

Richmond Road Runners Club August 8, 2018 Meeting Minutes

Participants:

Dawn Eberhard, Joe Flynn, Marcy George, Michael George, Ralph Gibbs (President), Mark Guzzi, Steve Jones, Ed Kelleher (VP Marketing), Bill Kelly, Mike Levins, Jeff Luke, Chris Mason, Glenn Melton, Eric Nachman, Megan Novak, Jim Oddono (VP Operations), Rebecca Randolph, Jessica Reber, Rosie Schutte, Hervey Sherd, Brooke Silverstein, Suzi Silverstein, John Stapleton, Dave Trump (Administrative Assistant), Nikkia Young (Treasurer).

The June meeting minutes were accepted, there was no July membership meeting.

Treasurer's Report:

Account Balances	
RRRC CD (11/27/18)	\$57,469.97
Scholarship CD (10/31/18)	\$16,616.52
Scholarship CD (2/14/19)	\$8,356.65
Townebank CD	\$20,059.90
TowneBank Checking - 8/5/2018	\$292,739.38
Total:	\$395,242.42

This month is the first month that a report has been given via Quick Books.

VP Operations - Jim Oddono

Contract race review:

Pole Greek 5k - Steve Nolan may drive

Children's Hospital - Mark Guzzi may drive. There will be a need for packet pick-up volunteers the day before the race as well as race day volunteers. Both days will receive contract race volunteer credit.

Step up for Downs - is on October 6th

Diamond Dash - is on October 20th

Club race review and preview

Thanks Dad 5k - Sarah Akin, Matt Nordin - Registration and total finishers increased from 2017 race. Total 2018 5k registrations 238. Total finishers 222.

Total 2018 kid's race 40. Sentry Insurance signed on as a presenting sponsor. Given the increase in registration and sponsorship dollars the race was profitable. There were some hiccups with results for individuals who registered as part of a team. We will review the team concept for the 2019 race to see if this make sense going forward. Thanks Dad is at it's heart a family event and while the course is hilly the race attracted many walkers. Overall the 2018 was very successful.

Pony Pasture 5k - Mara George sent no report

Summer Track Series - Glenn Melton - Summer track was a blast. We had awesome participation this year. We managed to get all six nights in despite a lightning delay on the third week. Looking forward to next year and hoping more of the board will come out and participate.

Patrick Henry Half Marathon - Michael George - As of the meeting date, 600 runners registered for the event. Origin Beer Lab will open early on race day. A merchandise tent was discussed, but would require someone to man it on race day.

The Governor's Race 5K - Bill Kelly - The inaugural Governor Race a 5K with a Kids run is scheduled for September 23, 2018. We (Ed/Dave & myself) met with the Governor team on 7/31/18 to review and finalize the details, there is agreement on all aspects just need a final sign off from the Governor so we can post (open) the races for registration, our target date is Tuesday 8/7/18. Below is a brief overview of the race and how we have structured the organization to have a safe and successful NEW club race in less than 60 days.

- The Race site is ready to go for race registration and volunteer for both the 5K & Kids Run. Thanks to David Trump.
- Race Director Bill Kelly / Assistant Race Director Ralph Gibbs, in addition Ralph has recruited key club members to oversee key activities based on short time span to get a new race off the ground. Ralph has recruited a 1# Run/Course Marshall, Kids Run, Safety Manager, after race Food Manager, Site Manager, PR and Marketing Coordinator.
- Sponsors: Wegmans presenting sponsor for the 5K (cash and food) , Road Runner Running Store supplying 9/22/18 packet pick up and prizes for runners (Both thanks to Ed Kelleher), Chick Fil A supplying 100 Gift Cards for the Kids Run. (This is as reported 8/ 8/18. Wegman's is no longer the sponsor of this race nor is Chick Fil A).
- All permit and off duty officers request have been submitted, waiting on approvals. Note we will also work with the capitol police, but no permits required. The course was designed by Michael George
- The 5 K race will be a chipped timed by RRRC
- We have capped the 5K race at 500 and offered codes for state and city workers to receive the RRRC member discount. The Kids Run will be capped at 100. We anticipate both races to sell out prior to race day.
- The logo final art has been approved and race swag has been ordered by Rosie (Thank you). It's a very cool runner's hat, see website for photo.
- The Governor's office wants this to be an annual event at least for the next 4 years. RRRC will explore options with RRCA to expand this race into a state format and possible a national Governors Race, dream big or go home.

