

**Richmond Road Runners Club
January 10, 2018**

Meeting minutes

Meeting participants

President – Ralph Gibbs

VP Marketing – Ed Kelleher

VP Operations – Jiim Oddono

Treasurer – Nikkia Young

Secretary – Rosie Schutte

Sarah Akin, Alan Baugh, Eric Collins, Dawn Eberhard, Joe Flynn, Colleen Forst, Mara George, Marcy George, Michael George, Frank Gerloff, Mark Guzzi, Nancy Jakubec, Diane Kelley, Stephen Kelley, Barry Kreisa, Crystal Kock, Sara Lasker, Steve Lerner, Mike Levins, Jeffery Luke, James Marr, Michelle Marr, Chris Mason, Glenn Melton, Dean Miller, Kirk Milikan, Eric Nachman, Stephen Nolan, Matt Nordin, Megan Novak, Chris Piper, Rebecca Randolph, David Trump

Board members not attending

Hervey Sherd

The December 2017 meeting minutes were approved.

Financial Report - Treasurer's report, Nikkia Young & Ralph Gibbs

The last lengthy financial report was submitted. There were no questions or comments.

Marketing and Sponsorship – VP Marketing, Ed Kelleher

This has been a busy time in RRRC sponsorship land. Thanks largely to a lot of long-term seed planting and nurturing by past-president Bill Kelly, we had some new sponsors come on board in significant roles:

Davenport & Company LLC signed on as presenting sponsor of the RRRC First Day 5K.

TowneBank is presenting sponsor of the RRRC Sweetheart 8K.

Active Chiropractic (Rob Green) is presenting sponsor of the RRRC Advanced 10K Training program. Active Chiropractic also is bronze sponsor of the Frostbite 15K, Sweetheart 8K and Huguenot 3-Miler.

Triad Chiropractic has agreed to remain as presenting sponsor of the RRRC Cul-de-Sac 5K series.

The club's new Run Shop Gold Sponsor program also has begun to bear fruit. Other gold sponsorships will be announced shortly.

Lucky Road Run Shop was gold sponsor of the First Day 5K and will be gold sponsor of the Sweetheart 8K. Lucky Road is also gold sponsor of the Winter Marathon Training Team.

Road Runner Running Store is gold sponsor of the Frostbite 15K and will be gold sponsor of the Carytown 10K.

Fleet Feet Richmond is gold sponsor of the RRRC Advanced 10K Training program.

Road Runners Club of America awarded two RRRC races – Frostbite 15K and Carytown 10K – with state championship status in 2018. RRCA championship status qualifies the race for free Gatorade products, complimentary race bibs and a number of other benefits. Also, the race

becomes attractive to out-of-town Virginia runners who seek to earn points by running in RRCA championship races.

Operations – VP Operations, Jim Oddono

Preview of upcoming club and contract races (timers, drivers, football, RSU expert)

January/February Schedule:

1/13 - Megs Miles. Clock/Finish Line Rental only

1/21- Frostbite 15K - Timer - Mettle , this may or may not be the last year that Mettle times this race. Driver - Glenn. Registration Guru – Marcy.

2/11 - SweetHeart 8K - Timers- Mara, Anne (chip timed). Driver- Glenn.

Registration Guru- Sarah

2/24 - Shiver in the River - Manual Timing - Mike Levins. Driver- Steve Nolan volunteered to drive.

2/25 - Huguenot 3 Miler - Manual Timing - Mike Levins. Driver – Mark Guzzi is double checking his calendar, but has volunteered to drive. Registration Gurus - Prerace-Marcy. Race Day - Sarah.

Race review – Bear Creek – Barry Kreisa

The race was a huge success this year with a record 259 finishers. The weather was perfect and the volunteers did a fantastic job. Runners reported the course was well marked and learned what over 100 trees across your path is like. Many first timers (including Rosie) reported that Bear Creek was one of the most challenging runs they had done.

Toy Run – Nikkia Young and Joe Flynn,

Toy Run was a great success! Over 700 toys donated, over 650 participants and lots of happy Girls on the Run participants. Thank you to everyone that volunteered and helped the day go extremely smoothly! The site of the 2018 Toy Run may be City Stadium and that area.

1st Day 5k – Bill Anderson and Eric Collins

We had 424 participants, including Governor-elect Ralph Northam. Most everything with the race went off without a hitch, until final results compilation. We had to let participants go before final results were tabulated and announced. The issue with tabulation should be investigated and fixed. Otherwise, I would call this a success. The race directors still need to purchase 2 gift cards for the Masters award winners.

