

January 2018 ARC Board Meeting | MINUTES

Meeting date | time *January 3, 2018 | 7:05pm EST* | Meeting location *Google Hangout*

Meeting called by Mark Lattanzi

Type of meeting 1st quarterly board meeting

Facilitator Mark Lattanzi

Note taker Kate White

Attendees

Mark Lattanzi, president

Dave Ashley – joined at 7:40 EST

Michelle Faucher

Shane Hagerman

Steve Hall, treasurer

Mark Harris, vice president

Ryan Ognibene

Abby Perkiss

Cy Sack

Kate White, secretary

Google Docs to Review

ARC bylaws

ARC vision, mission, and values

Partnerships

National Rankings

Agenda topics

Time allotted | *10 minutes* | Call to order | Mark L

Mark L welcomed all members to the first quarterly ARC board meeting. Mark L moved to approve the December board minutes, which were approved unanimously by all members present (Dave not yet on call).

Time allotted | *5 minutes* | ARC bylaws | Mark L

Five board members reviewed bylaws document, and Stephanie Ross (adventure racer and lawyer) briefly reviewed them as well. Any minor corrections were made prior to the meeting. Mark L moved to approve the bylaws, which were approved unanimously by all members present (Dave not yet on call). Agreed that bylaws could be changed in the future through board member vote as needed.

Time allotted | *27 minutes* | ARC vision, values, + mission statements | Mark L

Discussed in turn the vision, values, and mission statements for ARC. For vision, discussed pros and cons of including measurable outcomes (e.g., increasing number of races vs. racers), clarification that ARC is not a race organization, and generally capturing the essence of ARC. For values, decided to highlight in each value a word that embodies that value. Unanimously decided to continue to review all three statements offline. Current versions will appear on website until new versions are finalized.

Action items

Person responsible Timeline

Action items	Person responsible	Timeline
Review vision, values, and mission statement documents	Everyone	ASAP

Time allotted | *14 minutes* | ARC financials | Steve

Reviewed ARC financial statement. Discussed investment in merchandise for members, other giveaways, and an online store. Mark H agreed to take charge of the online store through Wix including stocking inventory and shipping. Steve and Mark H will coordinate as needed to settle accounts. Steve will continue to provide quarterly reports. Discussed providing overview of ARC expenditures on website at the category level (e.g., “merchandise”) for transparency. Eventually there will be a committee to set budget and financial goals.

Action items	Person responsible	Timeline
Get ARC debit card	Steve	ASAP
Prepare statement for website	Steve	Before next meeting
Set up and stock online store	Mark H	Before next meeting

Time allotted | 18 minutes | ARC membership rules, fees, + benefits | Mark H
 Members-only benefits may include sponsorship deals, race entry discounts, racer and race director resources on website, and discounted membership for other organizations (e.g., USARA or Orienteering USA). Discussed membership levels with associated sign up merchandise and a fee structure. Overall aim of growing membership. Members will be involved in appointing board member candidates, who will then be approved by the board.

Action items	Person responsible	Timeline
Mail out hats and membership packages	Mark H	ASAP
Propose membership levels for board review	Mark H	Before next meeting
Clean up member database	Mark H	Before next meeting

Time allotted | 14 minutes | Map + regional coordinators | Abby
 All regional coordinator (RC) positions have been filled except for one in the Texas region, which is filled pending final confirmation. RCs will vote on the region map and then pass it on to the board of directors for final approval. Next steps include defining RC tasks going forward, such as involvement in outreach, providing information to racers and race directors, helping set up regional championships, creating regional Strava groups, and helping teams get to national championship events. Emphasized the importance of giving ARC members a stronger voice in ARC proceedings, such as by asking for feedback in the annual survey or forming work groups.

Action items	Person responsible	Timeline
Vote on region map	Regional coordinators	ASAP
Define regional coordinator role and initiatives	Regional coordinators	Before next meeting

Time allotted | 6 minutes | Outreach | Abby and Kate
 Discussed integrating RCs into outreach efforts on the local level. Other possible initiatives to include providing materials on defining adventure racing and attending the Outdoor Retailer show in July or November 2018 (Denver). Steve offered to discuss the model used by ultimate frisbee to grow the sport.

