

Date: January 9 2023 6:00 pm - 8:00 pm

	Board Member	Attendance	Race Director	Attendance
1	Mohammed Al-Sammak	X	Randy Accetta	
2	Jeri Baker		Monica Bermudez	
3	Mely Bohlman	X	Steve Outridge	
4	Don Branaman			
5	Dave Dixon	X		
6	Kris Fitzharris			
7	Caroline Gardiner	X		
8	Karina Pedroza	X		
9	Lucas Tyler			
10	Greg Wenneborg	X		
11	Anthony Francisco			
12	Kurt Michels			
1	Guests			
2	Dave Christian	X		
3				
4				
5				

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1. Call To Order
  - 1.1. Meeting called to order at 6:11PM
2. Approval of minutes
  - 2.1. Motion to approve meeting minutes for December Board Meeting: Moved by Mely and Caroline seconds the motion. Carried with all in favor.
3. Strategic Issues
  - 3.1. Recruiting board members and volunteers
  - 3.2. Improving Communications and Marketing - Met with two marketing firms, need to figure out a marketing budget. We may need to spend more upfront. These companies could also be for resources for potential contracting for social media/marketing help
  - 3.3. Member Survey Review - hopefully final draft, possibly able to put on our website?
    - 3.3.1. Reviewed draft survey. Talked about putting it out on the website. The survey is finalized and will be posted soon.
4. Race Calendar Issues
  - 4.1. Upcoming Races - Sun Run, Valentines, Sunrise at Old Tucson, St. Luke's, Desert Leprechaun, Dave's Run, Cinco De Mayo, Jim Click
    - 4.1.1. Leprechaun race is cancelled this year due to city parade being cancelled too. We would use their barricades. 30 people have registered. We will reach out and let them know
    - 4.1.2. Dave's Run is happening with Steve O. as the race director
    - 4.1.3. Cinco de Mayo - met with owner of hotel congress and there is potential for partnering with the Agave Festival which is the same weekend
    - 4.1.4. Jim Click - Caroline has met with UA to decide what to do with this race. Possibility of Randy being race director and might reassess the course and would be a 5k. Finalizing details about race director and course
    - 4.1.5. Sun Run - 204 people signed up so far. Getting permits. Need more volunteers for this race.
    - 4.1.6. St. Luke's - 13 people signed up already
  - 4.2. Past Races - Good Neighbor - JCC Hot Chocolate
    - 4.2.1. Had 100+ runners at the race
    - 4.2.2. Logistics lessons learned. Start and End locations could be in same place. Price was a bit high overall it was good
  - 4.3. Community Partner Races - Beyond

- 4.3.1. On budget and worked out well. People were happy. Biggest turnout we've had. 202 officially checked in
- 4.4. Run Nation Film - create team to figure out date and marketing
  - 4.4.1. Lucas secured the run nation film
  - 4.4.2. Pick a few days and work with The Loft to show. We need to pick a Sunday and maybe on 5/7. Finalizing details regarding price and maybe doing a bundle with a race discount
- 4.5. SAR End of Year Party - date and venue
  - 4.5.1. We are going to move the date to around March or April
  - 4.5.2. We will do recognitions for people in the past few years that were missed
  - 4.5.3. We might change the venue to another place, maybe Brother John's
  - 4.5.4. Grand Prix and Rob Bell awards will be given if we can get the Rob Bell application out
- 4.6. Happy Hour Hobble - January 20 Westbound we need marketing and FB
  - 4.6.1. Back on the calendar
  - 4.6.2. Shirts are ready
- 5. Officer Reports
  - 5.1. President/Vice President -
    - 5.1.1. Hockey game was successful and lessons learned for next year
  - 5.2. Recording Secretary
  - 5.3. Treasurer - Annual Party Budget/when to hold the party?
    - 5.3.1. December we didn't have a lot of activity but we did pay RRCA dues
    - 5.3.2. RRCA dues went up by \$1700
    - 5.3.3. Discussed details on expenses in financial report
    - 5.3.4. Discussion about some possibilities to do training camp for fitkidz
    - 5.3.5. 1099 has been sent
  - 5.4. Membership - Happy Hour Hobbles, Southern Arizona Roadrunners Hockey team Health Fair
    - 5.4.1. Caroline will grab stuff and take to Happy Hour Hobble
  - 5.5. Materials
    - 5.5.1. Nothing new to report
    - 5.5.2. Logo upgraded on the arch. Greg will do some research on upgrading the arch with the new logo. Maybe around \$750

6. Committee Reports

6.1. Contracts - Working on Spring Races, renegotiations with Run Tucson

6.1.1. Work next week on contracts

6.1.2. The Gauntlet could be done at the park at Silverbell and Cortaro but we need to decide on a date. Maybe in November

6.2. Diversity, Equity & Inclusion

6.2.1. Translate the survey into Spanish and do another pass before its final

6.2.2. Non profit spotlights on KXCI

6.2.3. Running on native lands - a virtual race

6.2.3.1. Meetup at Arthur Pack on the 12<sup>th</sup> to do a land acknowledgement

6.2.3.2. Mention it to people

6.2.4. Renew Earth Running - Mely is getting on a zoom call to see what they are up to

6.2.5. Table at events with different demographics

6.3. Communications/Marketing/Web Site - \$ to fix membership discount page

6.4. Fund Raising/Grants -

6.5. Race Directors - training seminar?

6.6. Youth Programs

7. New Business

7.1. None

8. Good of the Order

8.1. None

9. Adjourn: Caroline moved that the meeting be adjourned at 7:51PM and Greg seconded the motion