

March 9, 2020
 Southern Arizona Roadrunners Board Meeting

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

1. Call to Order

Vice President Lauren Erdelyi called the meeting to order at 6:08 pm.

2. Introduce guests – Steve Sheldon

3. Approval of February meeting minutes

Steve F moved to approve the Board meeting minutes from February 10, 2020, as submitted. Sheryl seconded. The motion passed unanimously.

4. Officer reports

a. Treasurer – Report from Dave

- A treasurer’s report was distributed. The Sun Run financials have closed. The race donated approximately \$300 to the Children’s Fitness Fund. The Fine Valentine Relay financials are close to being done.
- Discussion of 1099 forms. These are issued to anyone who does services above \$600 in a year. Sabrina (shed rental) and DJ Rich (music at races) need to complete W9 forms. In the future, we may require W9 forms to be completed before payment is issued.
- Jim Irish pays for the SAR website domain and is reimbursed by SAR.

b. Membership – Diane shared from Lucas that we currently have 994 members and 716 memberships. This is down from this time last year.

c. Materials Office – Doreen had nothing to report. Diane requested another big shelf for the shed.

Membership bin is damaged. We should buy a few new ones. Doreen will look into how much these items will cost and send an email.

d. Communications/Marketing – Report from Heather

- Money requested to print 1000 rack cards with the SAR annual schedule on one side and the Grand Prix schedule and info on the other. Steve F moved to approve up to \$300 for printing 1000 rack cards. Denise seconded. The motion passed unanimously.
- Discussion of the Olympic Marathon Trials article for the spring newsletter. Make sure we cover the women's winner, who is from northern Arizona.
- Money requested to print 730 copies of the spring newsletter. 25% discount from the printer. Two ½-page ads. Tile Outlet reserved ads in spring and summer issues. The Running Shop reserved a ½-page ad for a full year. Sheryl moved to approve up to \$1000 for printing the spring newsletter. Dave seconded. The motion passed unanimously.
- Kris Fitzharris and Craig and Noemi Mills attended a marketing committee meeting. Discussed the spring newsletter and social media campaign "5 tips for first-time races," which Craig has made into video clips for Instagram and Facebook.

5. Standing Committee reports

a. Social – The next Happy Hour Hobble will be at Catalina Brewing Co. on March 27. Sheryl and Steve can't be there. Justine will lead this one and is transitioning into a bigger role with the hobbles. More help from Board members on this event would be good to support her in this new role.

b. Self-defense class – This is coming up at The Core on March 29. We need to send out an email and do more on social to promote.

c. FitKidz committee – Report from Diane Manzini

- Raffle tickets to win a Chevy Blazer from O'Reily Chevrolet are \$10 each. They come in groups of 10. Have to get the whole packet back to Diane whether you sell all the tickets or not. Keep the piece that they fill out. Diane needs them back by May 14. Write "FitKidz" on the back. We can't sell them at Sabino but we can at Desert Leprechaun.
- Working on locations for the FitKidz club. Talking to Parks and Rec. We should be opening registration soon but we might push back a little.
- Monica will run point for the FitKidz race at Dave's Run for ALS because Diane won't be there.

6. Special Committee Reports

a. Race Contracts – Caroline sent a questionnaire to board members and race directors (RDs) and has the responses. The committee will meet in the next couple of weeks and try to get all the RDs together. They will probably wait to meet with everyone (RDs and board members) until the summer. Most RDs are OK with the contract as is but want more team work. The Board has more concerns about the contracts. Any changes we make will probably be for 2021. The SAR discount is one thing we'll need to

discuss. Some of the feedback from RDs was not contract based but about online signup, shed materials, SAR branding, etc.

b. Member Recruitment – Report from Denise

- First recruitment event held at Summit Hut went well. We got 5 new memberships including some families. They all heard about it from the email.
- March is really busy so nothing planned for this month.
- Denise will send an email on Wednesday with more information.
- Justine talked to Let's Sweat. We can set up a table there. They have classes every hour so lots of people are coming and going. She set it up for 8 am to noon on April 4. This conflicts with The Gauntlet, but because we only need a few people for the table, we could go ahead and do it on that day.
- The Chamberlin Group, a call and distribution center located near the airport, is having a Health Fair for their employees (approximately 200) on April 8 and 9 (Wed and Thurs) during the day (9 am to 3 pm). They reached out to us to ask if SAR would be interested in being involved. Denise can do the 9th for a few hours. The goal of the event is to promote good health and awareness. They want us to provide information and educational materials; we can't sell anything, including memberships. Caroline might be able to do it.
- Other possibilities: Himmel parkrun in April, Meet Me at Maynards in May, Platinum Fitness, Pima Medical Institute
- Diane – suggests creating a banner for it like she has for FitKidz. They cost about \$35 (for only the banner) or \$90 (if you have to buy the stand). If we make it generic, we can use it over and over again at various events.
- We could also use plastic sign holders on the table and a make colorful 8x11 sign to catch people's attention.

