

Richmond Road Runners Club May 2019 Meeting Minutes

Participants:

Cat Anthony, Mara George, Marcy George, Michael George, Mike Ghoulson, Ralph Gibbs, Ed Kelleher, Bill Kelly, Crystal Koch, Mike Levins, James Marr, Michele Marr, Chris Mason, Glenn Melton, Kirk Millikan, Megan Novak, Stephen Nolan, Mark O'Brien, Jim Oddono, Jim Porter, Rosie Schutte, Suzie Silverstein, Dave Trump, Nikkia Young

The April meeting minutes were approved

Financial report - Nikkia Young sent an accounting of account balances and added nothing further.

VP Marketing and Sponsorships - Ed Kelleher sent this information a report prior to the meeting.

New RRRC caps

RRRC caps with the new logo have been ordered in two color schemes – a white cap with red trim, and a blue cap with white trim. Fifty of each style were ordered; an additional order will be placed if they sell out quickly. The caps are priced at \$12 each. You can save on shipping if you pick them up at the board meeting.

RRRC Logo Revision

We have asked Laura Oates, our logo designer, to make changes to the colors of the bridge logo to bring them in line with the 40th anniversary and other horizontal logos. The “Richmond” in orange, and the “We Run RVA” in red on a white background in the horizontal logos look far more vibrant against most backgrounds than do the darker colors of the bridge logo. The changes will not only make the colors stand out more, but they will bring a more standardized look to both logos.

When these changes are made, Dave Trump will have the revised logos available in .jpg, .png and .ai formats. Most swag vendors prefer .ai, because it prevents the proportions of the logos from inadvertently becoming contorted.

All race directors should be sure to get copies of the current horizontal logo and the revised bridge logo to use when ordering race swag and for use in any promotional material for your event.

Truck wrap

Laura is also designing the new wrap for the RRRC equipment truck. Funding for the wrap has already been approved. Laura will use the new logos along with images of runners' legs similar to the current design. We also hope to have a finish line design for the rear of the truck.

Sponsorships

Several key events on the upcoming 2019 schedule could benefit from additional sponsorships. The Thanks Dad 5K, Pony Pasture 5K, Wegmans Turkey Trot 10K,

Capital Trail 10-Miler/5K and Toy Run 5K all have title or presenting sponsors, as well as run shop sponsors. Excellent opportunities await potential sponsors for the Cul-de-Sac 5K series, the Poop-Loop 4-ish Miler Trail Run, the Bear Creek 10-Mile Trail Run, and the RRRC Race Team, not to mention the colorful TRex Run. Please talk them up with your business-world friends.

Ed added at the meeting that Road Runner Sports (the store) is showing interest in sponsoring the T-Rex Run and the RRRC Race Team

VP Operations - Jim Oddono reported on logistics and personnel needs for upcoming races

Race review - Carytown 10k. Anne Brown was the race director and reported that she would like to thank everyone that helped as well as special thanks to Road Runner Running Store for providing prizes.

Race preview - Stratford Hills 10k - Mike Levins is the race director with Nikkia Young as assistant race director and taking over the R.D. position in 2020. Mike reported that, as of the meeting, registrations are up by more than 100 people as of the same time last year. He believes the dual-pricing with Carytown 10k added to the registration numbers.

Race preview - Thanks Dad 5k - Matt Nordin and Sarah Akin are co-race directors and reported that plans are moving along. As of the report, a main sponsor was still being sought. They hope the New Runners training group will register for the race.

Race preview - Cul de Sac Series - Mike Ghoulson is the race director and reported that the location has been secured, the local police have been notified, and the permits are all being worked on. Mike is still deciding on the swag for those racers that run all 3 races.

Race preview - Summer Track Series - Glenn Melton gave a schedule of all events for the series and reminded everyone that Summer Track is at Sports Backers Stadium this year.

