

**Southern Arizona Roadrunners – Board of Directors Meeting**

**Date: May 14, 2012**  
**Time: 6:30 – 8:30 PM**

**Location: Health South (2650 North Wyatt)**

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

**Agenda**

Meeting starts at 6:35.

1. Approval of the minutes from the March meeting. Motion by Steve F to approve, Steve O seconds, all approve.
2. Introduction of Guests. None.
3. Office Manager Report (Lucas).
  - SAR currently has about 1,300 members. We received a letter from the Lupus Foundation thanking us for our help with their event.
  - Motorola has not paid the invoices due to SAR in connection with the following races: Sabino, Cinco and Spring Cross. We will follow up.
4. Treasurer's Report (Keith). Treasurer's Report.
  - SAR has a lot of money in its accounts due to sponsor dollars (\$118,844). A lot of what is in there will go back out to reimburse Randy for outstanding costs. We also have several races outstanding for which we received the revenues but did not pay the expenses yet. We will not know until after Meet Me Downtown what our base funds really are.
  - Randy requests a reimbursement to his credit card for the Constant Contact bill. He does not need SAR approval to reimburse him once he confirms with Keith how much the total costs were for the past 3 months which he paid month to month, and to pay in advance for the upcoming year. Keith inquires whether the Constant Contact cost should be incorporated in race budgets by race directors, since the email blasts are starting to replace the mailings. This will be addressed as an agenda item at the Summer meeting.

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### **5. Completed SAR Events.**

- Dave's Run. Overall the directors were pretty happy with how the race turned out, it was a lot of work to move the course, but it worked out. The only logistical problem was that the police officers disappeared for a while until Steve O could find them. Getting the cones out took longer than Steve O thought and he didn't make it early enough to the start of the race, and at that point they had gone to different spots, one of which was not on the race course. There were 414 registrants and the profits went up \$2,000 due to additional sponsors, amounting to \$600 more to SAR. The Himelic Foundation got a little less since Steve O and Tim took a share whereas the prior race director gave it all to the foundation.
- Sabino Canyon. Total number of registrants was 597 (including the fun run). In the main race, we had exactly the same number of finishers as last year. A little more than 20% had registered and didn't show up, which we had factored in when we capped the race. The entry fee had been raised by \$5, and we received a \$1,000 in cash sponsorship we didn't have last year, which translated into an increase in income of almost \$3,000. We came close to \$3,000 for SAR, and \$2,500 to Children's Fitness Fund. Friends of Sabino sent us a letter thanking us for the \$1,000 donation. Participants were given the option to start ½ hour early, but the early start made them ineligible for awards. This will be made a lot more clear next year.
- Spring Cross. 237 registrants, 224 finishers. SAR's share will be +/- \$554. We changed the course, and the board heard positive feedback about the change. There were fewer participants than last year, but no flyers or mailings were done, and the directors were late getting it on Active. Giving more advance notice would bump up the numbers. Shane would like to make the race bigger, provide T-shirts etc. The only issue was that there was another race the next day, and they had already had markings out there, so that made the course a bit confusing to follow for participants.
- Cinco. We had a good year, 830 finishers and 910 registrants. The net race income will be around \$13,000 after all expenses and charity donations. One runner passed out at the 6 mile mark. It was apparently heat exhaustion, Mary called him that night but he was fine. Mary and Kara will get an ambulance on site next year; thankfully someone called 911 quickly. We ran out of \$5 bills, so some people had to pay \$40. Mary will send an email to the people that left their email address letting them know they can get \$5 back. Someone told Mary that there were lots of walkers blocking the way.
- Tucson 5000. It almost didn't happen this year, Parks & Recs first told Greg we couldn't have the event, but Greg was able to get another Ramada. We had several more registrants than last year, even though Greg did not have the race as part of the mailings. There were 400 runners in the 5k and 35 in the fun run. The net income will be \$3600, but Greg is not sure he can still direct it because it's not a good time for him. The finish line was moved this year, Dave came out to re-measure and re-certify the course. The only issue is that some people were stuck and couldn't leave the parking lot. Greg has to order an extra 65 shirts because there were not enough smalls and mediums. We got a really good feedback on the mother's day award. 8 state records were broken and Greg is working on all the official paperwork now to have the course sanctioned.

