

## **Richmond Road Runners Club October 10, 2018 Meeting Minutes**

### **Participants:**

Bill Anderson, Alan Baugh, Elaine Casper, Karl Cover, Dawn Eberhard, Mara George, Marcy George, Michael George, Ralph Gibbs (President), Mark Guzzi, Ed Kelleher (VP Marketing), Crystal Koch, Barry Kreisa, Dr. George Lane, Sara Lasker, Hunter Lehman, Mike Levins, Jeff Luke, Chris Mason, Glenn Melton, Kirk Millikan, Eric Nachman, Megan Novak, Jim Oddono (VP Operations), Rosie Schutte (Secretary), Christian Toro, Dave Trump (Administrative Assistant), Shihan Wijeyeratne, Nikkia Young (Treasurer).

### **Treasurer's Report - Nikkia Young**

The financial status of the club was given. We currently have \$443,675.26 in assets. Ralph asked her to set up a meeting with the TowneBank Investments group so we can explore investment options.

### **Marketing and Sponsorship – VP Marketing, Ed Kelleher**

The following was given in submitted reports or added at the meeting

#### Marketing

Logo Redesign/40<sup>th</sup> Anniversary T-Shirt Committee

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 will make a motion to have the board authorize spending \$600 for the project.

Laura is still working on the designs. A motion was made by Ed Kelleher to allocate an additional \$1000. For the design process. It was seconded and passed.

#### Sponsorships

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. We have two other potential sponsors that we are talking with, but we have not received a commitment yet.

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. We have a couple of other organizations interested in some level of sponsorship. Negotiations are ongoing.

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. Primrose Schools has committed to be presenting sponsor for this year's race, but they made it clear that they preferred the Innsbook location and might not resume sponsorship in 2019 if the race stayed at City Stadium. Lucky Road Run Shop is 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.

Sweetheart 8K, presented by Towne Bank. The Towne Bank contact has submitted his request for funding for this race; his company's appropriate committee is scheduled to meet and take up the matter next week.

**Operations** – VP Operations, Jim Oddono

**Staffing needs -**

**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. Mark Guzzi - Driver
- 10/21 Run to the River 8K and 1 Mile race. Timer-Anne, Need Driver.
- 10/21 Children's Hospital 4 Miler – Rescheduled from September – Mettle is Timing. RRRC is providing volunteers Friday and Sunday.
- 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**

- 11/8 11/9 Richmond Marathon Expo – Booth at expo on Thursday and Friday.
- 11/22 SPC Turkey Waddel 5k – Clock rental only.
- 11/22 Turkey Trot 10K – RRRC Chip Timed. Timing-Mettle, Driver – Glenn Melton.

**December**

- 12/2 Bear Creek 10 Miler – RRRC Championship Race. Manual Timing. Driver- Glenn.
- 12/9 Toy Run 5K – Chip Timed. Need Timer. Driver - Glenn Melton.

**Race review**

**Governor's Race** - Race Director: Bill Kelly (Presented in a report prior to the meeting) There were 434 registered and 325 finishers. The weather scared off a few more than the normal 3-5% "no shows". 33 finishers, over 10%, were under the age of 18. We had several families running together. The Kids Run had 119 registered but no way to accurately count the finishers

RRRC collected \$7743 in race fees. Once we have a final accounting after expenses paid, RRRC will donate the profits to the 3 charities: Feed Moor, Keep Virginia Beautiful and the Park System. \*See proposal below. The charitable giving during race registration collected an additional \$737.00 from 59 people.

In speaking with Clark Mercer, the Governor's Chief of Staff, they are committed to having the race for the next 3 years. They are open to discussing the expansion of the run throughout the state. We could work with RRCA and our Local State Representative to coordinate this effort. We even discussed bringing the concept the annual Governors' meeting, making it a national "Governors Day of Running", using RRCA platform to reach the nation.

Thank you to everyone who volunteered to make this inaugural event a success, especially Nancy Jakubec, who severely cut her foot Saturday night and called from the ER to say John would bring the food to the race Sunday morning. It's this spirit of our members that makes the club both special and unique.

Based on some very rough accounting, I would estimate the following expenses until there is an official accounting by the treasurer:

Hats	\$3,900
Police	\$1,250
Porta Johns	\$475.00
Cones	\$150.00
Chips/Timing	\$675.00 (Chips/Bibs/Timing Services)
Food/Misc	\$450.00
Total	\$6,900 (\$843.00 met surplus)

I ask the club to consider making a \$400. - \$500. contribution to each of the 3 charities, to enable the Governor's office to take a victory lap both in both total participation and charitable giving. A motion was made, seconded, voted and passed to augment the contributions of each charity up to \$500 after the actual profit split is determined.