- Bill wanted to want to collectively thank the officers and other key club member for making this race happen on such a short notice. By the club supporting and embracing this event, once again it proves that RRRC ...**WE RUN RICHMOND.**

Suzi Silverstein suggested that a state agency competition be added to increase interest.

Poop Loop - Crystal Koch - 10 registrants at the time of the meeting and more coming in everyday! We have started working on the "medals", Jake is working on the t-shirts. We have secured Richmond Ambulance Authority's help by way of bicycle team so they can easily access the course if anything happens to a runner while we're out there. Each overall winner as well as the last runners receive a gift card and special award. The only thing left is to get the awards done by race day. We will be ordering some kind of battery operated lights to mark the route. Jake and I as well as some of our friends plan to do a 'run through' in late September.

Turkey Trot 10k - Michael George -There is a new race director this year, Michael George. He will be sending out a request for people to help with various critical tasks to prepare for the race. The critical tasks are as follows: registration guru (Marcy George has agreed to take this on), T-shirt distribution (Barry Kreisa has volunteered), Course Marshall Coordinator, Water Stop Coordinator, medals, and sign placement.

VP Marketing and Sponsorships - Ed Kelleher

Logo Redesign/40th Anniversary T-Shirt Committee

The committee consists of five members: Ed Kelleher, chairman; Mara George, Mark Guzzi, Matt Nordin, and Nikkia Young

Our goals are twofold: to present the board with a concept for an updated RRRC skyline logo, and to come up with a design for an RRRC 40th anniversary T-shirt. We met July 23 to discuss concepts for the logo and T-shirt. (Matt was absent due to a work conflict; Colin Schoenhaut filled in for him.) For the logo, the general consensus was to seek something that included the river and made the park/trees more prominent, the idea being that we tend to run and hold our races as much as or more in the parks than on downtown streets. We looked at the city of Richmond logo and others like it that feature a river.

We figured that it could cost up to \$500 to have a design created. Nikkia said she would try to find a designer at the Martin Agency or at the VCU Brand Center who would be willing to work for less than that. Barring that, we said we could ask Laura Oates, a Maryland designer who has worked on several RRRC projects at an excellent price, to work up a design. We will ask the board to appropriate up to \$500 for the design.

For the 40th anniversary shirt, we discussed going with a high-quality shirt, even if it costs in the \$20-\$25 range. We would use the new logo with a stylized "40th Anniversary" or "40 Years of Running RVA" as the shirt emblem.

A motion was made to allot \$500.00 for the design of the new logo. The motion was seconded, voted on and passed.

Sponsorships

The Governor's Race, presented by Wegmans: (This is as reported 8/ 8/18. Wegman's is no longer the sponsor of this race). Date is Sept. 23, a Sunday. Starting and ending at the Bank Street entrance to the state Capitol. Will include the First Lady's Kids Run, a 0.35-mile run on streets bordering the Capitol. Wegmans is the presenting sponsor; Chick-Fil-A is the kids run sponsor; Road Runner Running Store is the run shop sponsor.

Poop Loop 4ish-Miler: Sunday, Oct. 28, on the Slave Trail and other trails near Ancarrow's Landing. Bronze sponsors are Road Runner Running Store and Walkabout Outfitters.

Wegmans Turkey Trot 10K: Nov. 22 at UR. Wegmans is title sponsor for the second year of a three-year agreement. Lucky Road to be run shop sponsor.

