

## **Richmond Road Runners Club September 13, 2017 Meeting Minutes**

### **Participants**

President – Bill Kelly

VP Marketing – Ed Kelleher

VP Operations – Jiim Oddono

Treasurer – Ralph Gibbs

Secretary – Rosie Schutte

William Anderson, Greg Barch, Dawn Eberhard, Eric Collins, Jamie Ficor, Joe Flynn, Don Garber, Mara George, Marcy George, Michael George, Frank Gerloff, Mark Guzzi, Mike Levins, Jeffery Luke, Glenn Melton, Kirk Miliken, Skeeter Morris, Eric Nachman, Steve Nolan, Crystal Pintac, Rebecca Randolph, David Trump

The August 2017 meeting minutes were approved.

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

Financial summary and account balances were accepted without question

### **Operations** – Jim Oddono

A list of people approved to drive the truck is being compiled.

September/October Schedule:

9/16 – Children's Hospital 4 Miler has been cancelled. Permits for race were not approved due to potential protest march.

9/17- Innsbrook Foundation- Clock/finish line rental only.

9/23- St. Mary's – Clock/finish line rental only.

9/30 – Comfort Zone Camp 5k- needs timer, Glenn will drive

9/30 – Patrick Henry HS XC- Finish line set up only. Timer/driver- Mike Levins/Bill Webb

10/14- Step Up Down Syndrome 5K – Michael George may be able to drive

10/22- Fall Into Wellness 5K (recently added) – a timer and driver will be needed

10/28 – Virginia Hemophilia 5K – *will need a timer and a driver*

### **Turkey Trot 10K** – Bill Kelly

U of R has confirmed that everything is clear for us to have that race venue. The artwork that appears on the shirt will be echoed in the medal artwork. Registration pricing will increase in phases. Be sure to send a notice to social media that registration is open.

**Bear Creek** – Barry Kreisa - Registration is open. There is a need for more volunteers as the Park Rangers have requested road crossing volunteers as a safety precaution.

**Toy Run 5k** – Nikkia Young & Joe Flynn - Joe, Nikkia and Bill have met and are working out the details. Next step is getting the permits, budget and sponsorships nailed down.

**1st Quarter race preview** – 1st Day 5k, Frostbite 15K Mara George will be the

race director and the date may possibly be 1/21, Sweetheart 8k will be 2/11, Huguenot 3 Miler and 1 Miler will be 2/25.

**Patrick Henry Half Marathon review** – Michael George – There may be a 3.5 hour cut off in the future.

**Volunteers** - Volunteers are always needed.

### **Training Teams:**

**WMT** – Frankie Gerloff – Pam Cross asked if we could help with a sponsored run at Atlee High School in the future. 2018 Winter Marathon Training will begin on Dec 2<sup>nd</sup> for Shamrock weekend, March 18<sup>th</sup>. Boston will join us starting December 30<sup>th</sup> for their 16-week intermediate training module. We'll again have a 13.1 Shamrock team and all Saturday runs will begin and end at Lucky Road. Planned enhancements for 2018 WMT include:

- Written directions will have notations to fire stations and hospitals.
- Active and dynamic group stretching beginning at 7:00 AM every Saturday
- Considering offering Bon Secours new METHOD training resources for those marathoners that desire to improve their lactic threshold.
- Two social events centered around new running products.

**New Runners** – Herv Sherd – Due to a lack of registrations, the team is cancelled for the fall

**Adv 10K** – Bill Kelly – The price has been lowered for members. It is an 11 week program and will be housed at Westminster Presbyterian. 190-200 runners are expected to participate.

### **Marketing and Sponsorships** – Ed Kelleher

At Bill Kelly's suggestion, we're ordering 96 hoodies from Eventec, which handles Zorrel apparel among other things. This particular line of hoodie has been discontinued, so Eventec is offering it to us at less than half the original price. We're ordering five sizes – small, medium, large, x-large and 2x-large – in four colors (black, navy, royal blue and titanium). Their stock of titanium-colored hoodies is nearly bare, so we're getting what they have.

We will make the hoodies available for sale at the Anthem Marathon Expo and perhaps use some as random prizes at races.

