

## Richmond Road Runners Club October 9, 2019 Meeting Minutes

### Participants:

Sara Lasker Baugh, Charles Beverage, Amy Black, Karl Cover, Dawn Eberhard, Farleigh Fitzgerald, Joe Flynn, Mara George, Michael George, Frank Gerloff, Ralph Gibbs, Mike Gholson, Mary Beth Hall, Victoria Hauser, Bill Kelly, Crystal Koch, Barry Kreisa, Shawn Lafland, Mike Levins, Jeff Luke, Chris Mason, James Marr, Glenn Melton, Steve Nolan, Megan Novak, Jim Oddono, Jennifer Perrin, Rebecca Randolph, Jessica Reber, Rosie Schutte, Suzi Silverstein, Kari Squire, Shihan Wijeyeratne, Nikkia Young, Katherine Zampolin

The September meeting minutes were voted on and approved.

**Financial** - Nikkia Young, Treasurer reported on account balances, presented a summary of the balance sheet, and stated she is working on the 2020 budget.

Account Balances	
RRRC CD (5/29/2019)	\$57,903.32
Scholarship CD (5/29/2019)	\$16,741.81
Scholarship CD (5/29/2019)	\$8,419.65
Townebank CD (6/10/2019)	\$20,127.15
TowneBank Checking - 10/06/19	\$361,094.25
Total:	\$464,286.18

**Marketing and Sponsorship** - Ed Kelleher, VP of Marketing, sent a report stating the following information:

Wegmans Turkey Trot 10K: Necessary documents have been filed with Wegmans home office in Rochester, N.Y., to secure the company's sponsorship funding for this year's race. No complications are expected.

- State Farm has signed on as a gold sponsor for the Turkey Trot.
- Lucky Road will be the run shop gold sponsor.

Richmond T-Rex Run: Two of last year's sponsors, Good Run Research and Recreation, and B-Fitness, have agreed to continue their sponsorship of this year's event. Good Run Research will be a gold sponsor; B-Fitness will be a silver sponsor. Contracts have been signed with both organizations.

- News media are being alerted to the event, which attempts to break a Guinness World Record for the largest gathering of folks dressed in inflatable dinosaur costumes.

RRRC Toy Run 5K: Sponsorship contract is being prepared for the presenting sponsor, Primrose Schools of Richmond. One other potential sponsor has expressed interest but has not firmly committed.

First Day 5K: Expecting word soon from Davenport & Co. LLC as to whether it will continue as presenting sponsor.

Frostbite 15K: Good Run Research has signed on as presenting sponsor. Road Runner Running Store will be the run shop gold sponsor.

Sweetheart 8K: TowneBank has been queried to find out if it will continue as presenting sponsor. Awaiting a reply, which is usually formally contingent on approval by the bank's community committee.

**Operations** - Jim Oddono, VP of Operations, gave a report on the following information: The new systems are completely outfitted and ready to go, they just need to be plugged in with our AT&T SIM cards. The Netgear mobile router needs our SIM card to be traded for a micro SIM. Anne worked side by side with Kevin at Patrick Henry and has a good grasp on the operation. Kevin/Mettle left one of their legacy controllers for backup in case we run into unforeseen difficulties with the new equipment. Kevin/Mettle will forward some cheat sheets for use of the new equipment with links to the CT knowledge base separately.

Jim also reviewed the recent races, and previewed the upcoming races with each race director. Additionally, staffing needs were discussed through the end of the year.

**Volunteers** - Sara Lasker Baugh sent a report with this information and added nothing further at the meeting.

We are short on volunteers for many of our upcoming races. 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 sent a report stating the sales of the RRRC Store, commenting that the visors were the top sellers. He will also be selling items at the expo. Dave has handled routine website and support activities.

### **Training Teams:**

*Winter Marathon Training Team*, Frank Gerloff, Head Coach, sent this information prior to the meeting in a report.

Although we've broken high temperatures over the past few weeks, winter weather will soon be upon us with typical unpredictability. However, neither high temperatures or cold blowing rain or snow will stop RVA runners at all. WMT 2020 officially opened registration on Friday, October 4th, 2019. This year's registration fee increased by \$5.00 to \$40.00. As with all previous years, the big "V" word seems to create much discussion for needed Volunteer assistance. I hope we'll have the excellent support of our Grand Prix participants as last year made our recruitment efforts less stressful. ORTHO VA, along with Lucky Road, is WMT2020 gold sponsors. I've worked with ORTHO VA to provide direct access to their physical therapy specialists for our runners. Sarah's back to offer deep tissue massages with cupping. Bon Secours Cardiology will be providing ongoing education to bring about total medical awareness regarding Atrial Fibrillation in runners. Angus Dentistry will be our gel sponsor and will also write

about new running research relating to sleeping disorders and corrective breathing techniques to aid in all competitive outdoor activities.