7. Race Reports

a. Recent Races

- i. TMC Sunrise at Old Tucson Trail Run – Randy sent an update. It went well. 200 fewer participants than last year's highest ever total. Run Tucson will send \$2000 to SAR before the RRCA convention. Tia tied ribbons to clothes pins for marking the course – makes it easier to put on and take off.
- ii. St Luke's Home Spring Cross Country Classic 5K – Numbers were up slightly. Somehow two of the guys got lost. Dave pulled ribbons off trees afterwards and it was well marked. Women started heading the wrong way at the beginning. Water station people didn't show up. Donkeys weren't allowed out of the corral because the park said they didn't have the right paperwork. Men's restroom near the start line was under repair, but we got the other bathroom opened. Having the walkers start after the men's race worked well and they seemed to enjoy the course. We need more cones and/or course monitors in the open field area next year.

Kris suggested that we publish course maps online before the race. RDs have to have a course map to get permission from the city, so we could request that they put that on the website.

Diane suggested buying more cones. Steve O agreed that would be helpful. A set of 20 substantial cones (that don't blow over easily) costs about \$145. Diane writes SAR on them with a Sharpie so we can keep track of which ones are ours. Doreen will look into buying these.

b. Future Race Update

- i. Desert Leprechaun 5K & 1-Mile Run/Walk – SteveO reported that planning is going well; there are 285 registered online. He doesn't know the number of mail-in registrations yet, but Team Hoyt sent in a large group. Probably about 50 or 60 mail-ins. He has been getting questions about whether or not it's actually going to happen. Jenn Garcia said that everything is still a go for the parade and festival. They are only planning to cancel if the city shuts it down. We are doing well with volunteers. Waiting on the medals.
- ii. Dave's Run for ALS – SteveO reported that he might consider moving this to the fall in 2021 to avoid so many races in March. He needs help with volunteers. Otherwise, things are going pretty well. He is waiting on the medals. We should do an email that is only about volunteers. The membership coordinator is in charge of making sure the SAR tent is staffed. This is not up to the race directors. Ideally, there should be two people. They don't have to be board members.
- iii. The Gauntlet – Greg sent an email reporting that he is finalizing details for a new venue for The Gauntlet at the Wheeler Taft Library on the trails between the Santa Cruz and The Loop path. He can give an update on March 10 when the City of Marana gives him the final ok. He will then update the website. It will still be an 8k and mostly on trails. Diane will help Greg with sending out emails and doing marketing.

8. Unfinished Business

- a. RRCA Convention – Justine and Denise – everything ready to go.
- b. Grand Prix Title Sponsor – The Running Shop has first right of refusal and they are still on board. If we want to explore getting bids from other organizations, we need to remember that they order shirts a year out.
- c. TMC A-Mountain, date change – no updates.
- d. Tucson 10k – Caroline does not have an editable copy of the Run Tucson Tucson 10K contract.
- e. Jim Click's Run 'N' Roll 8k & 3k - Caroline is going to meet with Jim Click tomorrow. Amye set it up. Diane will send a copy of the contract to Caroline. Diane reported that our contract with UA to partner with Jim Click was a 3-year contract and 2019 was the last year. We just have to re-up the contract, which is not our standard contract. Discussion of what works well and where there might be room for improvement with this event.

Kris needs access to the Google drive so she can access contracts. We need a schedule that shows when we need to get moving on each of the contracts. Timeline for when we meet, discuss, etc. before contract is signed, and a timeline for when payments need to be finalized.

9. New Business

a. Potential Good Neighbor Races – Caroline met with the sports director at the Jewish Community Center (JCC). They do two races: one on December 15 (Hot Chocolate 5k) and a Purim race in March. Both races are run on the same course, and Greg is already doing their timing. They are interested in both races being SAR Good Neighbor Races. Discussion of potential issues like the March race conflicting with one of ours and whether or not they would have to specify for which of their programs the races are raising money. Caroline will find out when their March race usually occurs.

b. COVID-19 messaging – In composing our message to the community, we will follow messaging of RRCA, look at the email that Run Tucson sent, and consult information from Health and Human Services at a state and county level. The first case was confirmed in Tucson today. It will become more of a concern. We all need to be familiar with our refund policy. Discussion of how to handle possible cancellation of upcoming races. We want to provide the best customer service. Possible scenarios include giving vouchers for next year's race, having virtual runs, and postponing events to a different date. We may need to meet later in the week to discuss as more information becomes available. Lauren will monitor the situation from a public health perspective and let us know if we need to cancel anything.

10. Good of the Order

a. Announcements

Mely – The donkey sanctuary is having a race in Tombstone and needs volunteers. It is the same morning as The Gauntlet, so it would be difficult for us to help out.

b. Around the Room

Heather – Now that we have a new mission statement, we should come up with a slogan. An old one was "Got shoes?" She will send around information and ideas.

Mely – Suggested we start doing land acknowledgements before races about how this was Tohono O'odham and Yaqui land. The point of such an acknowledgement is not to attack or blame but rather to educate about the history of the space and start a conversation. Part of SAR's mission is to be inclusive of the community. This could be a step into bringing Native Americans back into a community that they have been historically pushed out. Discussed who would do it, what would be said, and when during the event it would occur (possibly after the national anthem). Lauren noted that this is a practice the University of Arizona follows. Mely works for the national park service, and she has been doing this when she leads hikes at Saguaro National Park. She can provide some resources about how to do this respectfully, to provide context and educational opportunities.

Doreen – thanked everyone who helped at the annual banquet.

11. Adjourn

Sheryl moved that we adjourn. Steve F. seconded. The meeting was adjourned at 8:08 pm.

Respectfully submitted by Heather Hopkins, Recording Secretary