

Richmond Road Runners Club April 12, 2017 Meeting Minutes

Participants

President – Bill Kelly

VP Marketing – Ed Kelleher

VP Operations – Jiim Oddono

Treasurer – Ralph Gibbs

Secretary – Rosie Schutte

Alan Baugn, Anne Brown, Jennifer Culhane, Dawn Eberhard, Mara George, Marcy George, Michael George, Frank Gerloff, Diane Glaze, Kristin Helgerson, Sara Lasker, Mike Levins, Jeff Luke, Jim Marr, Michele Marr, Chris Mason, Glenn Melton, Craig Minyard, Skeeter Morris, Steve Nolan, Crystal Pintac, Rebecca Randolph, David Trump, Andrew Van Deren, Dick Wiseman, Nikkia Young

The March meeting minutes were approved.

Treasurer's Report – Ralph Gibbs

Quick Book conversion – Ralph met with Michael Muldowney and Chris Mason to plan out a conversion from Quicken to QuickBooks Online. They discussed making a clean cutover from one to the other and not import the old data, but balances only. Mike will work with Bill Webb to create the chart of General Ledger accounts once provided with a current trial balance from Quicken.

When that is established (and approved by the Finance Committee), they will set up QuickBooks Online with the new GL accounts and use project accounting for races, etc.

A potential cutover date of October 1 was identified and will allow for 3 months to close out any residual entries in Quicken by years end. The Quicken data will be archived for future reference and QuickBooks will be used from October 1 on.

Marketing report – VP Marketing, Ed Kelleher

Ed presented a blue print for race sponsorships and community partnerships.

This information will follow the April meeting minutes,

Operations – VP Operations, Jim Oddono

Club race and contract calendar review. Designate staffing for upcoming races.

There will be an equipment manager position vacancy by Bill Webb. He has designated Stratford Hills 10k as his last race. Glenn Melton has agreed to take on the position as a replacement.

There are currently 4 contract races on the calendar for April 22nd, and volunteers are needed. Additionally, there is the Checkered Flag 5k on April 27th.

Volunteers – Tammy Harrison – a report was submitted in Tammy’s absence. She is extremely appreciative of her collaboration with David Trump, who is our in-house RunSignUp expert.

Training Teams

- **WMT** – Frankie Gerolff - WMT 2017 season concluded on Saturday, April 8th with our Boston athletes running their last 8 miles. 30 (+) team members will be running Boston on April 17th. 340 athletes participated with WMT for 20 weeks competing in 13.1 and 26.2 races March & April. Bon Secours and Lucky Road provided unparalleled support throughout our training module and I know all our athletes appreciated their professionalism and commitment of time. This program takes 7-8 months to organize and set up, and RRRC is appreciative of the time and commitment taken to undertake this training program.
- **ADV 10K** – Bill Kelly - The Advance 10 K set a record 178 runners.... Several with PR. We have a reunion run on Saturday 4/8/16 from the Church, and will be sending out a survey to identify the strengths and weakness of the program to improve for next year and achieve our new goal of 200+. Joy Montrief & Jeff Moore did a fantastic job with the program their interjection of energy and social after track workout made the program special. It’s always difficult to give up control, but when you get results like this , it makes the next time easier.
- **New Runners** – Diane Glaze - Beginners running group should be starting up in a month or so. With Mike M. away, Herv Sherd is taking over leading the group. Steve and Diane Kelley will be there coaching. Anyone who wants to come out and help is welcome. We need all paces. Haven’t talked to Herv yet about details. More to come.

Banquet – Diane Glaze – The banquet is completed, and we welcome any feedback about the event. Diane plans to set up a debrief with Nancy to review what went well and what we can improve on.

Grand Prix – Rosie Schutte, Ralph Gibbs, P.B.I.T. Colleen Moore
The first quarter has been distributed to the GP participants and corrections have been made. Race directors please remember to circulate a volunteer sign-in sheet and forward it on after the race.

Scholarship Committee – Sam Lowe was unable to attend, but reported that applications were distributed to area high schools and he looks forward to this year’s applicants.

Social Media – Chris Mason - Social media is continuing it's upswing as our Facebook page has reached 21,000 people over the past 30 days and we have added an additional 56 followers to the page as well. We have continued to highlight local runners taking part in local events, such as the run with Bart Yasso, while not losing site of posting about any upcoming RRRC races and

events. The team is always thinking of new and creative ways to drive traffic to the FB as it is one of the main ways our members get information pertaining to us.

