

## **Richmond Road Runners Club March 8, 2017 Meeting Minutes**

### **Participants**

President – Bill Kelly

VP Marketing – Ed Kelleher

VP Operations – Jiim Oddono

Treasurer – Ralph Gibbs

Secretary – Rosie Schutte

Sarah Akin, Bill Anderson, Mara George, Marcy George, Michael George, Frank Gerloff, Diane Glaze, Kristin Helgerson, Jeff Van Horn, Steve Kelley, Mike Levins, Jim Marr, Michele Marr, Chris Mason, Glenn Melton, Kirk Milikan, Dean Miller, Skeeter Morris, Sam Lowe, Steve Nolan, Crystal Pintac, Chris Piper, David Trump, Jason Walters, Jeff Wells, Nikkia Young

The February meeting minutes were approved.

### **Treasurer's Report** – Ralph Gibbs

The board without questions, accepted the financial summary, which was attached as a separate sheet during the meeting.

### **Newsletter** - Crystal Pintac

The online edition is live! It even has active links to things like our Facebook page and Instagram, Each time [www.rrrc.org](http://www.rrrc.org) appears on the sides of a page. it is also an active link. The printed edition is 48 pages and will be out within a week. This is a thick issue so half of it is in color for no extra cost. The next deadline is Monday April 10, and will feature running with dogs, how to help our pets do well in warmer weather, etc. If you have ideas for stories or want to submit one yourself, send them to me at [milesandminutes@rrrc.org](mailto:milesandminutes@rrrc.org).

### **Social Media** – Chris Mason, Tammy Harrison, Ed Kelleher

Our Social media platforms are continuing to grow at healthy rates. In the month of February alone our Facebook page visits were up about 5% and we continued to add new members (likes) at a pretty constant rate. We are trying to get a good mix of Richmond runner photos from races, training teams, etc., on our platforms while still making sure we are promoting our upcoming races

Instagram continues to be active and the posts and photos there draw a lot of attention. At this time, this seems to be the hot social media platform. We're planning on ensuring that our races are being promoted there as well as on FB since it does draw a good deal of activity. IG is the current hot spot and we will work to maximize that.

As always we ask that if anyone has any feedback or suggestions for the team please let us know as we're open to them.

### **Grand Prix** – Rosie Schutte and Ralph Gibbs

The 2017 GP year is underway with 3 races already completed.

### **Training Teams:**

- **Winter Marathon Training Team** – Frankie Gerloff. WMT Athletes running One City and Shamrock concluded their long runs this past weekend (Shamrock Full 20-Half 14- Boston 14) and tapering is on the radar. With One City taking place this weekend (3-12-17) RRRC will be represented well and same with Shamrock. Bon Secours, New Balance and Lucky Road have supported WMT phenomenally this year... WMT2017 will conclude on April 8<sup>th</sup> when our Boston athletes begin packing for the Boston Marathon on April 15<sup>th</sup>. There are 70 runners from the program that will be going to Boston.
- **Advanced 10K (MOST)** – New record 179 runners
- **New Runners** – Michael Muldowney. A plan to move forward is still under consideration.

### **Banquet** – Diane Glaze

Everything is being finalized. Awards have been picked up on Monday. Jackets are done. Rehearsal was Monday night. There are still open volunteer slots for about 3 people if anyone can come out and help with either registration or table set up.

Ralph is coordinating Sunday a.m. run with Zoe Romano, which will be held at 8:30 and meeting at Tredegar. Please come out and run! Thanks to everyone for all the help!

### **Operations** – Jim Oddono

Update calendar and discuss changes and staff needs.

1. Sweetheart review– Marcy George - Great success, over 400 runners, new computer system and timing worked well, good time had by all. Thank you weather gods for the great weather day!
2. Huguenot 3 Miler – M. Muldowney. The race was a success.
3. Carytown – Anne Brown - Everything for Carytown is set to go.
4. Thanks Dad 5k – Sarah Akin
5. Stratford Hills – Mike Levins. The race is open.
6. The SPCA Dog Jog will be 3/25, Anne Brown will time.
7. Sign ups for the 10k Expo booth will be online.
8. Thanks Dad 5k – Sarah Akin. There may be a “Couch to 5k” program in tandem with the race sponsored by the Manchester YMCA.
9. Checkered Flag 5k – Bill Kelly. The finish is on the race track. Bill Webb will drive and RRRC will do the finish line.

### **Chip Timing** – Mara George

Chip Timing: The test at Sweetheart went very well. At Huguenot we are testing about 20 people. I will update how the test goes at the meeting. The 20 people that received a chipped bib all registered times, except the dinosaur. That bib was destroyed due to heat and a profusion of sweat.

Bill Kelly spoke with Matt at RSU to the possibility of having quarterly seminars.

#### **Volunteers – Tammy Harrison**

If the event that you are creating requires volunteers, please let Tammy know when you've created it so that she knows that she can go in and begin the process of getting it open for volunteer registration. If this doesn't happen, the process will be unduly delayed and securing volunteers will be more difficult. In the near future, I will coordinate with David Trump, our new RSU Guru so that new races can be opened and volunteers can then be added.

#### **RunSignUp Guru – David Trump**

After viewing several RSU how-to videos, spending time with Bill Kelly as he set up Thanks Dad 5K in RSU, and working out access issues with Ralph, I was able to work with Mike Levins to set up Stratford Hills 10K and have it go live on February 28th. Working with Tammy to set up the Cul De Sac 5K Series will be the next RSU learning challenge.

RSU does offer optional features which RRRC may wish to consider, such as age-based pricing, collecting donations, allowing participants to make changes to their registration, providing refunds (with a fee), etc. Once we have more experience with RSU, the board may wish to establish policy on the use of specific features and whether the feature should be standard or optional for RRRC events.