Action items	Person responsible	Timeline
Clarify outreach goals and initiatives	Abby and Kate	Before next meeting

Time allotted | 25 minutes | National ranking scheme | Ryan
 Discussed the current draft of the national ranking scheme, which offers points for team placement, race length, number of teams in division, distance traveled to race, and eventually a power ranking to reflect strength of competition. Some discussion of whether power ranking and travel should be factored in, and the importance of

creating an easily understandable explanation of the ranking system. Also discussed ways to incentivize and stream-line race director reporting of results, such as creating a user-friendly Excel template.

Action items	Person responsible	Timeline
Create simpler document explaining ranking scheme	Ryan	ASAP

Time allotted | 11 minutes | Data and surveys | Cy and Kate

Discussed plans to distribute annual racer survey in January and February, with help from race directors and partners to distribute the survey widely. Reviewed overarching domains assessed in current survey draft, with possibility of adding a question about preferred race disciplines. The survey will be administered anonymously and will link to separate sign up for ARC-related communications. Incentives for completing the survey could include giveaways, as well as explicit detailing of why this data will benefit racers.

Action items	Person responsible	Timeline
Post survey draft for board comment	Kate	ASAP
Collect race organizer contact info	Cy	ASAP

Time allotted | 12 minutes | Sponsorship | Michelle

Reviewed preliminary list of possible sponsors to approach for gear, discounts, and grants. Discussed possibility to distributing sponsor-donated gear to new racers to help support growth of the sport. In other sports, demonstrating a commitment to youth education and outreach has helped bring on sponsors.

Action items	Person responsible	Timeline
Create sponsorship presentation materials	Michelle	ASAP
Reach out to potential sponsors	Michelle	Before next meeting

Time allotted | 3 minutes | Racer and race director resources | Shane

Discussed adding to resources available on the website, perhaps through creating “AR Wikis” for racers and race directors with gear reviews, information on starting a new race, and other helpful resources.

Action items	Person responsible	Timeline
Clarify racer and race director resource goals and initiatives	Shane	Before next meeting

Time allotted | 6 minutes | Partnership | Mark L

Reviewed current definition of “partner” – i.e., *not* sponsorships but race directors, race organizations, or other non-AR organizations. Discussed benefits to ARC (e.g., gathering race results, contributions to ARC website, publicizing ARC initiatives) and partners (e.g., publicizing their events, access to resources, giveaways).

Action items	Person responsible	Timeline
Continue to reach out to potential partners	Mark L	Before next meeting

Time allotted | 8 minutes | ARC/USARA liaison | Mark L

Discussed whether having a liaison would be helpful in achieving our goal of partnering with USARA and minimizing redundancy of efforts to support AR. Mark L has been liaising with Troy so far and will talk to him about whether having a designated ARC/USARA liaison is helpful. Discussed possibility of having a liaison for NAARS as well but recent efforts to contact Doug have not been returned. Determined that other race organizations would likely not require liaisons since regional coordinators would naturally fill this role.

Action items

Person responsible **Timeline**

Talk to Troy/USARA about designating a liaison	Mark L	Before next meeting
Talk to Doug/NAARS about partnering	Mark H	At RD summit

Time allotted | 12 minutes | Fall gathering | Mark L

Bill Fletcher in Chattanooga is offering to lead an ARC-sponsored gathering this fall. Discussed how pairing this with a well-attended race (e.g., USARA nationals, an Adventure Enablers race) or other event (e.g. OR show) would likely draw a larger crowd. This event would include time to socialize as well as discuss ARC programs and initiatives. ARC-hosted events in each region could be helpful for outreach and membership initiatives.

Action items

Person responsible **Timeline**

Outline a vision for this event in a document for board review	Mark L	Before next meeting
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Time allotted | 5 minutes | ARC online store | Mark L

Continued discussion started during financial review agenda item. As noted previously, Mark H will organize online store through Wix.

Action items

Person responsible **Timeline**

Covered above in "ARC financials" agenda item		
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Observers: None

Special notes: None

Next meeting: 1st week of April. Kate will distribute Doodle poll by the end of January.