

**Richmond Road Runners Club
Meeting minutes**

September 12, 2018

Participants:

Ralph Gibbs -- president
VP Marketing -- Ed Kelleher
VP Operations -- Jim Oddono

Treasurer -- Nikkia Young
Secretary -- Rosie Schutte

Bill Anderson, Alan Baugh, Dawn Eberhard, Mara George, Marcy George, Frank Gerloff, Mark Guzzi, Bill Kelly, Crystal Koch, Barry Kreisa, Jeffery Luke, Chris Mason, Glenn Melton, Kirk Millikan, Michael Muldowney, Jennifer Perrin, Jim Porter, Mr & Mrs Porter senior, Rebecca Randolph, Jessica Reber, Dave Trump, Shihan Wijeyeratne.

Treasurer's report - Nikkia Young

Quickbooks is now being used optimally.

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 - 9/7/2018	\$323,883.12
Total:	\$426,386.16

**Marketing and Sponsorship - VP Marketing, 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.) 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.

Initially, we figured that it could cost up to \$500 to have a design created. Since then, we contacted Laura Oates and she agreed to work up some designs for a total of \$600 - \$350 for the logo designs (3 choices), and \$250 for the shirt design. We may need to get authorization to spend an additional \$100 over and above the budgeted amount.

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

Sponsorships

- **The Governor’s 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 no longer the presenting sponsor; Road Runner Running Store is the run shop sponsor. We designed a flyer and used that design to print 25 flyers and 1,000 postcards. Bill Kelly and Ed Kelleher put 750 of the postcards on windshields at the Step Up 5K on Sept. 8 at Byrd Park and intend to place the other 250 cards on windshields at the Children’s Hospital 4 Miler this weekend. Bill Kelly commented that it has become evident that the distribution of print media is no longer an effective tool for promoting races. There was no significant increase in registrations after the printed distribution. Board members were encouraged to take the remaining flyers and distribute them among their running groups during the week.
- **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 - VP Operations, Jim Oddono

September:

9/1 – Pole Green/Spider Alumni Open – Contract, Manual Timed. Timer- Mike Levins.

9/15 – Children’s Hospital 4 Miler -- This race has been postponed to 10/21. Since we have a previously scheduled contract race on that same day, Mettle may be asked to time this race.

9/23 – Governor’s Race. RRRC Chip Timed. RD – Bill Kelly. Timer- Mara. Driver-Glenn

9/29 – Patrick Henry X-C Meet. Manual Timed. Timer – Mike Levins. Driver- Steve Nolan

9/29 – Comfort Zone Grief Relief 5K – Cancelled.

October

10/6 – Step Up Down Syndrome – Clock and Finish Line set up only.

10/20 – Bon Secours 5k Diamond Dash. RRRC Chip Timed. Timer – Anne Brown. Driver- Glenn.

10/21 – Run to the River 8K and 1 Mile race. **Need Timer, Need Driver.**

10/28 – Poop Loop Trail Run. Manual Timed. RD – Crystal Koch. Timer- Mike Levins, tentative. Driver- Glenn.

10/? – Trick or Trot 5k. Kevin O’Connor. Fun run, no timing necessary.

November

11/22 – SPC Turkey Waddle 5k – Clock rental only.

11/22 – Turkey Trot 10K – RRRC Chip Timed. Driver – Glenn.

Race review:

- *Patrick Henry Half Marathon* - Michael George (did not attend but sent a report) - The weather couldn’t have been better. We had good numbers of runners, possibly due to the 5 day forecast, registration being open until race time, and had good reviews of the race. There was a noise complaint, but that was minor and dealt with quickly.

Race preview:

- *The Governor’s Race* - Bill Kelly - As of 9/9/18 there were 323 signed up for the 5K, and 69 Kids. Ed Kelleher had 1000 post cards printed up and distributed 750 post cards at Speak Up 5K. The additional will be distributed by board members at various running groups. We need volunteers. We have reached out to the Richmond Tri club for 2 bikers, Bill has reached out to the Chesterfield school contact and touched base with Faith Hecht at SportsBackers. Pending good weather, we would project final numbers at 500+ for 5K and 100+ for the Kids run. The First Lady of VA is providing medals for the Kids Race.

- *The Poop Loop 4ish Miler* - Crystal Koch - An updated budget is attached. We will have a trail mix bar and tootsie rolls at the finish for the food. We are currently working out the logistics of packet pickup at Road Runner on Saturday the day before the race; the zombie walk is usually that day so we are trying to find out an approximate start time to see if it will conflict. Jake Wiseman will soon be ordering t-shirts.
- *Turkey Trot 10k* - Michael George (did not attend but sent a report) - The details of pre-race packet pick-up are being worked out with Lucky Road and has not been nailed down yet. Final decisions are being made on both the medals and the T-shirts this week. Please volunteer!
- *Bear Creek 10 Mile Trail Run* - Barry Kreisa - Registration is open. New this year: On line registration cut off 250, walkers/hikers start at 8AM and a course change. There will be race day registration with no shirt guarantee. The race is, at the time of the meeting, 30% filled.
- *Toy Run 5k* - Nikkia Young and Joe Flynn - We are waiting on the contract from City Stadium and then we will submit the budget and get Toy Run open for registration. We will have a large showing from Primrose and Girls on the Run. We also have 3 food trucks and a coffee truck committed to the event!
- *1st Day 5k* - Bill Anderson - construction has begun on the neighborhood cut through which is on the race course.

