



**MINUTES**  
**Cross Country Sports Advisory Committee Meeting**  
**January 16, 2013**

Chairman Dave Shapiro called the meeting to order at 3:38 p.m.

**Members Attendance:**

Bruce Wilkison (Gilbert Christian)  
Dave Shapiro (AD Chandler)  
Laura Sample (Mesquite)  
Rick Baker (Hopi)  
Scott Giddings (Greenway)  
Doug Clementz (Wickenburg)  
\*Mike Elder (Northland Prep)  
\*Jody Brase (Catalina Foothills)  
\*Eric Fogle (Blue Ridge)-Joined late by phone  
\*Dan Nero (Corona del Sol)  
\*Amanda Amann-FOR IVAN BROWN (River Valley)  
\*Clark Tenney-FOR MARK GOLIGOSKI (Prescott)  
\*indicates members present on phone for conference call into meeting

**Members Absent:**

Jacob Holiday (Monument Valley)  
Elmer Yazzie (Pusch Ridge)  
Trina Painter (Flagstaff)  
Chris Hanson (Desert Vista)

**Guests & AIA Staff present:**

Dean Visser, AIA Tournament Coordinator  
David Hines, AIA Tournament Coordinator  
Chris McKenna (Chaparral)

**APPROVAL OF MINUTES**

The minutes for the Cross Country committee meeting held on August 8, 2012 were approved.  
Laura Sample (Mesquite) moved to approve the minutes with a second from Scott Giddings (Greenway).

- Agendas were given to members.
- Dave Shapiro announced that this would be his last meeting as committee chair since he is retiring as the Athletic Director of Chandler High School.

- Dave Shapiro asked the committee members for names/suggestions for a new chairperson. Mike Elder (Northland Prep) suggested Laura Sample (Mesquite) for this position. Others in the room and on the phone (Rick Baker, Jody Brase, and Scott Giddings) suggested they were in favor of this. Rick Baker was suggested by one of the members as well, but Mr. Baker declined to be considered.
- No other names were indicated, to which Mr. Shapiro suggested that we at least have one other name to submit for the committee to consider for the purposes of having at least 2 names for them to look at. Dave then asked that in the next few weeks or so to try to come up with at least one other person (statewide) so that the names can be sent and this can get acted on by the AIA board for the approval of the new chairperson.

### **SCHEDULE for 2013-New Two-year block**

- The committee needs to decide who is making the schedules and how the duties will be split up. It was “decided” that Tucson-south and Yuma schools will be creating their own schedules.
- North (1A-2A-3A schools will be creating their own because they run very few-or no Wednesday meets)
- Dean Visser noted that the AIA will be sending out a survey to Athletic Directors to gain feedback from coaches/ADs on what they would like for a Wednesday meet schedule (or if they want any at all). An agreed deadline of late February for the survey, Dave Shapiro and Dean Visser will forward this information to the appropriate committee members so that they can schedule the schools appropriately and would like to have a draft of the schedule by April 12<sup>th</sup>
- The survey will address what the coaches/schools want in terms of a Wednesday meet schedules. Some schools do not want any, some only want a few, and some want schools in their area, etc. This survey will hopefully give us information that can be relayed to the appropriate committee members who will be putting together those schedules for the fall.
- Other questions that were posed by committee members:  
Is Vista Grande/Casa Grande going to be scheduled with Tucson or in the Valley? (Jody Brase asked)  
Doug Clementz asked how early we can start having meets-the response from Dean Visser was week 9 (standardized calendar) which would be Sept 2<sup>nd</sup> (start of that week). Dave Shapiro noted that you can petition to ask to have a meet before that date; for example if a school would like to have a meet on Aug 28<sup>th</sup> since it is so close to the beginning of Sept. but the school would need to fill out the petition paperwork with the AIA before that can happen (and need to obtain approval for that).

