

Richmond Road Runners Club Report Summary May 2018 Meeting Minutes

Participants: Sarah Akin, Alan Baugh, Dawn Eberhard, Marcy George, Michael George, Ralph Gibbs, Ed Kelleher, Mark Guzzi, Karl Cover, Jeff Luke, Jim Marr, Michele Marr, Chris Mason, Kirk Milikan, Stephen Nolan, Meghan Novak, Hayden Novikoff, Jim Oddono, Rosie Schutte, David Trump, Nikkia Young

The April meeting minutes were approved

Treasurer's Report - Nikkia Young

We transitioned the Suntrust account into the TowneBank account. Thanks to Craig, Mike M and Ralph, the Quickbook balances look much better. We plan to meet again soon to do a review. Lastly, no more cash registration at our races. It is important to be able to track registrations and cash flow. Members and racers can continue to pay with a check or card for onsite registration. If really needed, we can open up PayPal as a form of pay.

Account Balances	
RRRC CD (11/27/18)	\$57,356.72
Scholarship CD (10/31/18)	\$16,583.78
Scholarship CD (2/14/19)	\$8,344.43
Townebank CD	20039.91
TowneBank Checking - 5/6/2018	271,136.67
Suntrust Checking - 4/31/2018	0
Total:	\$373,461.51

VP Operations - Jim Oddono

May/June/July - Schedule:

May:

5/5 – Blaizen' Trails 5K – Was a clock finish line set up

5/17-5/18 – Senior Games- Manual timed race

5/26 – Autism Society 5K – Jessica Corbett. Chip timed. Dan Silva/Mettle will be timing this race for us.

5/27 – Stratford Hills 10K – Manual. Timer-Mike Levins. Driver-Michael Muldowney, Registration Guru - Marcy.

June:

6/2 – RVA Trail Day – Driver-Glenn, Director - Guzzi

6/17 – Thanks Dad 5K. Manual Timed. Need Timer, Driver - Guzzi (tentative), Registration Guru - Marcy

6/20, 6/27, 7/4, 7/18, 7/25, 8/1 – Summer Track Series

July:

7/2, 7/9, 7/16– Cul De Sac 5K – Chip Timed. RD- Steve Lerner. Driver- Glenn.

Registration Guru – Marcy George.

7/4 – Patriots Day 5K – Manually timed. Mike Levins/Michael Muldowney, Driver needed

7/28- Pony Pasture 5K – Manually timed. RD – Mara George. Need timer and driver.

Club race preview

Stratford Hills - Mike Levins - Preparations continue on pace. Registration numbers are quite a bit ahead of last year. More volunteers are needed.

Fantastic Mile - Cancelled

Thanks Dad 5k - Sarah Akin and Matt Nordin - Sarah reported that Century Insurance spoke with her and has interest in becoming the presenting sponsor.

Pony Pasture 5k - Mara - It's the 10th year! Let Mara know if you have any ideas to make it special. We have a presenting sponsor this year. The official name will be Pony Pasture 5K, In Memory of Peter Still (presented by Edward Jones-Tony Leone). For short we will use Pony Pasture 5k presented by Edward Jones-Tony Leone. A motion was made that we no longer accept cash for race registrations or our payment transactions, it was seconded and passed.

Cul de Sacs - Steve Lerner - No report sent and not present at the meeting.

Volunteers - Meghan Novak - Volunteers came through for Carytown 10K. Also, the Blaize'N Trails 5K changed from manual to clock time, so RRRC volunteers were no longer required. Message went out to volunteer group notifying them of the change. Looking ahead:

- Autism Society Central VA 5K (contract race) – Max. volunteers reached.
- Stratford Hills 10K: Looking a bit low on volunteers for the “On-Course Support” (Course Marshal, Water Stops, Finish Line, General Volunteers). This info was captured in Dave’s draft email distribution to be sent 5/7. We should follow-up with social media posts after Dave’s message is distributed.
- Thanks Dad 5K – More volunteers needed; will shift focus to this after Stratford Hills 10K.
- Cul-de-sac 5K series – More volunteers needed; still plenty of time to fill volunteer slots for these races.
- Volunteers for Governor’s monthly run would like to use volunteering for Grand Prix credit as a substitute for a contract race.

Marketing and Sponsorships- VP Marketing, Ed Kelleher

Tony Leone of Edward Jones Investments has signed on as presenting sponsor of the Pony Pasture 5K on July 28. For advertising, promotion and RunSignUp purposes, the race will be called the “*RRRC Pony Pasture 5K, In Memory of Peter Still (presented by Edward Jones-Tony Leone)*”. New Balance Richmond will be the race’s Run Shop Bronze Sponsor.

Lucky Road Run Shop has agreed to be the Run Shop Gold Sponsor for the following races:

- Thanks Dad 5K
- RRRC Cul-de-Sac 5K series, presented by Tri-Ad Chiropractic
- Wegmans Turkey Trot 10K
- RRRC Toy Run 5K, presented by Primrose Schools of Richmond

- Other upcoming races and their sponsors are:
- May 27, RRRC Stratford Hills 10K (Bronze Sponsor, Road Runner Running Store)
- Aug. 25, Patrick Henry Half-Marathon
- Sept. 8, Governor's 5K
- Oct. 28, Poop-Loop 4-Miler, (Gold Sponsor, Road Runner Running Store)
- Dec. 2, RRRC Bear Creek 10-Mile Trail Run

The Rink at West Broad Village has expressed interest in developing some in-kind promotional trade-offs with RRRC. Talks are ongoing.