#### **RunSignUp Membership Diva – Mara George**

People finally have the hang of RunSignUp; I only get about 1-2 emails a week. Expirations emails seem to be going out as scheduled.

#### **RunSignUp Webmaster – Ralph Gibbs**

All tasks of Webmaster are currently performed by. Sean, Matt and Ralph have not been able to agree on a time to meet. Matt has provided tutorials and examples of what can be done with our website on the RunSignUp platform. Ralph has been reviewing them. All meet soon or Ralph will meet with Matt alone. Sean does not seem to want to be involved. Nikkia Young will jump on board to help with the website. We own the RRRC domain.

#### **Marketing – Ed Kelleher**

The RRRC's nascent Marketing Committee is faced with two high-priority challenges:

1. to develop a set of guidelines governing race sponsorships, and
2. to set up a price structure for advertising in the club's print and digital media.

#### *Sponsorships*

Efforts are currently under way to construct guidelines governing how much an event director should expect for a potential sponsor and what the sponsor should expect in return.

For instance, if an organization approaches a race director with an offer to sponsor that race, the RD needs to know if that offer is in the ballpark of however much financial or in-kind support the club expects for that level of event. And the potential sponsor, in turn, needs to know what specifically the club is offering in return – tent space at the race site, logo on race T-shirt, logo on all race advertising, etc.

Sponsorships would apply to races and training teams as well. The concepts being explored are 1. A single presenting sponsor for each event, along with a tier of gold, silver, bronze sponsorships in support of RRRC on an annual level, and 2. The option for a potential sponsor to choose from among a tier of presenting, gold, silver and bronze sponsorship levels for a particular event.

### *Advertising Price Structure*

The need for an updated price structure for advertising is evidenced by a number of factors. Our newsletter, *Miles and Minutes*, has not changed its advertising rates in at least five years. The shift from the RRRC message board to social media (Facebook, Instagram, Twitter, etc.) as the primary source for interaction between the club's leadership and membership opens up social media advertising opportunities. But if we go that route – advertising on social media – it needs to be managed efficiently and according to published ad rates. Whether to do this – and if so, how much to charge – needs to be studied thoroughly. We are on the outlook for members with digital marketing expertise.

We are currently looking for a sponsor for Turkey Trot. It will be the 40th running of the race and it is a possibility to have medals at the end of the race this year.

### **New Business**

- Karl Cover - Sportable will be providing guides for eight visually impaired athletes for the upcoming Monument avenue 10K on April 1<sup>st</sup>. They would appreciate it if the board would consider providing the entry fees for the necessary eight guide runners that will be accompanying the athletes. The cost beginning March 1<sup>st</sup> is \$45 per person so they would like to request a total of \$360 to be disbursed among the guides. The motion was moved, seconded, and approved.
- Crystal Pintac - Run to the River is a 10k put on by the Neighborhood Resource Center and will begin and end at Stone Brewing or Triple Crossing (still in discussion with Stone, Triple Crossing is the backup) in the East End. RRRC used to time the race back in 2009-2011 then it went away and we'd like to bring it back as a club race for several reasons, the most important being the community. We are shooting for a date of October 21/22 or 28/29, whichever will coordinate with the MTT schedule best in order to increase the possibility of participation and reduce competition. The Richmond running community will participate as well as families who currently have children enrolled at the Neighborhood

Resource Center. This has been a big fundraiser for the NRC in the past and we'd like to continue to help in that endeavor. We are currently working on getting sponsors, to include a naming sponsor(s) if able. It used to be Rockett's Landing but they do not wish to participate.

There was discussion about making this a club race. It was discussed that RRRC avoids raising money for any specific group as we do not want to show preference for the groups we support in the community. Chris Piper brought up that money from Moonlight 4 Miler was given to the Meg Menzies organization. Bill Kelly answered that the money given at that race was collected separately and not collected as part of the race fee. Chris P. suggested that this race is all set up with a plan and a budget and could easily be made into a club race. It was suggested by Bill Kelly, that the most efficient way to proceed would be for the race to be a contract race, therefore all the money would stay with Resource Center. Discussion on this race was tabled at this time.

- Crystal Pintac - Global Running Day would be celebrated on 6/7. - Last year's event was a huge success and we'd like to continue to build on that. We are currently working on sponsors with Lucky Road, 3Sports and Roadrunners Store agreeing to continue supporting the event. We will be reaching out to others like New Balance, Boho, Endurance, McDonald's. Chris Mason knows of a BBQ restaurant wanting to get involved as well as others. We seek to make this a yearly RRRC event to help bring more exposure to the club, maybe a membership drive can evolve and perhaps this can morph into our summer social. Our plan is to get enough sponsors to cover the cost of the park rental. We are adding a Family Field Day event in conjunction with the 1/3 mile trail/road runs to help encourage families to attend. We will keep the same schedule of events as last year: 6:05pm picture, 6:15ishpm get into run groups, 6:20ish set off on the runs. Food trucks will hopefully be in attendance, we want to make this a Food Truck Court Event if it works with their schedule. All we're asking of the club is to help make it successful, if you have ideas for sponsors send them our way, and that's it. The goal is for this not to cost the club any money at all. During the discussion, Bill Kelly reminded the organizers that there needs to be a signed waiver for any runners in a race affiliated with the event. Jim Oddono made a motion to give funds, supporting the event, in the amount, not to exceed \$1,000. Ed Kelleher seconded the motion and it was passed by the board.

A reminder was brought up that the "Boston" movie would be at Cinebistro on 4/19.

The meeting was adjourned at 7:06 p.m.