Bear Creek 10-Mile Trail Run: Dec. 2 at Bear Creek Lake State Park in Cumberland County. No sponsor yet.

Toy Run 5K, presented by Primrose Schools of Richmond: Dec. 9. Presenting sponsor is Primrose Schools of Richmond. Lucky Road Run Shop is expected to be the run shop sponsor.

First Day 5K, presented by Davenport & Co. Jan. 1, 2019 at ACAC. Presenting sponsor is Davenport. Lucky Road Run Shop is run shop sponsor. Chick-Fil-A and ACAC are bronze sponsors.

Note: Tony Leone of Edward Jones Investments, presenting sponsor of the Pony Pasture 5K, was enthused about the race (he even won a bottle of wine in the random drawings) and intends to sponsor it again next year. His company is also looking at some sort of sponsorship – gold, silver, bronze? – for other races in the coming months.

Operations Manager - Dave Trump

- Conducted an online survey of members regarding interest in certain RunSignUp features; distributed results to Board and in a club email
- Prepared an explanation of the processing fee and the club's financial relationship with RunSign Up. RRRC receives 20% of the fee. Distribution was approved in a future club email and posting as a FAQ. Chris Mason suggested incorporating the processing fee into the race fee.
- Prepared a draft schedule of 2019 races and fees with two options for multi-race pricing. This should be considered in planning the Grand Prix race slate which must be decided upon by the October meeting.
- Worked with race directors to establish two new races
- Provided normal website and race/event support

RRRC Store

- Received new inventory in advance of Pony Pasture 5K; sales are steady - 27 shirts and 21 car seat covers sold as of 8/4; only 3 black race caps remain in stock
- Explored a future alternative for offering members RRRC logo'd clothing. This might be an option as a way to offer RRCA logo-wear but to have it produced and distributed by a third party.

Scholarship Committee - Kirk Milikan

We had 17 applicants this year and awarded three \$2,000 scholarships. This year's winners were Noah Campbell, Jack Ikenberry, and Ryan McCracken. Noah graduated from Patrick Henry High School and will be attending the University of Richmond, Jack graduated from Lee Davis High School and will be attending George Mason, and Ryan graduated from Douglas Freeman High School and will be attending William & Mary. We had a very competitive pool of applicants, but after reviewing the applications, the scholarship committee saw that these three recipients had set themselves apart from the rest. Each was a very dedicated runner in high school, held leadership positions on their high school teams, actively encouraged their teammates to reach their highest potential, received rave reviews from their coaches, and plan to continue running and supporting a healthy lifestyle in college. One of the three scholarship winners (Jack Ikenberry) was not able to attend the Pony Pasture 5K to be recognized, but his parents attended on his behalf.

Training Teams

Beginning Runners - Hervey Sherd - The average participation for the spring team was 10 runners, with about the same participating in the Thanks Dad 5k.

In a discussion with the coaches about a shortened fall New Runners training some objections were raised because it's at the same time as Sports Backers 8k team. The people who will sign up are not going to sign up for the SB 8k team.

A decision needs to be made as to the fall program before asking the coaches to commit their time.

WMT, Winter Marathon Training Team - Frank Gerloff - Planning WMT 2019 has been progressing forward with increased marketing efforts to new and additional corporate sponsors. RunSignUp opening registration is targeted for October 1st. We will be adding more "experienced" coaches to our 26.2 coaching staff. At a very granular level, several meetings and phone calls have been conducted discussing an RVA-WMT March Madness 13.1 race. Brackets designed to raise money for charitable causes and the finish line will be in U or R's or VCU's gym.

Grand Prix - Rosie Schutte -

This last month was busy for Grand Prix with 4 races. Hayden Novikoff and Suzi Silverstein have begun working to learn the ropes and eventually take on some of the responsibilities.

Banquet - Diane Kelley

Speaker is confirmed. Nancy is working on finalizing table centerpieces and giveaway for all attendees. Grand prix prizes are being researched.