**Sponsorships** – Rosie Schutte and Ed Kelleher are still hunting for companies/organizations to sponsor a proposed 1-mile road race that will precede the Huguenot 3-Miler in March 2018. The race will take place on or about Koger Center Boulevard near MAC, where the Huguenot 3-Miler begins and ends. The concept is to fill the need for a 1-miler in metro Richmond now that VCU has discontinued the Broad Street Mile. We are approaching businesses in that corridor as potential sponsors; if you have any connections with nearby businesses that you think might be interested, please let us know.

**Administrative Assistant** - Dave Trump - Setting up the new website on the RunSignUp Partner platform comprised the bulk of my work this month. The new site "Richmond Road Runners Club — We Run RVA" is viewable publicly now

at <https://richmondroadrunnersclub.rsupartner.com>. We will re-label to [www.rrrc.org](http://www.rrrc.org) when the Club makes the formal transition from the old website to the new website. The new site offers a very mobile device-friendly platform. The integration within RSU makes linking to race registration and volunteer sign-up sites and posting to the race calendar seamless. The community race calendar is retained: it automatically is populated with any RSU-based races within a 50-mile radius, but other races can add their info to our calendar. The group run listing is retained, but without the ability to create “groups” or post messages within our site (in reality, most groups use Face Book or an external email group for group communication). RRRC’s Face Book, Twitter and Instagram feeds, which are embedded in the new website, have replaced the need for a message board function. The one outstanding item is to set up a new front-end for the 17+ years of archived race results.

**Grand Prix** - Rosie Schutte – 3rd Quarter results will come out in 3 weeks.

**Social Media** – Chris Mason - Social media is still doing well and gaining followers each week. We used social media this past month to kick off the Turkey Trot t-shirt contest, as well as to communicate upcoming club events. Thank you too Mr. George for being our Patrick Henry spokesperson. I am not sure if you all noticed but his posts gained a lot of attention in RRRC land. #someoneisfamous

We're are continuing to utilize both Facebook, as well as Instagram, to keep the club members up date on with the latest news.

**Newsletter** – Crystal Koch – The September – October issue is out, on the website and emailed to the board and posted on social media. The next deadline is 1October 1st, at the absolute latest. The focus would be fun and exciting and invaluable race experiences. If you know anyone with a great story, send them to Crystal.

**Pacers** – Karen McCarthy – Karen was able to secure access for the pacers to the pre-race hospitality area (indoors, with food, coffee, bathrooms, and bag check) and will continue to work with Sports Backers on additional perks for pacers for future years. I have 63 pacers lined up for the two races. I am still looking for pacers for the 2:30 half marathon group (4 more are needed), 3:30 for the marathon (need one more) and 5:30 for the marathon (need one more). Anyone interested can email me at [racepacers@rrrc.org](mailto:racepacers@rrrc.org).

**Kids Running Grants** – Karen McCarthy – This is a joint venture with Sports Backers. Faith Hecht from Sports Backers and Karen are reviewing the first batch of applications for the 2017-18 school year. Already 17 applications have been received and counting!

**Bus Tours** – Bus tours will be arranged for the upcoming November race weekend. We are looking for someone to coordinate the tour guides.

**Nominating process for upcoming election** – Bill Kelly. Please indicate your interest by signing up on the RSU site. The nominating committee will look at all those interested and form a slate for the elections

**RRRC Proposal and Guidelines** – in an effort to coincide with the national guidelines, we will be adopting the guidelines in October.

**Constitution and Bylaws amendments** – The suggested amendments were distributed to those attending the meeting to review for a vote in November. They will be again discussed at the October meeting. Bill Kelly discussed that there were 4 board members that had missed 4 consecutive meetings. In accordance with the bylaws, they could be removed. Don Garber asked for the names of those people. Those individuals are: Jeff Van Horne, Suzen Collins, Jennifer Culhane, and Sandra Gray. Jennifer wanted to remain on the board and asked for a vote to keep her seat. It was voted for Jennifer to continue her seat on the board.

**RRCA National Convention** – It was proposed, voted on, and passed to send 5 officers and 6 at large members of RRRC to the national convention in April, with each receiving a \$700. stipend to cover expenses. If you would like to be considered for one of these slots, please send a letter of intent to [officers@rrrc.org](mailto:officers@rrrc.org).

**Self Defense Class** – There was discussion as to the possibility of hosting a week of self defense classes in the near future. It was decided that the first quarter of 2018 would be the best time to get this done.

**Coaching Certification** – It looks like Richmond will be allowed to host the certification class possibly in the spring or summer of 2018.

The meeting was adjourned at 6:55