

RICHMOND ROAD RUNNERS CLUB

January 9, 2019 Meeting Minutes

Participants: Bill Anderson, Greg Barch, Allen Baugh, Sara Lasker Baugh, Dawn Eberhard, Don Garber, Corky Gardner, Kevin Gardner, Ralph Gibbs, Jeff Faulkner, Pam Faulkner, Joe Flynn, Marcy George, Michael George, Frank Gerloff, Ed Kelleher, Diane Kelley, Crystal Koch, Sean Lafland, Mark Lohman, Mike Levins, Jeff Luke, Chris Mason, Glenn Mellton, Kirk Millikan, Stephen Nolan, Megan Novak, Jim Oddono, Rosie Schutte, Dave Trump, Shihan Wijeyerante, Nikkia Young

Financial Report – Nikkia Young - As presented in a report, Nikkia stated the following, I am working on getting 2018 completely closed and will send that out for February. We have renewed the club's membership with RRCA. There was a slight increase due to the requirement to have a music license for several races we tend to play music at.

In the next month, we will be discussing investment opportunities for the club with TowneBank.

Lastly, it seems that reimbursement checks are not arriving as quickly as they used to. If I have sent you an email concerning a reimbursement and 12 business days have past, please let me know. I might have to reissue a check for you.

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	\$20,080.12
TowneBank Checking - 1/3/2019	\$368,472.82
Total:	\$470,996.08

Marketing and Sponsorship – VP Marketing, Ed Kelleher – presented a written report and added information as needed during the meeting. The submitted report included the success of 1st Day 5k with Governor Northam running the event for the second year. His picture appeared in the newspaper. *Our Health* magazine requested photos of the governor at the race.

The national RRCA has awarded championship status to Frostbite 15k and Carytown 10k. Our state representative plans to run Carytown.

Jay Proffitt, a photographer submitted a proposal to photograph our races and post them to RunSignUp. The cost of his services is dependent upon the size of the race. Ed additionally suggested that there may be room for negotiation of price. During the

meeting Nikkia Young added that it may be worth a try. Dave Trump added that they could be added to RSU with a possibility of a bib match. Questions were asked as to local photographers submitting bids as well. Currently, volunteers, most often it is Ed, photograph our races.

Race and club event sponsorships were given and are as follows:

Winter Marathon Training – **Ortho Virginia, Lucky Road Run Shop**

Frostbite 15K – **Good Run Research and Recreation, Road Runner Running Store, Dunkin Donuts, Active Chiropractic, Gatorade, RRCA**

Advanced 10K Training --

Sweetheart 8K, **presented by TowneBank – Lucky Road Run Shop, Urban Farmhouse**

Huguenot 3 Miler – **Midlothian Athletic Club**

Carytown 10K – **Road Runner Running Store, Gatorade, RRCA**

Stratford Hills 10K – **Road Runner Running Store**

RRRC 1-Mile Race --

Thanks Dad 5K, **presented by Sentry**

Cul-de-Sac 5K Series --

Pony Pasture 5K, **presented by Edward Jones Investments – New Balance Richmond**

Patrick Henry Half Marathon

The Governor's Race 5K

Poop Loop 4ish-Miler Trail Run

Wegmans Turkey Trot 10K – Lucky Road Run Shop

Bear Creek 10-Mile Trail Run

Toy Run 5K, **presented by Primrose Schools of Richmond**

Operations – VP Operations, Jim Oddono submitted a report with additional comments during the meeting.

January

1/1 – **First Day 5K** – Chip Timed. Timer – Anne. Driver - Steve

1/12 – **Meg's 5K** – Manual Timed. Timer – Mike Levins. Driver – Steve Nolan

1/20 – **Frostbite 15k** – Chip Timed. Timer – Anne. Driver – Glenn.

February

2/17 – **Sweetheart 8K** – Chip Timed. NEED DRIVER. 8:30 am start time.

2/23- **Shiver River 5K** – Manual Timed. Mike Levins will time.

March

3/10 – **Huguenot 3 Miler** – This race will move to a new location at Robious Landing Park. Mike Levins will time.

3/23 – **SPCA Dog Jog 5K** – Chip Timed. Need Driver.

Race review –

Turkey Trot – Michael George commented during the meeting that the weather on race day was good and that there are still certificates to be picked up by winners. Those are at Lucky Road.

Bear Creek – Barry Kreisa presented the following information in a report. The 2018 Bear Creek 10 Miler was a bit sloppy but the runners slogged on and made it through the new section in the course. The biggest glitch was that some hunters had removed a few trail markings (which I restored). Not too many runners were delayed. A special award was given to a young lady that ran the race this year to honor her brother that planned to run last year but was killed in an automobile accident Friday night before the race. The many first timers I spoke with said it was a great experience and they plan to come back.

Toy Run (Cancellation) – Nikkia Young and Joe Flynn presented the following in a report. As you all know Toy Run was canceled due to weather. We wanted to ensure the safety of all participants and would have hated to put anyone in danger.

