

## **Richmond Road Runners Club June 14, 2017 Meeting Minutes**

### **Participants**

President – Bill Kelly

VP Marketing – Ed Kelleher

VP Operations – Jiim Oddono

Treasurer – Ralph Gibbs

Secretary – Rosie Schutte

Sarah Akin, Alan Baugn, Andrew Benfer, Jennifer Culhane, Dawn Eberhard, Jamie Fidor, Joe Flynn, Mara George, Marcy George, Michael George, Frank Gerloff, Michelle Gibbs, Mark Guzzi, Shannon LaRock, Sarah Lasker, Mike Levins, Jeffery Luke, Michele Marr, Dean Miller, Kirk Miliken, Skeeter Morris, Crystal Pintac, Chris Piper, Rebecca Randolph, Betsy Somerville, George Somerville, David Trump, Becky White

The May 2017 meeting minutes were approved.

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

Submitted a financial summary. Ralph had recently met with Bill Kelly and Towne Bank to discuss a banking partnership. The transition to Quik Books will happen soon.

### **Marketing report** – VP Marketing, Ed Kelleher

- *Wegmans Turkey Trot 10K*: The big news is that RRRC is on the cusp of finalizing a three-year agreement to have Wegmans as the title sponsor of the Turkey Trot 10K. In exchange for a title sponsorship fee of \$7,500 per year, the race for the 2017, 2018 and 2019 seasons will be called the Wegmans Turkey Trot 10K. The Wegmans brand/logo would be included on race premiums (T-shirt, medal, etc.) and in all Turkey Trot-related advertising and promotions. Wegmans would also have an option to continue sponsoring the race for the next 3 years.
- *RRRC Cul-de-Sac 5K Series, presented by Tri-Ad Chiropractic*. Innsbrook area chiropractor Scott VanWagner approached us with an interest in sponsoring one of our events. He ultimately chose the Cul-de-Sac series and signed on as its presenting sponsor. If you haven't seen the wild, colorful design for the series, check out the race bib (see Taminator; she'll be glad to pass it around). The presenting sponsor's fee is \$1,500.
- *Summer Track Series*. Local sponsors have signed on for all six of the evenings of the Summer Track Series. Those sponsors include Lucky Road, Fleet Feet and New Balance running stores. The sponsor of that week's track meet at the University of Richmond track will contribute \$100 to the Collegiate Running Association.
- *Toy Run 5K, presented by Primrose Schools*. Primrose will continue to sponsor the Toy Run 5K as in recent years. In addition to the schools' financial support, dozens of Primrose students participate in the race.

- *Other:* We have made contact with the marketing departments of the Lidl and Publix supermarket chains regarding sponsorship opportunities but have not received replies.

**Operations** – VP Operations, Jim Oddono

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

**Stratford Hills** – Mike Levins (recap)

The race went off without any issues. Registration was down from last year, but we still managed to clear a couple of hundred bucks. The volunteers were amazing. There was a problem with getting registration started. Despite this being a new system, it was handled quickly and effectively. The start and finish areas were set up and broken down. The course was spotless after the race. We have people who know what they're doing and they do it. I want to let everyone know how easy you made my job as Race Director.

**Thanks Dad 5K** - Sarah Akins and Dean Miller

We have had a great surge in registrations since Stratford. Still have some volunteer needs, water stop and post race food in particular. We are mindful of the heat and will supply the water stop and finish with cooling towels. Looking forward to a great race.