### **Race preview**

**Turkey Trot 10k** - Race Director: Michael George - The final volunteer tasks are being set up. Ed Kelleher will be the on-site coordinator. The race will be capped at 1,500 - 1,600 runners. Shirts and medals have been ordered. Final decisions about pre-race packet pick-up are being coordinated with Lucky Road for Monday and Tuesday prior to the race.

**Bear Creek 10 Mile Trail Run** - Race Director: Barry Kreisa. Registration is open and going strong. Several volunteers already signed up. The course has been laid out with the open road portion eliminated.

**Toy Run 5k** - Race Directors: Nikkia Young and Joe Flynn. Toys for Tots Update-City Stadium has been secured. We still need a title sponsor as Primrose has been confirmed as of this meeting. Lucky Road will be the location for packet pick up and running store sponsor.

**First Day 5k** - Race Directors: Bill Anderson. Budget complete and submitted. We are currently in discussion with Davenport and Co regarding sponsorship. ACAC has been contacted regarding hosting and race day logistics. We are requesting this being a chip-timed race. \*a budget has been submitted to the board.

**Volunteers** - Megan Novak - We are good for our upcoming contract races, but we could use additional volunteers for some of our races over the next 2 months. Please help spread the word and/or sign-up if you have the availability. Also, any suggestions on groups to reach out to for assistance in identifying volunteers is helpful.

**Administrative Assistant/RSU Coordinator** – Dave Trump. The following was given in a report and supplemented at the meeting. A report was given concerning

finish line video and borrowing equipment to do that for the Poop Loop 4 Miler. We have also entered into a partnership with ROAD iD for Turkey Trot 10k. The “Run Safe RVA” message has been added to our homepage. RRRC Store sales have dropped off this month.

### **Training Teams**

*WMT* - Frankie Gerloff - The following was sent in a report prior to the meeting. WMT RunSignUp opens up this Friday night (October 13, 2018). We're proactively adding all electronic training routes and directions, so all participants have immediate access by signing onto RunSignUp. Our running route directions have fire stations and hospitals listed in the event of an emergency. WMT successfully solidified ORTHO VA as their 2019 Medical title sponsor this morning. With offices all over RVA, WMT athletes will have increased accessibility to medical offices within their work or homes

*Beginner Runners* – Nikkia Young reported that the group was doing well and was motivated.

*Advanced 10k* - Bill Kelly - The following was sent in a report prior to the meeting. Budget was submitted and approved, Jeff Moore & Joy Montrief will again head up the program which starts 2/2/19 and will again be at Westminster Presbyterian Church with a single Track session either Tuesday or Wednesday evening at Sportsbackers track depending on availability. NOTE We will open registration on 11/8/18 at 11:59 am, and offer an **EXPO special** of \$20.00 if you register prior to 11/10/18 @ 11:59PM. Still working with Ed Kelleher on sponsorship options. It was suggested by Kirk Millikan that there be the opportunity to sign up for Adv 10K at the Expo in November.

### **Grand Prix – Rosie Schutte**

The 3rd quarter results were sent out a bit early with the help of Suzi Silverstein and Hayden Novikoff. We are getting down to the nitty gritty with just one quarter for many people to complete that last race or volunteer credit. We have a potential record number of Finalists with as many as 100+ potentially completing the requirements. The Finalists' gifts have been chosen and the Iron Runner swag is coming to fruition.

The Grand Prix races for the 2019 competition year are as follows:

FIRST DAY 5k  
FROSTBITE 15K [double volunteer points]  
SWEETHEART 8K  
HUGUENOT 3 MILER  
THE ONE MILE RACE  
CARYTOWN 10K  
STRATFORD HILLS 10K  
THANKS DAD 5K

CUL-DE-SAC 5K SERIES (3 separate races on 3 dates – each counts as a separate race for race scoring and volunteer points, there will no longer be a 2 race requirement nor will there be Triple Crown Scoring)

PONY PASTURE 5K

PATRICK HENRY HALF MARATHON (Double volunteer points)

THE GOVERNOR'S RACE

TURKEY TROT 10K

BEAR CREEK 10 MILER (triple volunteer points)

TOY RUN 5K

**Banquet** - Diane Glaze - The following was sent in a report prior to the meeting. All is on track with banquet preparations. Final awards are being selected and ordered. No additional needs at this time.

**Newsletter** – Ed Kelleher - Crystal Koch will end her term as editor of the newsletter with the November edition. We are talking with folks interested in taking on the job and plan a quarterly publication schedule in 2019.