Overall male winner: Cole Shugart with a time of 15:45

Overall female winner: Keira D’Amato with a time of 17:15

Masters Male: Bruce Berger

Masters female: Debbie Goodpasture

Race preview –

Frostbite 15k – Mara George & Chris Mason

We are really excited! We might not make any money, but we wanted to go all out because there were some issues last year. We have shirts and medals. We already have more runners than last year. Last year there were 569 registered runners, Currently we are at 712 and growing. We are getting 1000 medals and will be giving the final shirt count Thursday morning. Sarah Akin has worked her food magic again with Aldi's. Mara has decided on hot chocolate and donuts for post race food. There was discussion about packet pick-up times that are listed as having a discrepancy. There was concern about parking during packet pick-up as a Women's March will be conducted in a neighboring area during the same time frame.

Sweetheart 8k – Marcy George

We are up to 118 for Sweetheart 8K presented by Towne Bank. Hope to be 300+ by race day February 11, 2018. All permits and COI have been obtained. Have hired the same 2 police officers I have had the last few years. Pre-race pick up is Saturday, February 10th, 11:30 AM – 3:00 PM @ Lucky Road Run Shop - Willow Lawn. Shirts will be the same as last year but different color. Please push people to sign up early to be guaranteed a t-shirt. Race shirts are only guaranteed to runners that register before January 20th at 11:59 PM, I am working on renting a tent and heater for packet pick-up, food and awards since all available space at the Millworks has been leased.

Huguenot 3 Miler – M. Muldowney

Approximately 50 registered as of 1/3/18. All permits/insurance are in place. Awaiting word from Ed on location for packet pickup on Saturday before the race from 1P-3P. All good with MAC athletic club, they are hosting again. More info will follow in February.

Volunteers – Rosie Schutte

A volunteer coordinator is needed. After sweating volunteers for First Day 5k, everything worked out great. We need volunteers for Frostbite, Sweetheart, and Huguenot. As always, we have a great club that always seems to step up and come through as volunteers, and we are counting on that continuing to happen.

Administrative Assistant/RSU Coordinator – Dave Trump

1. All board members should review the Club's constitution and by-laws, the current strategic plan, and the Club's policies, which are publicly available at <https://runsignup.com/Club/RichmondRoadRunnersClub/Page-3>
2. All board members should complete and submit to the Secretary a signed copy of the Board of Directors' Standards of Conduct acknowledgment (pdf format attached) and the Conflict of Interest Disclosure Statement (pdf and word format attached).
3. Wegmans Turkey Trot 10K Post-race Survey. We received 565 responses (a 36% response rate): over 50% of responses included comments. There was lots of great feedback on what was great or good about the 2017 race...and about what needs

improvement for the 2018 race. The survey information will be reviewed by a committee to improve the race experience for Turkey Trot and all Club races.

RunSignUp's Richmond Race Directors Meeting - RSU is organizing this meeting for any interested race directors in the Richmond area. "This meeting is to provide new and veteran race directors a chance to network with each other to share ideas and learn. At the meeting there will be a few 30 minute presentations covering different aspects from discovering the best tools and tips for race registration, marketing, and race day technology." It is a general information meeting that will be held on Saturday January 20, 2018 at the RRRRC Club House. You can find more information and can signup at <https://runsignup.com/Race/VA/Richmond/RichmondRaceDirectorMeeting>. The primary audience is individuals organizing or serving as race directors for community races; it may not be of particular value for experienced RRRRC race directors.

RRRC Store - At the end of November we opened the RRRRC Store on our Club platform in RunSignUp. The initial purpose was to offer Wegmans Turkey Trot 10K shirts and beanies for sale. Since then we have added: some RRRRC logo'd items that have been sitting in the Club House, such as hooded sweatshirts, race hats, singlets, visors, and socks; hoodies leftover from Turkey Trot 2016; and vests leftover from First Day 5K 2017. To date, there have been 25 orders: Wegmans Turkey Trot 10K items; hooded sweatshirts with the traditional RRRRC logo; and First Day 5K vests have been the most popular. The hats and visors were just offered for sale. Orders are shipped by USPS flat rate priority shipping, but we now offer an option to pick up an order at a regular Club meeting.

As of January 1, 2018, I transitioned from being the *RRRC Administrative Coordinator* to being the *RRRC Operations Manager*. Not much else has changed. I continue to be a primary point of contact for keeping the new website up-to-date and for setting up and modifying the websites for the Club's races and for volunteer signup for our contract races. I am also organizing the twice-a-month email "blast" to Club members to highlight upcoming volunteer needs, races open for registration and other information that hopefully is of interest to the membership.