Operations Manager - Dave Trump

Dave has been working with Ralph on a first draft of a RRRC "Emergency Response Plan for Club Races/Events". There has been ongoing coordination with race directors and Chris (social media) on email marketing for upcoming races. The E-Blasts help keep race information circulating when sent out about a week before a race. The website homepage information has been updated with brief race reports and "RRRC in the news" stories. There have only been 3 orders for the RRRC store this month. We will be looking for information on ordering seat covers.

Scholarship Committee - Kirk Milikan - one scholarship application has been received to date and an additional incomplete one. Applications are due by midnight May 31st. If you are interested in being on the scholarship committee to review applications, please send an email (kmillikan@gmail.com).

Grand Prix - Rosie Schutte

Due to the decrease in numbers of contract races, I would like to add other opportunities for volunteering that would also count as "contract races", such as SAG support for WMT and the Governor's monthly runs. A motion was made to add this to the GP volunteer credit opportunities as well as volunteering for the WMT water stops, it was seconded and passed.

Newsletter - Crystal Koch

Crystal forgot about the deadlines and did not submit anything. She reports "Too much going on and we will focus on the July/August issue instead, we can include Trail Days, a few race reports such as Mark Lackey's final 3 continents and Dan's visit to Jerusalem for the half marathon.

Social Media - Chris Mason

Our FB page had quite a strong month in April which has been refreshing to see after a stagnant period. Our overall page 'likes' increased by 19% throughout this timeframe and our Carytown photo album reached a staggering 6,500 people (which is amazing as we only have 6521 followers as of 5/5/18!) FB, as well as IG, were both used to heavily promote the Carytown 10k and we feel that was done effectively. The 10k had sign-ups

occurring right up until the very last day and we were sure to reply to any comments or questions that were left on the event page in a timely fashion. And yes, we do know that Mother Nature helped out with sign-ups also as it was a gorgeous day, wasn't it?? We decided to run a surprise promotion during Carytown in which we refunded the 500th 10k participant \$5 as a sign of our appreciation and we plan on running similar promotions going forward.

The club's Instagram and Strava followings also increased over the past month and we'll continue to promote both of these platforms. We have started posting race events within Strava as well to ensure we're reaching all of the various runners our great city has to offer.

Action Items:

1. **RRCA Coaching Clinic** - Chirs Piper - No report sent
2. **CPR/First Aid** - Eric Nachman - No report sent
3. **Club House search** - Bill Kelly - sent a report investigating more properties.
4. **National Trails Day** - Mark Guzzi - RVA/National Trail day is set for Saturday, 06-02-18. Volunteers are needed.
5. **Race Director** survey - Ralph - 4 race directors have responded.
6. **Flying Squirrels** - Mike Levins

The RRRC night will be Thursday, June 21 @6:35PM. The Flying Squirrels' opponent will be the Altoona Curve, AA Affiliate of the Pittsburgh Pirates. All tickets have been claimed. Ticket pick up can happen at Thanks Dad 5k and the Track Series.

New Business

1. **RRRC Race Team** - Rosie proposed having a RRRC Race Team that would compete in a 3 race series with Tri-Cities Road Runners and Fredricksburg Area Running Club. A request was made for \$2,010 to cover expenses. The team would have it's first competition in the 2019 season. Discussion followed as to the reason we needed a race team and who would be on it. A motion was made to pass this proposal, it was seconded and passed.
2. **Youth pricing for races** - Dave Trump revised a previous proposal. He recommended \$5.00 pricing for kids 5 - 12 at all races except Turkey Trot and Toy Run. A motion was made, it was seconded and passed.
3. **Emergency Action Plan** - Ralph - Emergency Action Plan - Jim, Dave and Ralph are working to develop an emergency action plan that will provide step by step action to perform in the event of an emergency at one of our events. This will cover everyone involved from course marshal's, water stop, finish line, etc. and will provide a clear set of actions and contacts should an emergency arise. If anyone has any experience in this type of this, we would welcome the help. Marcy suggested contacting Sports Backers to view and use parts of their plan.
4. **Medals for Kids** races - Rosie requested purchasing medals for kids races as everyone loves a medal. It would be the same medal for all kids races so we could order a quantity to receive a bulk discount. A motion was made to pursue this, it was seconded and passed.

5. **Governor's Monthly runs & Governor's 5k** - Ralph - Governor's Run - The first one will be at 6 AM on May 16th and the Governor will be in attendance. The plan is for this to be a monthly group run that RRRC will support with volunteers for course marshals and water stops if needed. These will be Grand Prix volunteer opportunities. A brand new RRRC race called the Governor's 5k is planned for September 9th. At this time, it is planned for the Governor to run the event.

The meeting was adjourned at 7:06