**Social Media** – Chris Mason - Social media was used this month to help promote multiple races such as the Governor's 5K and the Poop Loop 4ish. We ran a contest for the Poop Loop in which a random registrant was provided a small refund which went well and generated excitement. We will continue to run similar promos going forward.

The club also received a direct message on FB from Olivia Ugino, a reporter with NBC12, inquiring on what we as a club discuss when it comes to runner safety. I provided Olivia with a direct link to the safety discussion on the RRCA page which she appreciated, however a few days later reached out to see if anybody would be willing to discuss safety on camera. I spoke with Ralph Gibbs regarding this request, however, Ralph was out of town so advised me to feel free to speak with her on our behalf, which I did on 10/2/18. I'm pleased that our social media was utilized a fashion that allowed us to take part in such an important topic. You can access the article written on this topic on [nbc12.com](http://nbc12.com), my interview was loaded to our IG and FB page.

**RRRC Race Team** - Rosie Schutte. The following was submitted in a report and supplemented at the meeting. We have solidified our race team competition with Tri Cities Road Runners and Fredricksburg Area Running Club. The number, divisions, and race slate has been determined and agreed upon by all managers and coaches involved. The divisions and race slate will be as follows:

*Divisions*

- *Open -- 39, (3 men, 3 women)*
- *Masters -- 40 - 49, (3 men, 3 women)*
- *Grand Masters -- 50+ . (3 men, 3 women)*

*Race Slate*

- *April 28th - Carytown 10K (RRRC)*
- *June 15th - Twilight Delightfully Different 3.5 Miler (TCRR)*
- *July 13th - Downtown Mile (FARC)*

Potential team members are being determined and invitations will be sent by the end of the month.

**Club House Committee** – Bill Kelly - The following was sent in a report prior to the meeting. Our basic criteria for a clubhouse was to provide a base for our major training programs. The thinking has changed on that since ADV 10k and WMT, our largest training programs, are so large that their current locations suit the needs better. Eric Nachman asked about sufficient parking at this location.

A location on Bethlehem Road is being further investigated to see, if changes are made by the landlord, it will accommodate our needs for: storage, meetings, access, and parking.

**Emergency Action Plan** – Ralph Gibbs - will send the plan to our attorney for his viewing and advice. A person has shown interest in the possibility of being our medical director.

**December Social** – Mark Guzzi - The location will be the brewery next to Legends. Food will be provided and beverages available for purchase.

**Amendment to the Constitution and Bylaws** - Ralph Gibbs - Presented the proposed amendment and a vote will be taken in November. A vote was taken on the proposed amendment presented at October's Board meeting and it passed. Per our By-Laws a final vote will be taken in November.

**Special December election** - Ralph Gibbs - As of the meeting, 2 people have voiced interest in the vacated position.

**T-Rex Run** - Ralph Gibbs - Venues are being investigated and permits may be submitted soon.

## **New Business**

*Sportables* - Hunter Lehman and Karl Cover attended the meeting representing Sportables. RRRC was thanked for its support in the past and was asked to consider a “line-item” added annually to the budget giving a set amount of funds to the organization.

*RRRC Candy Stop for Richmond Marathon* - Ralph Gibbs asked the board for \$400 to buy candy and supplies for the RRRC Candy Stop at 43rd and Forest Hill for the Anthem Richmond Marathon as we have done for the last few years. The motion was made, seconded, and passed.

*RRRC Expo for Richmond Marathon* - Jim Oddono explained that the set up will be Thursday and help will be needed to take it down when it is over. The newsletter will be handed out and race calendars will be printed and available.

*Bus Tours* - Rosie Schutte. Last year Sports Backers used city busses which made for a less than prime experience for both tour guides and tour riders. This year they have assured RRRC that comfort style coaches will be used. Two tour guides will be needed for each of the 6 tours: 11:30, 12:00, 1:00, 1:30, 2:00, and 3:00. Please let me know if you are interested in participating.

*US Military Veterans clothing needs* - Mark Guzzi. The US Military Veterans that are inpatients at the VA Hospital's Rehab clinic is in need of T-shirts for everyday wear. We are collecting gently-used running shirts through Road Runner Running Store and Lucky Road Running Stores. This effort will conclude on 12/15/18. This is an excellent initiative for the RRRC to support. Ed Kelleher made the motion to donate our previous Turkey Trot shirts to this effort. The motion was seconded and passed.

*Ultra race* - Crystal Koch discussed the possibility of an ultra on the Capitol Trail a weekend in March 2019.

*Marathon Pacers* - Kirk Millikan had spoken with Karen McCarthy about adjusting the pace group times for the new Boston qualifying times. That will not be done this year. Pacers for the fastest groups are still needed.

The meeting was adjourned at 6:55 pm