Training Teams

WMT – Frankie Gerloff

Over 300 athletes have joined WMT thus far. We're entering our 8th week of training and the number of overall athletes participating in Saturday's run are way up! All WMT coaches are certified in CPR /AED training, and Hospitals and Fire stations have been added to the written directions this year. Last Saturday's training run was cancelled due to treacherous conditions. A race honoring Meg Menzies has been organized and specialized bibs have been created for the event.

ADV10K - Bill Kelly, was unable to attend, (a report was provided by Joy Montrief).

Advanced 10K is up to 73 participants (1/3/18) and we've had a surge in signups this past week. Sports Backers will be promoting the program and the sub-40

training team on their website within the next week and are offering special swag to anyone that finishes the race with a sub-40. We have four seminars scheduled and plan to use Vasen this year for the after track socials. If our numbers are below 125, we will have track on Wednesday night only to build more of a team spirit and adjust expenses to better match projected budget commitments. New to the program this year will be a RVA "studio of the week" which will offer participants a free class during that week.

RRRC New Runners Training Team - Hervey Sherd was not in attendance but submitted a report.

The start and end dates for this spring. It will start on Wed 05/09/2018 and the last meeting will be on Wed 06/13/2018.

Grand Prix – Rosie Schutte

We have 86 GP Finalists this year, which includes our Iron Runners and our Titanium Runner. Registration for the 2018 GP is still open and remains open through Sweetheart 8K. Discussion followed about making the results secret or a surprise. It was decided that all results should be a surprise.

Banquet – Diane Kelley

All is on track for the banquet. Invitations should go out in the next 2 weeks. If there are additional people that should be invited, let me or the officers know asap. Most finalists have tried on the vest which will be ordered in the next week and shipped to the embroidery vendor. All awards are ordered and will be ready by the banquet March 3.

The club must decide on the recipients for the three big awards:

- Spirit award
- Volunteer of the Year
- Community Sponsor of the Year.

Alan Harrison will, once again, be making the awards for these categories. I have already contacted him about them and he assures us that he will have the awards ready in time. Invitations should go out within 2 weeks. If there are additional guests that have been important contributors to the club, please let Diane or Rosie know.

Newsletter – Crystal Koch –

The issue should be coming out shortly. Crystal sent our collaborator a gift basket to thank her for her work.

Membership – Mara George

Membership is going strong. There have been less and less issues as people learn how RunSignUp works

Social Media – Chris Mason

Our social media base continues to grow as we have added a fair amount of followers to both Facebook and Instagram. We have continue to use the platforms to push upcoming RRRC events, and we're noticing success from doing so. Followers are continuing to appreciate the

updates provided on our events, as well as the pictures being shared from them. First Day 5k was a huge social media success, and it appears Frostbite will be one as well.

We will continue to use all platforms to push our club events, as well as to answer any member questions we receive. As always please feel free to send any updates or suggestions to socialmedia@rrrc.org.

Action Items

1. RRCA Coaching Clinic Level 1 – Chris Piper –

We are set to host a RRCA Coaching Certification class on June 30-July 1. The clinic will be announcing nationally soon, but we need to notify our membership first. Chris will be working with Eric Nachman to set up a CPR/First Aid class(es) to make them available to those taking the coaching program.

2. Website rollover – Ralph Gibbs

All race results from www.rrrc.org have been downloaded into Microsoft Access and converted into a usable excel spreadsheet. It needs to be further parsed into 819 separate spreadsheets (one for each race) and each will be uploaded to RSU. This process is time consuming and will be accomplished over the coming months.

In the interim, each race result has been converted to PDF and saved in a (view only) Google Drive folder by year that will be linked to from RSU.

Additionally, a Google Drive spreadsheet (located in the above folder) of all the race results, sorted by participant name and date will be available shortly, so people can see their individual race results.

Within a week, the first 2 tasks will be completed and www.rrrc.org will be shut down and the domain www.rrrc.org will be ported to <https://richmondroadrunnersclub.rspartner.com/> The old website will still exist until August 2018, but will not be publicly available.

3. Banquet Awards – Diane Kelley - see above under banquet

4. Volunteer Coordinator – A potential Volunteer Coordinator has been identified and may take effect in the next few months.

New Business

- After action race meetings. Ralph would like them to happen quarterly.
- Suggestions to boost attendance at board meetings. Nikkia suggested giving away a race entry to 1 newcomer per board meeting. Discussion followed and it was decided that it may not have the effect of continuing attendance at the meetings. Suggestions were called for.
- Club house search committee has been formed. The participants are : Bill Kelly, Sam Lowe, Mike Muldowney, Nikkia Young, Ralph Gibbs. This group will be looking to buy or

lease a more flexible space that may better suit the club's needs. Our current lease is due to expire September 30th, 2018, we will then have the option of going month to month.

A motion was made to adjourn the meeting, it was seconded and approved. The meeting was adjourned at 7:02