Our Instagram following also continues to grow and we are seeing that we are being 'tagged' in an increasing amount of other IG member posts. When we are tagged in other posts it is beneficial as it helps to keep us in various other news feeds as well as helps to continue spreading our 'brand.' We are also noticing that we are averaging 50-75 likes on most of our posts there which shows us that IG is another important part of our social media presence.

There was discussion about partnering with the Martin Agency or VCU to make a video of our club and its activities. It is felt that this would be a wonderful tool to be used by Social Media to promote our club to a broader audience.

Newsletter – Crystal Pintac – Newsletters have been passed out to stores and every last copy was given away at the expo. There are about 30 or so left over that will be used for RRRC marketing by Sarah Akin and Sarah Bain.

The issue coming up won't be as full and will feature dogs, dog safety, etc. It's warming up and lots of us love running with our dogs on the road and dirt. This past Monday was the deadline. The next deadline is June 10th.

RunSignUp –

- **Membership** – Mara George – Everything is going well. Mara has received a couple of emails lately from people who think their membership have expired because they haven't received an eNews in a while. Perhaps we need to start sending them out again.
- **Race posting** – Dave Trump - Set up the club's April contract races in RSU, and assisted Tammy in posting them for volunteer sign up. Set up May's contract races in draft mode in preparation for posting.

The Summer Track Series has been set up in RSU (currently in draft mode) to minimize on-site registration, obtain agreement to the waiver, speed up check in at the track, give directors insight into the number of runners interested in specific events, and reduce the use of paper. It is set up as one "race" with the ability for runners to sign up for various events on multiple days. Volunteers similarly can sign up to volunteer on different days. Since this is a no-fee series, we will test the feature that allows the user to change their events after initial registration.

Used a "test race" to explore how to use RSU to set up a race series (e.g., Cul-de-sac 5K), set up donations (e.g., Pony Pasture 5K), and set up referral refunds and coupons.

Added a sponsor logo and hyperlink for Urban Farmhouse to Thanks Dad 5K. Made offer to race directors to do the same for other races as sponsors are confirmed.

Added a menu button to all races that briefly describes the “Richmond Road Runners Club.” Asked RSU to add feature to tag all club members as part of registration whether or not they received a club discount.

For current active races, uploaded 2016 participant lists (name and email) from Racelt into RSU so that the race director can use the RSU platform to reach out to the prior year's participants.

RSU Feature Update: RSU makes it easy (and with no processing fee for the user or the club) to offer a small refund if a participant gets friends to register. With the referral offer, you can provide the new registrant with a small discount. These tools in conjunction with social media may be useful when the club's desire is to build interest and participation in a new race. RSU reports that races that use referral rewards get 7-13% of registrations from referrals, so race directors would need to take that into account when pricing the race and setting the value of a referral refund or coupon.

Website – Nikkia Young - Currently, Nikkia is working to learn about the site, it's structure and how to shape the site to meet the needs of the club. Once we learn a little more about it, Ralph and Nikkia will chat with Matt at RSU about moving forward.

New Business

1. RRCA Annual Convention – Craig Minyard, National Treasurer
Observations from the RRCA Convention in Detroit. Promoting (getting on the radar) next year's 60th anniversary convention in DC. The convention dates are April 4-8, 2018 and will be in conjunction with The Cherry Blossom 10 Miler. Craig will get us the name to contact for volunteer opportunities.
2. Women's Self Defense for Runners – Ellie Basch sent a presentation for a self-defense seminar for female runners to be given locally. Bill Kelly proposed that the club should give \$500. To fund these seminars. The motion was seconded, and passed.
3. Team Ian's Running Chair support request. Team Ian sent a request for a donation to help fund a new running chair for Ian, a United Athlete member who has outgrown his current running chair. A \$500. Proposed, seconded, and passed.
4. Contribution to James River Park System – Mark Guzzi made the following proposal for a contribution to the James River Park System: The RRRC will make a \$600 cash contribution to the James River Park

System, which will be utilized in funding the materials needed to replace a 4'x16' wooden footbridge on the Buttermilk Trail. The proposal was seconded, and passed.