Newsletter - Crystal Koch

Ed and Crystal have agreed to publishing four issues per year, one for each quarter. Two huge magazines for the expos and two smaller club-only newsletters with ads and calendars and meeting minutes. They think this is a happy medium between club news and community news. The latest issue, will have hopefully been sent to Melissa by the August meeting and out by Friday. Anna C, who is the leader of the Fan Foxes as well as a Pickle coach, is working on a mental health issue for the publication to be distributed in November.

Social Media - Chris Mason

Our social network continues to grow as we have added 40 new members to our Facebook page over the last 60 days and we have added multiple Instagram users over that time period as well (I am not able to find that data at the moment.) We have used our media over the past month to share such events as the RRRC Night at the Diamond, share videos from both the Thanks Dad 5k and Pony Pasture as well as a method to thank one of our esteemed members for sharing a photo of our club plaque (on the Cap Trail) on their personal social media page. We continue to promote events through all platforms and are doing so at a high success rate as we are seeing a vast increase in page activity on both platforms (#allthelikes!)

Also, we have recently started to 'invite' individuals who like our posts and race photos that they see on their friend's page to follow our Facebook page as FB has a tool built in that enables us to do so. We expect to see our membership continue to grow by use of this feature and hope to be over the 4k mark soon!

Action Items

- 1. RRCA Coaching Clinic Level 1** – Chris Piper sent this report - We had a very successful event. 37 total have signed up and 35 completed the course over the two days. It was interesting fitting everyone in the clubhouse, but we made it work. People from as far away as Florida came to our city and many out-of-towners were very impressed with RVA's dedicated fitness community and the strength of our running club. I suggest the Board invite the instructors back again for another class in two years and I will happily volunteer my services in organizing the event.
- 2. Club House Committee** – Bill Kelly gave this report - Michael George and I are meeting with a realtor on Monday 8/6/18 at Noon to visit what appears to be the

best potential lease option we have seen that can meet most of the club's needs. This property may require some improvements but I hope to be able to provide a more detailed update at the Meeting Wednesday evening 8/8/18. While we would like to purchase a clubhouse, it appears the best short term option is potentially leasing, based on what we have seen in our search.

3. **Emergency Action Plan** – Ralph Gibbs explained that there would be a meeting the following week of the group working on the plan that would then be presented to the board.
4. **Medals for Kids** - Rosie - The medals have arrived and look wonderful.

New Business

1. Truck assistant - Discussion proceeded as to the critical need for a truck assistant. Suggestions were made to possibly pay a person for the job, give race entries to the person volunteering, giving additional Grand Prix points for this job, and Ed Kelleher suggested each board member take a turn volunteering in this capacity for each club race.
2. T-Rex Run proposal - Rebecca Randolph - It has been proposed that RRRC host a T-Rex run event on November 11th. There was discussion as to where to have the event. Brown's Island was suggested as an event location. Additional suggestions were made about the course and type of event to be held. A motion was made to form a committee to work on the event. The motion was seconded, voted on and passed. The members that volunteered for the committee were: Chris Mason, Crystal Koch, John Stapleton, Ralph Gibbs, Eric Nachman, and Rebecca Randolph.
3. Special election at December meeting. Ralph Gibbs said that he has been contacted by several people interested in taking on the vacant board positions. There will be a special election to fill those slots at the business part of the December meeting.
4. December meeting at Ardent. Michael Muldowney's brother offered us a free event location at Ardent Brewery for the December meeting. Mark Guzzi will be coordinating the planning.
5. November race pacers - Karen McCarthy had previously sent this report: 2018 Richmond marathon and half marathon pacers: Karen McCarthy will be kicking off the 2018 RRRC pace team process in the next few weeks. We have pacers (almost 50 in all!) for all paces, from fast to less fast. Anyone who is interested in receiving information about pacing should email her at racepacers@rrrc.org.

A motion was made to adjourn the meeting at 7:15, it was seconded and passed.

