

TO: Natalie Ruffin, Recreation Superintendent  
FROM: Michelle McDonnell, Special Events, Programs and Marketing Coordinator  
DATE: Thursday, January 5, 2012  
RE: After Action Report of "Race for the Cure"

**Summary:**

Saturday, October 29

Survivor breakfast at 6:45 a.m., 5K co-ed run and One-mile family-fun walk at 8 a.m.

Fee: Varies, visit [komenmemphis.org](http://komenmemphis.org)

Location: Shops of Saddle Creek, 7509 Poplar Avenue

Join the fight against breast cancer by participating in the annual run/walk event. Register on-line at [komenmemphis.org](http://komenmemphis.org). For more information or to volunteer, call 757-8686 or e-mail [info@komenmemphis.org](mailto:info@komenmemphis.org). No rain date.

**After-Action Meeting: November 1, 2011**

**Police Department:** (per Lt. Lewis)

- Walkers were instructed by 3 race Start 2 Finish volunteers to turn north onto G'town Road...leading them the wrong way!

**Fire Department:** (per Jeff Beaman and Byron Smith)

- Was only able to locate only one, not both, water stations.
- For contractual reasons with the City, Rural Metro cannot be "hired" by race officials (per Jeff).
- Medical volunteers left early!

**Community Development:** (per Sherry Rhea and Jonathan Smith)

- Neighborhoods LOVE the event; absolutely no complaints from residents!

**Start 2 Finish:** (per Brent Barrett and Wyndell Robertson)

- Participants weren't scheduled to merge until Exeter Road. However, on race day they were instructed by police to merge immediately after crossing the start line at G'town Rd & Farmington Blvd.

**Race for the Cure:** (per Elaine Hare and Billie White)

- Shuttle service, specifically at the Ag Center was inefficient; not enough shuttle buses for the volume of participants and spectators.

**Public Service:** (per Bo Mills)

- All is fine; no problems or concerns.

**Misc. (all):**

- A "Lost and Found" area is needed and a banner to help identify the location

**Considerations:**

- Are shuttles even needed or should the service be completely discontinued?
- Should a new race course be secured?
- Should we return to the "old" (previous) starting time of 8:30 a.m.?

The next meeting is Thursday, December 1, 2011 at Parks and Recreation conference room.

TO: Natalie Ruffin, Recreation Superintendent  
FROM: Michelle McDonnell, Special Events, Programs and Marketing Coordinator  
DATE: Friday, January 6, 2012  
RE: After Action Report of "Race for the Cure"

## **After-Action Meeting: December 1, 2011**

### **Race for the Cure:** (per Elaine Hare and Billie White)

- The committee was informed that Race for the Cure has been approached by Collierville, to host the event at Carriage Crossing shopping center.
- Elaine announced that the Shelby County Sherriff Department has committed to assisting them with shuttle parking.

### **Start 2 Finish:** (per Brent Barrett and Wyndell Robertson)

- For clean-up and take down purposes, they've requested, from police, to allow the Saddle Creek area (West Farmington) to be closed 30 additional minutes.

### **Police Department:** (per Lt. Lewis and Jodi Whitfield)

- The barricades were moved north of the Germantown/Poplar intersection, providing easier access to those businesses and the parking lot area near Kroger.

#### Suggestions:

- To lessen the impact placed on traffic and businesses, the starting time should remain; which is that both races start at 8 a.m.
- Require shuttle riders to wear wrist bands. Perhaps different colors for each pick-up location. Therefore, shuttles can effectively handle the volume of users and will not exceed the pre-determined capacity, nor leave people stranded.
- Suggested the start line be moved to Germantown Rd north of the Farmington intersection, to provide a wider area for runners to start the race.

### **Fire Department:** (per Byron Smith)

- No comment

### **Community Development:** (per Sherry Rhea and Jonathan Smith)

- No comment

### **Misc. (all):**

- Adding additional shuttle buses and locations were strongly suggested.
- Better communication to runner/walkers about shuttle service, arrival times, limits on the number of people at each location, etc...is needed!
- All attending committee members recommend a new race course. Brent and Wyndell have been instructed to secure a new route before the next meeting.

The next meeting is Wednesday, February 8, 2012 at the Parks and Recreation conference room.