## Discussion Items:

- Dean Visser noted that from the last meeting (the appeals meeting in November) there were questions raised regarding financial information from the State meet in particular, what was the need for the increase in price for admission for the State meet and how did that affect our overall bottom line this year compared to last? Dean Visser invited Denise Doser (Director of Finance) to speak about this topic to the committee. What follows is her presentation of information.
- General figures from last year to this year (these are all unaudited numbers so not exact but a close representation of what we saw)
- Loss of \$16,000 from 2012, this includes Sectional and State costs. This is less than last year because of an increase in the Admission to the State meet (from \$5 to \$10)
- Some key expenses-(noted that these are unavoidable) that we have at the Sectional and State level are equipment rental, timing system, services and staff from Pro Em-security, toilets, fencing, ...etc, Tournament workers (Denise noted that this cost was almost the same for this, with only a \$900 difference-13,500 to 14,400)
- Dave Shapiro noted here as a reminder that this includes Sectional staff as well. About \$4000 was spent on Sectional employees. Denise stated that there is also a 17-18% employee payroll tax for all tournament employees to be in compliance with the IRS.
- Denise noted that the \$16,000 loss does include \$7,600 that was from Sectional meets where we incur expenses with no revenue. The State meet gate money really is the only source of revenue.
- Most important to this conversation was that the figure is \$10,000 less loss than last year.
- Denise showed that the ticket price increase from last year happened BUT there was not an increase in AIA member dues to schools. Member dues were reduced in 2009-2010 and have not increased.
- Revenue from State meet for 2012 was about \$36,300.
- Revenue from 2011 was about \$18,700
- Dave Shapiro explained that we do pay for rental of facilities for some of the Sectionals sites (and for the State meet) and this comes to about \$12,000. We also spend about \$5,500 on the timing system; but it is worth the money for state of the art timing and meet management system.
- Jody Brase asked about future changes to decrease our cost and if we were going to shoot for a zero loss at state. Is the AIA looking to decrease expenses or to increase prices again? The AIA will always try to operate in the black whenever possible without increasing ticket prices; but from time to time will need to increase the ticket prices.

- Denise sees these figures after the fact and that most financial changes go through the AIA Executive Board. Dean Visser noted that the AIA will keep providing quality Sectional and State meets while attempting to keep losses to a minimum.
- Mike Elder and Scott Giddings both commented that we needed to be able to validate the increase in price and these figures help us do that. The input from Denise is invaluable to explain to parents and others why we have to charge for the State meet.
- Questions arose about the use of the Kukulski Brothers for the shirts at the state meet, and it was explained that the contract they have is with the AIA and is not anything that Denise can actually speak about. Dave Hines explained that they have a contract with the AIA as the sole provider for all AIA tournament souvenirs (including the sectional level) and they do pay a “rights” fee to the AIA. This is decided through the AIA Executive Board.
- Everyone thanked Denise for the financial information and her report as well as the time that she spent talking with the committee.
- Dave Hines interjected at this point to the committee as a whole that what we can do as a sport is to promote Cross Country. We need to find ways to get more spectators and generate interest so that people want to come and see the meet. Same as in track. One example he gave is that one of the best distance runners in the country goes to Cibola H.S., and we can use examples like that to get people interested in XC.
- Mike Elder asked why we do not charge gate fee for sectional meets where it will logistically work. Dean Visser explained that the concept has been discussed but it was decided that if we were not able to charge for all of the sites, we would just leave it the way that it is. There are sites that we are not really able to charge an entry fee.

#### **RACE SCHEDULE/QUALIFYING FOR STATE**

- Dave Shapiro explained that there is a rotating schedule for the races at the State meet and that Dean Visser has created a schedule that goes through 2017.
- Dean Visser commented that the race schedule is not as easy as it is in track; it is the best rotation as he could make.
- Mike Elder commented that the staggering of Division races (genders) is very helpful for those coaches who coach both boys and girls teams and that we should not change now.
- Dave Shapiro noted that we are good on this and that the schedule reflects this staggering.
- Mike Elder brought up concerns from other schools having a schedule that just has the smaller divisions in the morning and putting the larger schools in the afternoon of the State schedule to make travel and logistics easier for those schools. It was also mentioned that heat could be a factor for these schools.
- Scott Giddings, Laura Sample, and others noted that the rotating schedule really does make it fair for everyone, and that although we understand the concerns, there will be just as many issues with that from the larger schools. One of the issues mentioned is that then

the same schools have the “advantage” of being able to run first and not have to worry about waiting around to race. The rotation makes this fair for everyone and we can expect it to change each year.

