim Bentley etc.

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- Website. Friday before Sunrise, the website was down. The hosting bill that goes to Rebecca got lost; someone was spamming from the SAR website. So the site was taken down. The invoice got paid, now we have enhanced virus protection. The situation was solved within a couple of hours.
 - Email Blasts. Randy didn't do any email for Valentine's Day, but will start doing them for Be Tucson. Any race director that wants an email blast sent by Randy needs to send details to Randy of what is needed.
 - Group Flier Mailings. One should go out on Friday. Be Tucson is getting printed, Cinco will be out on Wednesday.
7. Around the Room.
- Tim Bentley – 2160 Facebook members, 9,000 pictures. People want to post on there all the time, aesthetically Tim tries to keep it clean and limits what gets posted to our events and events related to us.
 - Lucas Tyler– race directors should at least get some flyers printed for races. The Running Shop has become the "sub-SAR office," the shop gets a lot of questions about the races coming up etc. Lucas will find out what a pre-paid phone would cost so that we would have a SAR number that would be easily reachable by people having questions.
 - Shane Carr – wondering if we should do more races with teams.
 - Mary Lasser – Performance Footwear could not guarantee they could sponsor the race this year, so Tri-Sports will be a sponsor instead. Dr. Gann, Tucson Heart Group are going to be title sponsors.
 - Steve Outridge - Sabino registration doing well, over 100 registered. Cap for registration is 500 this year. Dave's Run doing well, the course was finalized. Steve is out of men's large SAR membership shirts, and some people are waiting for XXL shirts, so he needs to do a shirt order. Motion for SAR Membership shirt order for \$100 made by Steve Outridge, Steve Felde seconds. All in favor.
 - Steve Felde. 24th and 25th of February is Ragnar. 4 members of the Board are in a team, with the rest being Woggers.

Meeting adjourned at 8.35pm