Volunteers - Megan Novak (was unable to attend but sent the following report) - We are good to go for the next upcoming contract race, but otherwise our volunteer numbers are looking a little low for some of the other races. Please help spread the word and/or sign-up if you have the availability. Thanks everyone!

- 9/15 - Children's Hospital Foundation 4-Mile Fun Run (Contract Race) - volunteer slots are FULL - THIS RACE HAS BEEN POSTPONED. Volunteers will be notified of the new date and may decline their volunteer slot if there is a conflict.
- 9/23 - Governor's Race - at approximately 30% of total volunteer slots
- 9/29 - Patrick Henry Invitational (Contract Race) - volunteer slots are 38% full
- 10/20 - Diamond Dash on the Avenues (Contract Race) - volunteer slots are 30% full
- 10/21 - Run to the River (Contract Race) - volunteer slots are 25% full
- 10/28 - Poop Loop - volunteer slots are 25% full

Equipment Manager - Glenn Melton - All is back in order after the crazy Patrick Henry weekend. Replaced the batteries in one of the digital clocks the other week and have parts coming to fix the old flip clock that has been long forgotten. Glenn would like to see if we can find a way to streamline our chip and RRRC bib usage. We have an excess of #501-1000 bibs that we need to start using. Every race likes to start at 1, but there has to be a way to use these in future races. Our current stockpile will probably last for a year or more.

Administrative Assistant/RunSignUp - Dave Trump

The RRRC Emergency Response Plan (proposed) has been written, finalized, and distributed to the board for their review. The website is being kept up to date as changes need to be made, and the RRRC store continues to receive and distribute orders.

Training Teams

WMT - Frankie Gerloff - Negotiations are still occurring for WMT's tile healthcare 2019 sponsor. Team logo/graphics are being tweaked for posters and team shirts. In support of MTT, marketing initiatives will begin in earnest October 1st -15th.

New Runners - Hervey Sherd (was unable to attend but sent the following report) - 1st day went very well. We have 9 runners signed up and all were present on Thursday.

Adv 10k - Bill Kelly - a budget was submitted

Grand Prix - Rosie Schutte

Suzi Silverstein and I will be entering data in a week or so and then will send out an email with the first data analysis for the possible GP finalists.

Banquet - Diane Glaze (was unable to attend but sent the following report)

Gifts are being researched for GP, awards for iron and titanium runner are being determined. Nancy is on track with arrangements with the country club, table decorations and attendee gift.

Newsletter - Crystal Koch

Crystal is no longer able to give this project the attention it requires due to her business. She will follow through with upcoming issue for the expo and then a new editor will need to take over.

Social Media - Chris Mason

We had a very active month of August on both of our main platforms, Instagram and Facebook. We used both platforms throughout the month to predominately advertise for the Patrick Henry Half and seemed to have succeeded in generating interest as the participant total greatly increased throughout the last week. We decided to hone in on the nice weather that was expected for race day as we know that weather is a large contributing factor as to why people do not race #PHH. We also started communicating news regarding other upcoming races such as the Poop Loop 4ish as well as the Governor's Run to drive up sign-ups for those events. Finally, our platforms were used to celebrate successes such as Sara Lasker's Reykjavik Marathon win. The post regarding this awesome accomplishment drew the largest reaction of any prior RRRC FB posts (and deservedly!)

We plan to use our platforms to continue making folks aware of our upcoming races as we have an increase in RRRC races coming up. Events have already been created for Bear Creek, as well as Wegmans Turkey Trot 10k, and they have brought significant

interest already. I also plan on using our platforms to continue to solicit volunteers for races as needed.

Club House search - Bill Kelly - We are looking at a new location and have an appointment to see a potential site off of Staples Mills Road. It may be too small, but worth a look. If not, we will continue to search. It is recommended the club go month to month on our current lease in 2018-2019.

Emergency Action Plan - The plan was submitted to the board for their review. The developers decided the plan will undergo some revisions and review by our attorney before it is presented for a vote.

Proposal for an amendment to the Constitution and ByLaws - (*attached) An amendment was sent to board members for review. The proposal was submitted per the required 25 day review period and will be voted on at the October and November meeting requiring 2/3rds majority vote both times to pass.

December social - Mark Guzzi presented his information at the meeting first as the had a prior commitment. It does not appear that Ardent Brewery will be a useable location for our social as they cannot provide a room large enough. Other breweries being looked at as a possibility are: Strangeways, Three Notch'd, and Vasen.

T-Rex Run planning - Rebecca Randolph, who is organizing the event, reported that the location may be at Kanawha Plaza as other locations are too expensive or unavailable. Permits will soon be filled out.

December election - Ralph Gibbs explained that Michele Marr has resigned from the board leaving a vacancy that we will look to fill at the December meeting. The candidate for that position must fulfill all requirements of a board candidate. Candidates must let the Board know of their intention to run by October 31st.

The meeting ended at 6:25 pm