Even though the event could not be held, we still were able to collect toys (over 7 boxes full) with the help of Lucky Road and made large donations to Salvation Army, Richmond Housing Authority and the Boys and Girls Club in the Northside of town.

We will be able to make a donation of more than \$2000 to Toys for Tots.

We are looking for new toy charity partners for next year.

First Day 5k – Bill Anderson - The First Day 5k was successfully held on January 1, 2019 at ACAC Midlothian. Total registrants for the run/walk was, 583, with 526 finishing. We had 54 participants for the kids run. Overall male and female winners were Cole Shugart and Keira D'Amato, respectively. Master's winners were Mike Colaiacovo and Tressa Breindel. Overall, the race was a great success. However, there were two complaints to address:

1. A runner was knocked down by one of the UA wheelchairs after a water stop. He complained that the runner was blaring music and that he could not hear any warning.
2. A runner complained about lax enforcement of the no strollers, no dogs rule. This could be avoided with a reminder in the pre-race e-mail to runners.

Race preview –

Frostbite 15k – Chris Mason and Mara George presented information in a report and added additional commentary during the meeting. Everything is going well. Medals are in, shirts count is due Friday. Frostbite is a state championship race. There are less than 300 spots remaining. The race will be accepting coats for donation.

Sweetheart 8k – Marcy George presented information in a report and added additional commentary during the meeting. 96 people signed up so far. We have received Parade permit from Chesterfield police, hired the same 2 police officers and received VDOT Permit. We have applied for, but have not received the

Certificate of Insurance so can apply for permit with Chesterfield Parks. Nikkia added that the insurance had been paid and the race is covered. Tuesday, Marcy met with Kathleen at Urban Farmhouse to finalize details.

Huguenot 3 Miler – Mike Muldowney presented information in a report. MAC has a conflict with the Huguenot 3 Miler race date and can't be our host for this year. We are looking to move the race to Robious Landing Park so we can keep the Mar 10 date. I should have approval from the county (hopefully) this week. Once we have this, I'll get with Dave Trump and get the race open for registration. I will keep Jim, Ralph and Dave posted as I hear. Kevin O'Connor is handling awards again this year. I'll also ask him to help with the course at the park - he directs a couple races a year there.
I will need a timer for the race. We can chip or manual time it.

Volunteers —Sara Lasker presented information in a report . 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. Thanks everyone!

12/15-3/30 - Winter Marathon & Half Marathon Training - volunteer slots are FULL through 1/26

1/12 - Megsmiles 5k for the Journey (Contract race) - minimum reached (could use up to 1 more volunteer)

1/20 - Frostbite 15k - need more volunteers for all positions (at about 35%)

2/17 - Sweetheart 8k - need more volunteers for all positions (at about 15%)

Equipment - Glenn Melton presented information in a report and added additional commentary during the meeting. It's a new year and with it comes new opportunities to volunteer to be a truck assistant. Also, please check with me if you have any special equipment needs for a race or training team before buying anything. 2018 was a fun but busy year and I know this year will be too. Glenn suggested that the hood of the truck would be a good place to have the new logo imprinted.

Administrative Assistant/RSU Coordinator – Dave Trump presented information in a report and added additional commentary during the meeting. Routine website, email and race/training team support activities.

RRRC Store - \$793.00 in merchandise sales in December. Hooded sweatshirts were added to the inventory. The Shopify platform is a big improvement for managing sales and shipping orders. Used Shopify integration with RunSignUp to sell 14 orders as add-ons during registration for First Day 5K. Registered RRRC with Virginia Department of Taxation and began filing sales tax returns.

Training Teams

- **WMT** - Frankie Gerloff presented information in a report and added additional commentary during the meeting. Winter Marathon Training has experienced a

24% registration increase (389) compared to 311 from the same time last year. Actual weekly Saturday participation is more consistent this year than the past three years. ORTHO VA will be presenting this Saturday morning to provide details about their services with points of access to their physical therapists, and orthopedic doctors. Back In Action, who handles our deep tissue massages is very busy with requests from the team. I negotiated a reduced hourly rate for our athletes and the feedback from those participants has been terrific. Jerry Frostick, President of J&A Racing, will be presenting an overview of the Shamrock half and marathon course on February 9th. Frank added that this date will change per Frostick's request. Lucky Road continues to be an outstanding supporter of WMT and I'm very appreciative of their generosity to the team and RRRC.

- **Advanced 10k** - Bill Kelly presented information in a report. The numbers are way down; we have done an e-blast of past participants and will begin to push via social media. We may need to consolidate team due to lower numbers but the core program will remain the same. Michael Muldowney has volunteered and will help Jeff Moore (head coach as the program administrator).

WPC will, once again, be our host the program requests the approval of a \$500 donation to the church for use of the space.