**Cul-de-Sac** – Tammy Harrison.

The event is progressing on target. We had a pricing snafu which was fixed. All those that registered at the incorrect price, have been issued a refund. Thanks to David Trump for all of his help with RSU and the refunds. The event is still very much in need of finisher awards, registrations and volunteers. If you know of a local vendor that might need a bit of a boost? Please get them in touch with Taminator at [Culdesac5k@rrrc.org](mailto:Culdesac5k@rrrc.org). Additions to the event have been added to the website, which includes a new age group system. Other additions are weekly cold towel distribution after mile 2, Skratch Labs hydration along the course and at the finish, as well as at the finish. Our title sponsor, Tri-Ad Chiropractic and secondary sponsor, Lucky Road are great additions to the event. This year's medal will be one of a set of 3 that will fit together after the 3rd year, but each medal is also great on its own if participants are unable to earn a medal for a subsequent year. For the first time, a virtual race option is available for our verified overseas and active military members, public servants and medical personnel. This will be a bonus for CDS fans that are working hard to support for our communities and country, but are unable to participate in person. The registration rates are no different, but each virtual participant must be pre-approved and verified by the Race Director.

**Pony Pasture** – Mara George, no report sent

**Track Series and Toy Run** – Bill Kelly

**Moonlight 4 Miler** – Mike Davi

We are planning to hold the race on Thursday August 10 from 6-9pm (race begins at 7pm). I'm expecting that we'll have the race begin at the VA Farm Bureau parking lot again, which is located at 12580 West Creek Pkwy. Mike Davi, race director, is in the process of requesting approvals/permits from the following: VDOT, Goochland Sheriff's Office, West Creek Business Owners' Association, Star Financial (insurance), and VA Farm Bureau. We're looking for race sponsors. Mike is planning to reach out to New Balance and/or 3Sports in the coming weeks. In addition, he is looking to provide pint glasses to early registrants and empty growlers to overall (and perhaps AG winners ages 20 and above.)

Contact has been made with Meg's mom Pam Cross. A bank account needs to be secured for the charity, so donations can be handled via RunSignUp.

Once the approvals/permits are in place, we can begin securing the porta potties and tower light. We will have a kids race this year. Details TBD. There is a budget for post-race popsicles since that was a nice surprise after last year's race.

- **Toy Run** - We may still use Innsbrook for our course this year.

**Equipment** – Glenn Melton

The other weekend we moved all the equipment from storage to the clubhouse. We are looking at options for parking the club truck at the clubhouse to make equipment logistics easier.

**Chip timing** - Mara George, no report sent

**RunSignUp** – David Trump

Dave has worked with Tammy and Mara to open Cul-de-sac 5K Series and Pony Pasture 5K for registration. Via Pony Pasture 5K site, the club is accepting donations for the scholarship fund. The Summer Track Series has also been opened for registration. An event webpage for the club's National Trails Day event was also set up.

Refunds had been Issued to 33 runners after the decision was made to reduce the registration fee for Cul-de-sac. We have been preparing a series competition scoring plan for the Cul-de-sac which would encourage competitive running and racing for place awards among runners in different age-groupings.

Mike Davi and Dave Trump are coordinating information to set up the Moonlight 4-Miler, as well as working with Mike Levins to set up ticket requests for Flying Squirrels Night.

The how-to guide on "Setting Up a New RRRC Club Race in RunSignUp." Created first version of "Setting Up a New Contract Race for Volunteers in RunSignUp" has now been updated.

### **Volunteers** – Tammy Harrison

Volunteers are needed for all upcoming events, especially Thanks Dad, Cul-de-sac and Pony Pasture. I am catching up on opening events since tax season had me sequestered and I was unable to devote the time to RRRC.

There is an updated volunteer waiver in place in keeping with RRCA compliance. There will no longer be discretionary decisions made by the race director for any event regarding volunteers, but by a smaller governing pool beginning with the Volunteer Coordinator and if escalation is needed, the RRRC club Officers. Thanks to Ed Kelleher and Bill Kelly for their assistance.

The minimum age for volunteering has been set to 15. If there are questions, see the Volunteer Coordinator. Also, no pets are allowed to accompany volunteers.

