

July 2018 ARC Board Meeting | MINUTES

Meeting date | time *July 11, 2018 | 8:24pm EDT* | Meeting location *Google Hangout*

Meeting called by Mark Lattanzi

Type of meeting 2nd quarterly board meeting

Facilitator Mark Lattanzi

Note taker Kate White

Attendees

Mark Lattanzi, president

Michelle Faucher

Shane Hagerman

Mark Harris, vice president

Ryan Ognibene

Abby Perkiss

Kate White, secretary

Documents to Review

April 2018 meeting minutes

RC sample email

Absent

Cy Sack

Michael Garrison, interim treasurer

Agenda topics

Time allotted | 5 minutes | Call to order | Mark L

Mark L welcomed all members and moved to approve the April 2018 board minutes, which were approved unanimously by all members present on the call. Mark L moved to fill the empty ARC treasurer board position with Michael Garrison, who volunteered to serve as interim treasurer until the end of 2019 when this position is up for re-election. This was approved unanimously by the board.

Time allotted | 5 minutes | Membership report | Mark H

ARC has 174 members total and Mark H continues to send out new welcome packets monthly. Discussed possibility of including more visible welcome items in future packets, such as buffs.

Time allotted | 5 minutes | Financial report | Mark L

Reviewed quarterly and annual P&L and balance sheet. Income is from memberships and merchandise sales on the website. Expenses include items such as ARC flags and banners and software.

Time allotted | 5 minutes | Census report | Mark L

Data is available to all board members on the Google Drive. Creating a one-sheet of summary analyses for marketing to sponsors (for ARC or RDs) would be useful.

| Action items | Person responsible | Timeline |
|--|--------------------|---------------------|
| Discuss creating a data overview for sponsors and race directors | Mark L and Cy | Before next meeting |

Time allotted | 13 minutes | Rankings report | Ryan

Ryan continues to hunt out race results with good success overall. Discussion included the possibility of including Canadian races in the future and overall observations from the data, including that male teams dominate team makeup. Some consideration of increasing female participation in the sport.

| Action items | Person responsible | Timeline |
|---|--------------------|---------------------|
| Reach out to Canadian ARA to discuss rankings collaboration | Mark L | Before next meeting |

| Action items | Person responsible | Timeline |
|--|--------------------|---------------------|
| Gather feedback from female racers about barriers to participation | Kate and Abby | Before next meeting |
| Reach out to Stephanie Ross about female racer participation | Shane | Before next meeting |

Time allotted | 15 minutes | ARC resources | Mark L

Due to limitations of Wikipedia, Mark L is now using a Wix plugin to host a FAQ-style resource database on the website. Discussed increasing efforts to gather existing resources to fill out this database. Considered ways to enforce quality control (e.g., all entries must be manually approved before displaying).

| Action items | Person responsible | Timeline |
|--|--------------------|---------------------|
| Add 5 items to the online resource database | Everyone | Before next meeting |
| Reach out to Attackpoint AR for additional resources | Shane | Before next meeting |

Time allotted | 6 minutes | Regional coordinators | Mark L and Kate

The regional coordinators can elect a representative board member, so should start organizing this election. Also discussed RC Jess's email introducing ARC to her region as a useful example for other RCs to review.

| Action items | Person responsible | Timeline |
|--|--------------------|----------|
| Contact RCs about holding an election and introducing themselves to their region | Kate | ASAP |

Time allotted | 5 minutes | Title sponsorships | Mark L

ARC continues to look for a title sponsor. Mark H mentioned the Endurance Sportswire as a possible venue for searching out a sponsor.

| Action items | Person responsible | Timeline |
|---------------------------|--------------------|---------------------|
| Discuss possible sponsors | Mark L and Mark H | Before next meeting |

Time allotted | 28 minutes | ARC race series | Mark L

Discussed the possibility of holding an ARC-sponsored series, potentially modeled after the Hi-Tec race series, as a way to encourage new racers to join the sport. Discussed pros and cons, including whether shorter events do lead to racers signing up for longer events. Also considered using census data to help determine who the likely target audience is for future marketing efforts.

Time allotted | 5 minutes | Eco-Challenge discussion | Mark L

Discussed possibility of reaching out to Eco-Challenge to see if there is a way for ARC to be involved.

Observers: None

Special notes: None

Next meeting: Tentatively first Wednesday of October. Kate will distribute Doodle poll.