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### **6. New Business.**

- Timing System. One company (Chris Giles) uses Chronotrac in Phoenix, and they consider Tucson to be within their territory, however they are willing to enter into a non-compete with SAR. Greg and Randy do not want to do business with the Chronotrac sales rep (Miles Krieger). However, Chronotrac is the national leader in timing systems and Randy feels we should go ahead and draft a non-compete. What is frustrating is that it is a vendor getting in the way, not the company itself. The non-compete would state that we wouldn't be using the system outside of Pima County.
- Greg knows the IPICO system owner. These chips are permanent, we would own them, we would just have to buy each one for \$5 each (and rent more if needed for bigger events). People are moving away from collectible chips for disposable chips and Greg always said he wouldn't want to use a system like that, but these are \$5 each, where D-tags are \$1.14 and you can only use them once. The majority believes we should let Greg take more time to investigate with IPICO.
- Newsletter, Email. Mary got an email from Shelley apologizing that the newsletter is not out yet because she is swamped. She thinks that she should step down from her role on the newsletter. Mary offered to have the board help with the editing, but Randy thinks that wouldn't work, we need a newsletter article editor. Right now Shelley is doing all the editing/proofing. Mary will go ahead and go back to Shelley and Gina and see if we can set up some kind of informal compensation arrangement or find more volunteers.
- Andy Dolphin resigned from the Board.
- SAR Shed. There is a whole slew of boxes that people just dropped there, the shed is filthy and it is time to clean it up. It needs to be swept up, and race directors need to get rid of the boxes that were just dropped there. Lucas was going there twice/week when he was the materials' officer, so the shed was clean all that time. Greg makes a motion to buy 8 more 5-gallon jugs at +/- \$25 a piece. Don seconds. Discussion: Mary says that before we purchase anything we need to do an inventory of what's in the shed and have a check-in/check-out list. Greg says we can't wait until we have a list to buy the jugs. 10 in favor, 1 opposes, 2 abstain. Shane will be in charge of getting the check-in/check-out list prepared.

### **7. Communications**

- Media. Andy was updating outside websites. Unless we get a replacement, it is for race directors to start doing it. Randy will start writing articles/get moving columns with the Daily Star. Tim is working on the facebook page, we have 2,300 fans on FB. We are not doing enough on youtube, Randy has a twitter feed that he doesn't use very well, SAR doesn't have a twitter feed.
- Newsletter. See above.
- Website. News items can be deleted. We can also just edit the original news item and change the date so that the old one disappears, but that makes the entry jump to the top.
- Email Blasts. Each race got 3 to 5 email blasts for their races.
- Group Flyer Mailings. We need to do one over the summer (first week of July). The summer mailings will have Saguaro, Get Moving, Run N Roll, Oracle, and Thanksgiving.

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Randy sent an email to the race directors letting them know. Summer races, these should be added to the community events calendar.

8. Old Business.

- See list.

9. Around the Room.

- Randy – Meet Me Downtown is in a few weeks, the course has changed, it will now end in front of the Children’s Museum.
- Randy – we need to bring in new board members, we have not sent out board nominations. We need more women and younger runners on the board.
- John Sabatine – has been in contact with Jim Click, they’ll only have to change the course minimally despite the constructions. Their 2 year contract is up with SAR, and John suggested a new 2-year contract for the same amount. The board asks for John’s recommendation with respect to renewing the contract, he would like to do a longer term contract but Jim Click doesn’t, so we will just go back to them for a 2 year contract.
- Sheryl - contacted the Tanque Verde Guest Ranch today for pricing for our August meeting, but she is open to suggestions for other places to have it.
- Keith – started a podcast. Will be interviewing us/promoting upcoming races. To promote some of the SAR events. The facebook page is called Sunrunner podcast, the podcast is on itunes too.
- Don – has a bad feeling about dealing with Chronotrac unless there is a breakthrough in their attitude. IPICO sounds like a better option for us.
- Lucas - a lot of people have thanked us for keeping the race prices down, so he wanted us to know that people noticed when we did something right.

Meeting adjourned at 8:40