### **Social Media** – Chris Mason

Instagram and Face Book have not had a lot of change over the past month as new followers and page likes have been consistent with prior months. We have received multiple FB messages from people who are looking for local groups to run with, as well as other random race questions, which have been handled as expeditiously as possible. We continue to use both platforms to promote not just local races but local runners as well.

Thanks to Tam and Ralph, we do have a direct email address now which is awesome. Please feel free to send anything you think would be good to share to [socialmedia@rrrc.org](mailto:socialmedia@rrrc.org). We'll do our best to check that inbox a few times a week and share as much as we can of what we receive.

The 'big' Social Media news is the creation of our RRRC Snapchat account. This snapping is new to us so we'll get to fully get the app mastered we plan on using it to highlight snippets of local races, event, etc. People can locate us in Snap by using the name **Rvaroadrunners**. This news has been posted on our IG and FB wall however we'll continue to blast it.

### **Grand Prix** – Rosie Schutte

We are in negotiations with our speaker for next year, and am excited that everything will work out.

The 2nd quarter is rapidly coming to an end with the last club race of the quarter being "Thanks Dad". Please, please, please, send the volunteer sheets from club and contract races.

**Scholarship Committee** – Sam Lowe (report sent)

We have received 17 completed applications for scholarships this year. Messaging will go out this week to the selection committee to finalize a meeting time later this month to select awardees.

**Website** – Nikkia Young (report sent)

Plans are to chase down Ralph and set up regular meetings to set benchmarks for migrating the site over.

**Newsletter** – Crystal Pintac (report sent)

The next issue is starting to come together, The theme is trail runners of all shapes sizes and ages. Guzzi is going to write something up about the Trail Days he coordinated. Also we will put a small blurb in about the Global Running Week kickoff celebration with Maria getting her letter from the Governor for being an outstanding Olympic athlete. Also included will be the Rainey Check Marathon as well as scheduled pieces by various trail and ultra in the area. By the time y'all read this, the deadline will be gone, The next deadline is August 10th for the September/October issue.

Looking ahead: for the marathon issue, the one to be printed and handed out at the expo, We want to showcase accomplishments in the marathon distance such as Lou Norton and her trips to Antarctica and the Great Wall of China and Mark Lackey getting the 7th continent. If anyone has any ideas or know of people to whom we can reach out to, let Crystal know. That deadline is 10 October and it's a tight one. Thanks!

**Flying Squirrels** – Mike Levins

Flying Squirrels Game - Thursday, July 27th

The date will be Thursday, July 27th. Game time is 6:35PM and the opponent is the Erie Sea Dogs, AA affiliate of the Detroit Tigers. Tickets need to be purchased by July 20th so the cutoff to respond will be end of day, Tuesday, July 18th. Tickets are for RRRC members only. Single members are allowed 1 ticket and family members can have 1 ticket for each family member. Dave Trump volunteered to setup registration through RSU. Tickets are limited to a total of 100.

In addition to the RSU action, this needs to be publicized to the members soon, using whatever platforms are available: FB, RRRC website, newsletter, email news, etc.

On game night, Mike will be available outside the Diamond near the Squirrels offices by 5:30PM. Also, Mike should be available to distribute tickets at the final CDS 5K on Monday, July 24th.

### **New Business**

1. Budget approval for Moonlight and Turkey Trot. Approval was given.
2. Trial Administrative Coordinator. The vote to have a trial administrator was passed.
3. New RRCA state representative. Our new state representative is Michael Muldowney
4. Pacers for Richmond's November races. Some members at the board meeting asked that their names be passed along to Karen McCarthy, the pacer coordinator.
5. RunSignUp seminar. No One volunteered to go to the seminar in Philadelphia.
6. Nominating Committee. There needs to be 3-4 people on the nominating committee. If you are interested in filling this role, please send an email to [officers@rrrc.org](mailto:officers@rrrc.org)
7. July meeting. A social meeting for July will take place at the last Wednesday night track meet at U of R. All business should be forwarded to the officers to be discussed at an executive meeting during July.