Volunteers - Sara Baugh is temporarily taking over the job for Megan Novak. Sara reported that we are short of volunteers for many of the upcoming races and asks that you check the volunteer opportunities regularly and sign up.

Equipment - Glenn Melton thanks everyone for the help at Carytown and work on the updated truck wrap is ongoing.

Operations Manager/RunSignUp/RRRC Store - Dave Trump sent the following information: in a report: RunSignUp - 153 runners took advantage of the 10K package to sign up for both Carytown 10K and Stratford Hills 10K in a single transaction. It

probably contributed to the marked increase in Stratford Hills registrations to date (262 registered compared to 135 last year three weeks before the race).

Dave added at the meeting, that we now have 2 new running caps with the new logo and will likely sell them both at Stratford Hills 10k and Pony Pasture 5k. Please buy caps!

Training Teams

Beginner Runners - Hervey Sherd says we are on track for a great year. At this moment we have 25 people signed up. The Thanks Dad race directors are lined up to talk about their race and Jeff VanHorne will come to talk about shoes. Additional remarks were made correcting the number of runners registered to 32.

Grand Prix - Ralph Gibbs and Suzi Silverstein have said that the sheet is live. Everything up to but not including Carytown volunteers and results has been added. Meadowbrook has been reserved for March 7th, 2020 for the banquet. We are in negotiations with Michael Wardian to speak at the banquet.

Newsletter - Mark O'Brien reported that the spring issue is currently being edited. He anticipates it being printed in time for the Stratford Hills 10K. It is time to start thinking ahead to the summer and fall issues, and there's always a need for a good story to share. Mark requests everyone and anyone to please consider submitting an article to Miles & Minutes. This is a great opportunity to get to know others in the running community and even brag about your running buddy(-ies). Grand Prix points are awarded for submissions. If you have any questions, please don't hesitate to email Mark at milesandminutes@rrrc.org.

Scholarships - Kirk Millikan leads the Scholarship Committee and reported that he has currently received 3 submissions and anticipates more to be coming in during the next few weeks.

Social Media. - Chris Mason reported that April was a great social engagement month as well had a nice increase in followers on both platforms. Our platforms also had a lots of activity, we shared a Boston Marathon post that was well-received, kudos to Dave Trump for compiling a list of our local Runners who ran Boston this year!

Race Team - Rosie Schutte reported that we had our second race with FARC and Tri-Cities, and the one that we hosted, the Carytown 10k. Our team swept the divisions, winning 6 of 6 trophies (hand crafted by past RRRRC president Kevin O'Connor).

Club House Search - Bill Kelly reported the following information:
The lease has been signed, and improvements, including a new HVAC system, painting and new carpeting will be done through the landlord construction team. There will be additional improvements by outside vendors, that include new cabinets and IT set - up. Moving (targeted date to be in new space is 6/1/19.

Capitol Trail Partnership - Ralph Gibbs has been coordinating this event with the Capitol Trail Foundation. Currently, the starting line would be at Stone Brewery and courses are made for both the 10k and the 5k. Sponsors are being sought. It was asked what the club would do with the profits. Mara George made a motion to give the profits to the CTF. Race date is scheduled for October 26th.

Monument Cheer Zone - Shihan Wijeyerante, Crystal Koch, and Glenn Melton have reported that It was a rainy start but that didn't stop the T-Rexes from congregating or the jazzercise mavens from jumping into the action. It was a great day for the biggest race!

Race Director Certification - Ralph Gibbs has been talking with the national RRC program. They are not ready to move ahead with an on-site class at this time.

RRRC Night at the Diamond - Mike Levins who coordinates this event, reported that the date for the baseball game will be Thursday, June 13th, 6:35PM. About half the tickets have already been claimed. Mike plans to have the tickets to distribute at the June monthly meeting and outside the Diamond on game night.

RVA Trail Day - Mark Guzzi sent the following information in a report reminding everyone that the date is June 1st. Trail runs will be lead throughout the morning with a variety of distances and paces.