- Dean Visser changed the discussion to the date of the State meet for 2013. Because of the “Standardized Calendar” that is used by AIA for scheduling purposes, the “comparable“ date for next year is November 9<sup>th</sup> 2013 for the State meet. Dean explained that the way that the schedule rotates about every 5-6 years it may seem like the start dates are a week later than usual. This means that for 2013, we have a later State meet date (and a later start date of August 12<sup>th</sup> for practice).
- The guest that is present (Chris McKenna from Chaparral) spoke at this time and explained that because of the way that he thought the State meet was scheduled, that this year the meet would fall on November 2nd, which corresponds to the first Saturday in November. Because of this assumption, he has already committed and scheduled his wedding for this date and is not able to change it at this point. His biggest concern (besides his wedding) is that other coaches may be affected by this change and that this was not communicated to other coaches in the state.
- Dave Shapiro noted at this point that if we changed the date to the week before (Nov. 2<sup>nd</sup>) we would actually be shortening the season by a full week since the start date of the season cannot be changed. All in the room agreed that there needed to be some communication of this information to coaches statewide so that everyone is on the same page.
- Dean Visser also noted during this conversation that he works with the City of Phoenix for the scheduling of the State meet at Cave Creek golf course and that this location and date have already been confirmed. We are fortunate that the City of Phoenix is willing to work with us on this.
- Dave Shapiro finished this topic up by saying that he thinks that this is a valid question and concern but we just are not in a position to change this for next season.
- The topic changed to the qualification for the state meet and whether we want to make a change to the number of teams qualifying for the State meet (or individuals) or leaving it as the top 50% of the scoring teams?
- Mike Elder brought up a concern that was emailed to the committee back in the fall about the qualification for State and if we could consider taking out the 25 individuals that qualified before looking at the team results.
- Scott Giddings asked what the real issue is here. Is it a communication issue? Are meet directors addressing this or communicating what the number of teams that will be going to state BEFORE the meet to the coaches? There was a consensus in the room that there are inconsistencies with how meet directors are approaching this process and even some of them are not having coaches meetings before the meet starts at all.
- Dave Shapiro noted that he ran a Sectional (Division 4) with 26 teams and 20 of them were scoring teams. There was no issue because he communicated to the coach’s beforehand.

- Dean Visser mentioned that this is probably more of an issue in Division IV and less of an issue in the larger schools since they are fielding full teams the majority of the time and it seems that the smaller schools have issues with not being able to field a scoring team.
- Laura Sample suggested that this really is a communication issue. The meet directors should be on top of this for every Section and know in advance what the number of qualifying teams should be. We are able to know how many schools are fielding full teams before the meet starts (and before the day of the meet since entries are done online for the Sectional meets) so we should be able to communicate this to the coaches of each section so that they can give their teams this information.
- It was suggested that we go off of schools that enter teams of 5 or more in Athletic.net and then use that as our qualifying number. Even if there is a Sectional where an athlete does not finish (or a school ends up not having 5), we should not have to change this at the last minute. This will ensure that coaches know ahead of time how many teams will be qualifying for the state meet out of the individual sections and will allow meet directors at all sites to communicate this information easily and in advance of the meet.
- Scott Giddings agreed that this was a good idea and that it is something that we can try to the upcoming season and then assess how effective it is, and if we need to change it, then we can address it after the season.
- Dean Visser/Dave Shapiro commented that we will need to write up a more formal proposal of this item in order to make it an action item for our next meeting. Dean, Dave, and Laura will work on this proposal and the wording so that it makes sense to everyone when we meet to discuss again in the fall.
- Dean Visser wanted to know how many meetings we think we should have for the committee. Right now it is 2 meetings a year. The committee as a whole agreed that 2 meetings are fine.
- Scott Giddings asked about the process involved for a school wanting to host a Sectional meet. There is another coach in his area who is asking.
- Dean Visser explained (with help from Dave Shapiro) that the first issue is to have a site director who is willing and competent of running a large meet such as a Sectional meet. Then they would need to have an appropriate site to host this meet.
- Dave Shapiro noted that basically if someone is interested in hosting a Sectional, they will have to be able to show what they have to offer for site/meet management.
- Rick Baker commented about the change in his Sectional moving from Saturday to a Friday and that he would like to see it go back to Saturday.
- The last item for the meeting was discussion on the makeup of the committee. The committee currently has 20 members max (2 coaches for each conference, 2 ADs from each conference), but that there seems to be a lack of interest in actually coming to or calling into the meetings. Dave Hines interjected into the discussion to explain that he and Dean Visser have discussed changing the make-up of the track and XC committees to reduce the number of members but increase the attendance (putting people on the committee who actually will come to meetings and participate). The plan is to change to

5 coaches (one for each conference) 5 ADs (one for each conference) and 2 at-large positions consisting of coaches that have an interest in being on the committee.

- Dave and Dean indicated that there will be an application process for committee members for the next cycle. Dave Hines explained that they are working on getting this application together and out to current members if they want to be considered for the committee and that other coaches/ADs can also apply to be on the committee if they are interested. Dave indicated that this will be sent out electronically to current members and then can be given to others who we might think would be good for committee.
- Dave Shapiro also noted that this would be his last meeting and thanked the committee members for their work the past years. The members on the committee and Dean Visser thanked Dave Shapiro for his leadership and work on the committee.

Meeting Adjourned at 5:20 p.m.

Next Meeting TBD

AIA Offices, 7007 N. 18<sup>th</sup> ST, Phoenix