

Richmond Road Runners Club October 11, 2017 Meeting Minutes

Participants

President – Bill Kelly

VP Marketing – Ed Kelleher

VP Operations – Jiim Oddono

Treasurer – Ralph Gibbs

Secretary – Rosie Schutte

Karl Cover, Dawn Eberhard, Don Garber, Mara George, Marcy George, Michael George, Mark Guzzi, Nicole Herbert, Diane Kelley, Barry Kreisa, Mike Levins, Sam Lowe, Jeffery Luke, Glenn Melton, Kirk Miliken, Skeeter Morris, Eric Nachman, Steve Nolan, Megan Novak, Crystal Pintac, Beth Rosenthal, David Trump

The August 2017 meeting minutes were approved.

Treasurer's Report – Ralph Gibbs

Corrected financial summary and account balances were accepted without further question.

Operations - Jim Oddono

Key personnel – the current list of trained truck drivers include: Michael George, Bill Webb, Mark Guzzi, Sam Lowe, Jeff Van Horne, Barry Kreisa, Steve Nolan, and Sean Cusack

October/November contract race schedule:

10/14- Step Up Down Syndrome 5K – Clock/Finish Line rental.

10/22- Fall Into Wellness 5K – Timer – Mike Levins. Driver – Mark Guzzi.

10/28 – Virginia Hemophilia 5K – **NEED TIMER AND DRIVER**

10/29- Run to the River 8K- Timer – Anne. Driver – Glenn.

11/18- Thom Suddeth 5k – race cancelled

11/18- King William TT 5K- Timer-Mike Levins, Driver – Bill Webb.

11/23 – Turkey Trot 10K – Timer- Mettle. Truck- Glenn

11/23- SPC Turkey Waddle 5K- Clock Rental Only.

October-December club race schedule:

Turkey Trot – Bill Kelly – The race has been posted on RSU. As of 9/5/17 we have almost 500 runners plus 35 kids registered. The race shirt design has been approved and is in the production schedule to be delivered by 11/20 or sooner. The medal and ribbon design has been approved and scheduled for delivery 11/20 or sooner. The bib design was approved and will be sent to Mettle for chip placement. Michael George has stepped up to oversee volunteer placement.

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. Parking is also an issue.

Toy Run – Nikkia Young and Joe Flynn -Planning is well underway. We are hoping to open registration before this meeting! We are continuing the search for sponsors and food trucks.

First Day 5k – Eric Collins and Bill Anderson. Ed Kelleher has not yet heard back from RRCA national office if this race will be the state championship 5k.

Equipment – Glenn Melton – There are no problems at this time.

Volunteers – Rosie Schutte – The fall is a busy race season. We have a number of contract races and 3 major club races, please plan on volunteering for these events. Additionally, we need volunteers for the marathon bus tours and expo booth. Specifically, we need volunteers for our upcoming contract races.

Training Teams

Adv 10K - Working with Jeff Moore and Joy Montrief the head coaches on schedule for track and seminars and individual pricing for track ONLY option. We are currently working to secure a main sponsor for this program, Jeff and Joy will work with Ed when one is identified. This year's program will have two evening seminars to be held at the clubhouse.

WMT – Frankie Gerloff – We are ramping up for Oct 27th registration launch on RunSignUp and solidifying new/additional coaches for 2018

VP Marketing - Ed Kelleher

Bill Kelly has been working his contacts trying to get a Richmond-based banking group and a Richmond-based investment group interested in affiliating with RRRC in some sponsorship capacity. The lines are still in the water at this point; no ripples on the surface yet, but they haven't said no.

We are still beating the bushes looking for a sponsor for the Frostbite 15K as well as sponsors for other races in 2018.

As announced earlier, Wegmans is the title sponsor of the Wegmans Turkey Trot 10K. Fleet Feet has recently been brought on board as a bronze level sponsor. Shirts and medallions have been ordered.

Primrose Schools of Richmond again will be the presenting sponsor for the Toy Run 5K.

To Race Directors: Please keep me in the loop if you line up potential sponsors for your races. For the most part, the sponsors will have certain obligations to us and we will have certain obligations to them.

RunSignUp Coordinator – Dave Trump

Email marketing: RSU now lets us see the effect of sending a marketing email. For example, the email on September 27th to 1,212 participants in the 2016 Turkey Trot resulted in 151 race registrations to date for the 2017 race. Most registrations were within 3 days of sending the email.

Child Privacy: You may notice some extra questions during race registration. RSU has made updates to race and club websites to better protect the online privacy of children, particularly those under the age of 13. The updates are designed with the [Children's Online Privacy Protection Rule](#) ("COPPA") in mind and reasonably determine when we collect information about a child for a registration that we are collecting it from their parents. The changes include a step in the registration path confirming that you are a parent or guardian if you are registering someone under 18, creating a profile for a child that is a subaccount of the parent's, and showing a truncated version of information for all children on public facing parts of the site.

Newsletter – Crystal Koch

The information was sent to Melissa on Friday, October 6, hopefully we'll have a first draft on Monday and the final draft by Wednesday so we can send it to the printers. The goal is to have it back from the printers by the first week of November in plenty of time to be passed out at the expo. There has been some communication with the printer about the number of color pages to be printed.