Grand Prix – Rosie Schutte presented information in a report and added additional commentary during the meeting. There are 101 Grand Prix Finalists for 2018, which include 9 Iron Runners and 1 Titanium Runner. The stats have been checked, re-checked, and checked yet again, by Ralph Gibbs, Suzi Silverstein, and myself. If a participant has been overlooked as a Finalist, please have them contact me asap. The gifts for Finalists have been ordered after lengthy negotiations for a price discount with the company. Registration for Grand Prix 2019 remains open through Sweetheart 8k. Ralph has taken over GP as of January 1st. 12 people took advantage of the discounted pricing for the Iron Runner package.

Banquet – Diane Glaze submitted the following in a report and commented during the meeting. Final banquet preparations are being done. No additional needs at this time. If there are special guests that should be invited to the banquet, please send those names asap.

Newsletter – Mark O'Brien comments were presented by Ed Kelleher. The next issue will go out just prior to Sweetheart 8k.

Social Media – Chris Mason presented information in a report and added additional commentary during the meeting. We continue to use our social platforms for various things such as promoting upcoming RRRC events, celebrating local runner successes and even sharing the times our club happens to make it into our local paper (that First Day 5k coverage!) Our Facebook following increased by 82 followings during the month of May which is slightly down from November; however; November is always a larger

month for us due to the Turkey Trot (due to non-followers wanting to see race pictures from the TT 10k, etc.) We introduced our new RRRC logo this month to much success! It appears that our members like the new look which is great to see. We've also used both IG and FB to solicit help for race volunteers this past month which has been effective.

Our Strava following has also increased recently which is nice to see as this form of social media continues to grow. Club members are utilizing the race events that are being created within Strava to let us, and other runners, know they will be attending a said race. We will continue using Strava to keep in touch with our runners who may not be on the other media.

Please feel free to send any requests to socilamedia@rrrc.org.

Logo Stickers – Ralph suggested we purchase 1,000 oval stickers and 250 magnets.

Gift cards for truck drivers - Ralph approved of a \$400 purchase of gift cards for truck drivers – Discretionary Spending (Mark G., Bill W., Mike M., and Steve N.)

RRRC Race Team – Rosie Schutte discussed the first RRRC Race Team names have been posted and the teams are almost complete. Our runners are enthusiastic to be part of the inaugural team and look forward to building comradery with FARC and TCRR. Brenda Beck, president of Tri Cities Road Runners, was welcomed and present at the meeting.

New Business

1. Volunteer Rewards Incentives - Dave Trump presented a rewards program for various volunteer positions receiving a designated number of entries into a raffle for gift cards.
2. RRRC Store/Membership renewal coupon - Dave Trump suggested a discount coupon to the RRRC store be given to the member upon renewal of membership.
3. Healing Net donation - Nikkia Young proposed at the meeting that the Richmond Road Running community lost a coach, supporter, volunteer and friend late last December, Cindy Parcell who was active in the community and in the club. Even when she wasn't feeling the best, her and her husband Stan would come volunteer and participate in the races. I would like to propose a donation of \$500 to the Healing Net Foundation (the Foundation Cindy fundraised for through coaching virtual racers) in Cindy's honor. The motion was seconded, voted on, and passed by the board.
4. Hervey Sherd - Ralph Gibbs explained that Hervey had resigned from the board. That leaves an opening on the board and we will be taking nominations for the position and voting on it in March. The vacancy will be advertised in an E_News Blast. Glenn Melton further questioned if it was worth filling the seat at this time, if it wouldn't be better to just fill it with the regular election in December. Ralph wanted it filled now.
5. Marathon support suggestion - Glenn Melton offered the idea at the meeting that RRRC have a greater involvement with support during the marathon possibly by

hosting a waterstop or a party zone. More information will be gathered as to this possibility.

6. 50k race - Crystal Koch asked that we refer to the following links:
<https://www.mapmyrun.com/routes/view/2341643029>
<https://docs.google.com/spreadsheets/d/19URI19TvyYktiobpqlxHZGuJ3YIYRjNaYIYRjNaDefO/edit?usp=sharing>. She elaborated that the race would start at Dorey Park and come back through Shirley Plantation. Permits would have to be received from 2 counties, but that churches and plantations did not support the idea of a race. Ralph advised that there is not enough planning time for the race this year, but it should be investigated for 2020. Kirk Millikan added that a marathon component could be easily added to the races and perhaps certified for the Boston Qualifying standard. Crystal made the motion to explore the possibility of the race in 2020, it was seconded and passed by the board.
7. Reflective gear - Allen Baugh recommended that we consider reflective gear as future swag items. Ralph made a motion to suggest that reflective gear be included in swag items for 2020, it was seconded and passed by the board.
8. Grammar - Crystal Koch wants grammar and content accuracy to be reviewed on Face Book and website postings. She commented on the illegal use of the road runner in the WMT logo. Ed Kelleher added that we need to be mindful of using the correct logos going forward.

The meeting was adjourned at 6:55 pm