

ARR Meeting
5-16-18

In attendance: Greg Waddell, Dustin Shinholser, Sara Freeland, Cera Jones, Brad Frink, Susan Adams, Tino Johnson, Michael Klipper, Cathryn Quinn, Krystina Stoner.

Minutes from the April meeting were approved.

Financials

Board approved payment to Kyle Jones for 99 Marigold medals. (Nine additional medals in addition to the 90 previously approved). Extra medals will be used for next year.

Cera gave an update on the financials. Dustin will pay Classic Race Services (who will invoice us). Race made a profit for the group, less profit than last year, because expenses increased.

Twilight recap

ARR booth location at registration was good—right when visitors first came in the parking deck. It was nice having a table there—Friday night and Saturday morning. We had lots of people stop by (only a few signed up). The trail series handouts were given out. Generally, there are more signups and renewals at the AthHalf expo. *(For next year, have a sign up sheet for more info emails at the table.)*

Concerns

Breakfast: mediocre to bad reviews. Most runners didn't use or weren't impressed. Could ARR sponsor something else instead?

ARR didn't get on the jumbotron as promised. No ARR promotion seen other than the booth.

Was the VIP worth it? (VIP wristbands in exchange for sponsorship).

- Does Twilight send out a participant survey? Board would like to see what other runners thought of the breakfast.

5K

ARR had lots of runners and volunteers.

Police presence was good on the course

One issue was at the McDonald's location, specifically management. Cars couldn't come out of the drive-through since road was blocked for runners. And managers wanted cars to leave.

(For next year, can we tell McDonald's in advance about the race?)

- Didn't get logo on shirt—were too late with sponsorship.
- + Getting the bibs was a success—*start earlier next year*

Next year

- *Get sponsorship in earlier*
- *Start earlier with bib giveaways*
- *Be aware of McDonald's traffic issue*
- *Get email addresses at table*

Marigold recap

Race day registrations: \$635 cash, \$460 in checks: \$505 on credit cards: \$491.07 after square fee
Pre-registrations: \$535 in mail in checks, Active: \$3530, for a total of \$5,651 (more preregistered runners, and early date may have helped)

Registrations were up this year.

Expenses

\$500 to Marigold

\$1782 shirts (200 ordered, all sold)

\$500 Classic Race services (she donated back \$276, \$1 per registered runner)

\$225.68 food and ice

\$912 awards

Total expenses \$3919.68

Net: \$1731.39

One issue at the end of the race

The race has a two-hour time limit, but the police told the race timer they had to be off the road at 9:20 (instead of 9:30 a.m.). He turned the clock off and runners were upset. And some of the last finishers times are off, because Carole and Tino were helping with awards.

Dustin will talk to Marigold about the road times next year. The parade started at 10:15/10:30 a.m.

Suggestion: chip timing next year, because the size of the race. It's a tiny bit more expense.

Police presence good at race.

More expenses this year: shirts and awards were up

Marigold Parade:

Having a truck in the parade was a good promotion. We had kids yelling Athens Road Runners.

Next year: have candy/swag to throw out next year/ maybe a bigger magnet or banner for truck

Next year

- Timing and time to be off road
- Chip timing
- Candy/swag for the truck
- Water at the pavilion (water at finish)
- More cups: ran out of cups at finish line
- Idea: Sponsored water stations (*Target water stations?*)

National running day + picnic

247 runners registered for the run. Brooks is sponsoring, was trying to get Kona Ice Truck.

The picnic is a potluck. ARR will provide lemonade and water. (Susan will purchase).

Sara will send up a link to signup for food.

ARR Blood Drive: Maybe for fall

ARR tent

For use at local races.

Brad will bid out table tent and table banner. 10 x 10 tent with 6-foot table banner.

Milledge Mile

Bainbridge Half Marathon—raised \$24,000 from local businesses. Greg sees the Milledge Mile being similar in terms of sponsorship levels, corporate, gold and silver levels. The race would have sponsors for registration table, starting line, mile markers, T-shirts.

Board asked what the race was a fundraiser for? Suggestions were The Y? ACC Leisure services, Firefly Trail Project.

Course certifier is Jill Helme (Classic Race Services said Doug Jones)

Timing: Carole Black at Classic Race Services. Asking for multiple clocks, one at each quarter mile for splits. (Estimate sent to board May 17). Board asked how clocks would synch. Everyone is on the phone and sets the start button at the same time.

Race should be advertised on Facebook, on Active (which is part of Classic Race Services fee).

Would 200 people pay \$25 to run one mile?

Ideas

- 1.0 bumper sticker?
- Prizes for really fast times

For really fast times: we might have to pay for travel for the elites to participate.

Committees/subcommittees: Fundraising, T-shirts, volunteers, budget

Have other non-board members involved in these committees

Have a meeting for people interested in helping with Milledge Mile

- *Brian Broderick, Rhea Kilpatrick, Melissa Landers-Potts, Monica Huff, Reign Streiter, Doug Matthews, Al Jeffers, Kelly Wiedower, John Kissane*

Race start finish

Start: Between Waddell and Dearing streets

Finish: Five Points near red light, Five Points will be shut down for two hours

We have one lane for the race

Race to do

- Book Classic Race Services
- Course certification
- T-shirts and logo
- Set fee
- Put up on Active

Add portapotties to budget

Trail series

Board will make a decision on weather the day-of, if trails might be too muddy or the forecast too rainy for a run.