About the changes that are being made: starting with the January issue, the minutes will not be included and will instead be archived on our new website since RunSignUp offers an excellent platform for this. The President's Letter will be on one page only. Club News will be about our members and their achievements. This will include Skeeter winning everything, maybe you ran your first 5k, or even just got to coach your first training team. The Raineycheck Marathon, stuff like that. The newsletter/magazine is a representation of all its members, not just the winners. Please help me find the stories even if it's letting me know who to contact. More human interest stories will be featured, including our large running groups.

Social Media – Chris Mason sent in a report

Our social media continues to grow monthly which is allowing us to connect with more and more runners. We have had a nice increase in our Snapchat followers, and we continue to look for creative ways to utilize that platform.

Facebook has not grown quite as much as in previous months, however we did have a major response to the Wegmans Turkey Trot announcement which was great to see. We also continue to field various questions through the page, and those questions vary from what type of running programs we offer to what race related services we as a club offer.

Instagram has stayed active fairly active as well as it still seems to be the media of choice for our members. Our posts on that platform tend to average 50-60 likes which shows us that many of our members seem to like the 'less is more' approach Instagram takes.

As always please feel free to reach out to us (socialmedia@rrrc.org) if you would like to see specific items on any of our medias (as some of you already have.)

Grand Prix – 3rd quarter results were sent out. There are now 5 people that still qualify as Iron Runner. Questions about the spreadsheet, please see Rosie

November race weekend planning 11/9 – 11/11

- Pacers – Karen McCarthy
- Bus Tours – Rosie Schutte – 2 “guides for each tour are needed. the time slots are: 11:30 am, noon, 1 pm, 1:30 pm, 2 pm, 3 pm.
The maximum number of participants per tour is 54. Sports Backers will provide the buses and a list of participants per shift to the RRRC booth at the Expo.
- Expo booth – Jim Oddono
- Candy Stop – Ralph Gibbs made a motion to spend \$350.00 for candy and supplies. The motion was seconded and passed. The location may change a block or two to secure a more visible location. The club awning will be used.
- Timers – Michael George asked for volunteers to help him with timing the 3 races at the start and finish line.

Pending – Bylaws and Constitution revision – first draft attached for careful review. A call for questions was made, there was none. If there is no further discussion a vote will be taken in November.

Proposed Governances and guidelines – call for discussion and vote. There was no discussion on the topic. A motion was made to adopt the Governances and guidelines, it was seconded and passed.

RRCA National Convention – call for applicants – Anyone interested in attending the RRCA National Convention in April 2018, Washington DC, please let the officers know by the October membership meeting.

Nominations – Bill Kelly said that you can still nominate yourself or someone else with their approval. You must have attended 1 club meeting and volunteered at a club event during the nominating year.

New Business

1. December meeting location proposal – Mark Guzzi

RRRC December Election/Social Proposal

I move that the RRRC hold its 12-13-17 business/election/social meeting at Väsen Brewery, [3331 Moore Street](#) (Scott's Edition @ Roseneath Rd.), RVA 23230. Time: 6:00 pm to 9:00pm.

Details:

All activities related to the December 2017 meeting will be conducted at Väsen Brewery, and NOT AT THE CLUBHOUSE!

Members wishing to participate in the election of the RRRC Officers and Board members will be required to arrive on-site at Väsen Brewery between the hours of 6:00pm and 6:30pm to both have their membership verified and their vote submitted in the ballot box. **BALLOTS MUST BE PLACED IN THE BALLOT BOX BY NO LATER THAN 6:30PM!**

The aforementioned 30-minute voting period will also be the sole opportunity to vote on the Grand Prix Races for the 2018 calendar year. Those present, and wishing to vote, must pick up and submit their GP ballots from 6:00pm to 6:30pm.

Following the conclusion of the **30-minute voting process**, complimentary food (snacks, finger-food, wraps and sandwiches) and non-alcoholic soft drinks will be provided by the RRRC. Väsen Brewery will have a number of their hand-crafted European libations/alcoholic beverages available for purchase (likely Nate's Wheat, Amarillo Gose, Sour Stout, Gose, Session Saison, Vanilla Dubbel and Sour Saison). ***Please eat and drink responsibly.***

Immediately upon the close of the voting process (6:30pm!), tallying of the ballots will begin. Sometime between 6:30pm and 9:00pm, the election results will be announced.

As with the meeting at Strangeway's in December 2016, supplies/food/non-alcoholic soft drinks will be selected by a committee, and purchased at Kroger's Grocery Store. Toward that end, I propose a budget approval of \$675

The motion was seconded and passed..

2. **Sportable donation** for Guides and Pushers for November race weekend. The officers would like to fund a \$500. donation to support the race entries for the guides. A motion was made and passed. Sportables is an organization that supports fitness and athletic competition for physically disabled participants in a wide variety of sporting events.
3. Race Director Seminar – Projected date January 20, 2018. This is a seminar directed by RunSignUp. Invitations will be sent to local running clubs to participate. There is no cost.
4. Kids Running Grant Summary – Faith Hecht sent a report showing the kids running programs supported through the grant. The proceeds from Patrick

Henry Half Marathon are split with Sports Backers and used to fund kids running programs. More that \$11,000. have been distributed to these programs.

New Business

Bill Kelly asked if there were any further awards that we wish to present at the banquet March 3rd. we present: Volunteer of the Year, Spirit Award, and Community Partner.

The meeting was adjourned at 7:01