*Advanced 10K Training Team*, Bill Kelly, Coordinator, presented the budget for the training team's upcoming season.

It was seconded, voted on, and passed by the board

**Grand Prix** - Ralph Gibbs and Suzi Silverstein, Pooh-Bahs, presented this information in a report prior to the meeting.

The sheet is updated and current with the exception on Poop Loop runners. Please let Suzi and Ralph know of any discrepancies.

The Grand Prix race slate for the 2020 year will be as follows:

FIRST DAY 5K

FROSTBITE 15K [double volunteer points]

SWEETHEART 8K

HUGUENOT 3 MILER

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)

PONY PASTURE 5K

PATRICK HENRY HALF MARATHON

POOP LOOP 4ISH MILER

CAPITAL TRAIL 10 MILER AND 5K [double volunteer points]

TURKEY TROT 10K

BEAR CREEK 10 MILER (triple volunteer points)

TOY RUN 5K

**Newsletter** - Mark O'Brien, Editor, presented this information in a report prior to the meeting.

The deadline for submitting any stories or articles is Oct. 21, which puts us right on track to have the fall issue printed and ready for distribution at the expo ahead of the marathon/half/8K.

**Social Media** - Chris Mason, Social Media Wizard, presented this information prior to the meeting in a written report and added nothing further at the meeting.

Our social platforms were used for multiple things throughout the month of September and those items lead to higher reaction rates than in prior months! Both Instagram and Facebook were used to promote the Poop Loop 4ish and we were lucky enough to have Jesse Peters come out to take photos of this fantastic trail event.

We opened the Wegmans Turkey Trot 10k this past month (too much fanfare) and we used our page to solicit pacers for the Richmond Marathon. There was high reaction to the referenced pacer request, not only on the post, but via Facebook messages as well. We have not heard any updates but am assuming that it was helpful to Karen, the coordinator. We also use the page to solicit help for volunteers for the Capitol Run and introduced the updated club HQ to everyone via pictures of the new digs.  
#sochichthisplace

Finally, both Instagram and Facebook blew up as we celebrated Kirk Milliken earning a Guinness book of World record in Berlin. Kirk's post had one of the highest reaction counts of any we've done on our social the past. Congratulations once again to Kirk!

**Race Team** - Rosie Schutte, Manager, Bill Kelly, Coach. Rosie sent this information in a report.

The schedule for 2020 is coming together more slowly than anticipated. Clubs are trying to combine teams and that requires board votes so it is bogged down a bit at the moment. A schedule should be definitively sorted out by our November meeting.

New Business was discussed at the meeting.

1. 2020 Board elections - Ed Kelleher, Director Elections Committee, and Ralph Gibbs, President. Ed was not present at the meeting, but filed a report that was presented in his stead.

Last name	First name
Young	Nikkia -- office of President
Koch	Crystal -- office of Vice President of Operations
Hauser	Victoria -- office of Secretary

Alper (Novak)	Megan
Bender	Michael
Black	Amy
Fitzgerald	Farleigh
Flynn	Joe
George	Mara
George	Marcy
George	Michael
Gholson	Mike
Hall	Mary Beth
Lafland	Shawn
Levins	Mike
Mason	Chris
May	Allison - pending
Millikan	Kirk
Nachman	Eric

Oddono      Jim  
Perrin      Jennifer  
Schutte     Rosie  
Silverstein   Suzi  
Zampolin    Katherine

\*Brief bios of each candidate are available on the RRRC website

2. Banquet Coordinator vacancy. Ralph Gibbs, President, said that Diane Kelley has given up the position and we were looking for a new person to fill it. Suzi Silverstein volunteered to take on the position of Banquet Coordinator.
3. Karen McCarthy had sent a list of all the schools and youth groups benefiting from the financial support that RRRC gives to their programs.
4. Jim Oddono, said that RRRC will have 2 spaces at the November Expo on 11/14 & 11/15.
5. Jennifer Perrin asked that her name be considered for the office of Vice President of Marketing.

A motion was made to adjourn the meeting, it was seconded, voted on, and the meeting was adjourned at 6:25 pm.