

Richmond Road Runners Club
November 13, 2019

Participants:

Bill Anderson, Sara Lasker Baugh, Michael Bender, Charles Beverage, Amy Black, Dwight Driscoll, Farleigh Fitzgerald, Mara George, Marcy George, Michael George, Ralph Gibbs, Mike Gholson, Ed Gotta, Victoria Hauser, Crystal Koch, Barry Kreisa, Shawn Lafland, Chris Mason, James Marr, Allison May, Noah May, Glenn Melton, Eric Nachman, Richard Nolan, Steve Nolan, Megan Novak, Mark O'brien, Jim Oddono, Jennifer Perrin, Jim Porter, Rebecca Randolph, Jessica Reber, Joann Saunder, Rosie Schutte, Suzi Silverstein, Dave Trump, Dawn Walker, Nikkia Young, Katherine Zampolin

A motion to approve the October 2019 meeting minutes was made, it was seconded, and passed without dissent.

Financial -- Nikkia Young, Treasurer

Account Balances	
RRRC CD (11/8/2019)	\$57,961.41
Scholarship CD (11/8/2019)	\$16,758.60
Scholarship CD (11/8/2019)	\$8,428.10
Townebank CD (11/8/2019)	\$20,137.30
TowneBank Checking - 11/8/2019	\$395,698.38
Total:	\$498,983.79

The proposed budget for 2020 was presented. Dave Trump added an explanation about WMT's figures being incomplete. All funds were not listed and accounted for and the training program does not have deficient funding. Richard Nolan asked if sufficient funds were allocated for the program. It was answered that there was and no additional funds were needed to support the program.

Marketing and Sponsorship -- Ed Kelleher, VP Marketing

Ed was teleconferenced into the meeting, adding to his submitted report. Thanks to Shawn Lafland's efforts, McDonald's will provide food for First Day 5k.

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: Bushin Martial Arts Academy of Richmond has signed on as a sponsor, along with two of last year's sponsors, Good Run Research and Recreation, and B-Fitness.

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: Whole Foods Market has signed on as a gold sponsor. WFM will supply post-race food for the event, as well as some gift certificates. 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: Davenport & Co. LLC, presenting sponsor of the past two First Day 5K's, indicates it will lower its contribution to \$1,000 from the previous contribution of \$2,000. It will be listed as a gold sponsor. We are in the market for a presenting sponsor.

Frostbite 15K: Whole Foods Market, a gold sponsor, will provide some gift certificates, and possibly post-race food (that is under discussion). Good Run Research will be 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.

Carytown 10K: A proposal has been submitted to Publix to become title sponsor of the RRRC Carytown 10K. Word is expected back by the end of December.

Operations -- Jim Oddono, VP Operations

Jim submitted the following information in a report prior to the meeting, but added that Mettle would time Turkey Trot and Anne Brown would time the Jingle Bell contract race.

Race review

Capital Trail 5k/10 Miler - Ralph Gibbs, Race director. Ralph said the race went better than expected

Race preview

T-Rex Run - Ralph Gibbs and Rebecca Randolph reported that they are trying for the Guinness Book of World Records. Chris Mason will do a television interview promoting the run. Sara Baugh asked if she should send the volunteer emails, Ralph responded that he would take care of that. This year they plan on taking a group photo prior to the run.

Turkey Trot 10K - Michael George, Race Director. Michael announced that the race is quickly reaching capacity with only about 50 spots remaining.. All shirts have been ordered, medals have arrived, insurance forms have been filed, and packet pick up dates and times have all been set.

Bear Creek 10 Mile Trail Run - Dave Trump, Race Director. Preparation for Bear Creek is on track. The course is the same as last year, but we will have more signage as well as the flour markings. As of November 4, 209 runners are registered: 11 have opted for an early race start. Approximately 2/3rd of runners plan to carpool. Volunteer sign up is pretty good for one month out, but we may need to push for volunteers to handle parking.

Toy Run - Nikkia Young and Joe Flynn Race Directors

Things are going well. We have around 230 people signed up. Still working on getting the Marines to sign on being there for toy pick up. Food Trucks have been booked and Girls on the Run is excited to run with us again.

1st Day 5K - Bill Anderson and Shawn Lafland Race Directors

Things are progressing on schedule. At the time of this report, we have secured sponsors, applied for permits, selected swag. Swag this year will be racing sleeves. By meeting time, we will have the race posted and sign-up open.

As before, ACAC Midlothian will host the race and Lucky Road will provide the prizes. Davenport is now a Gold sponsor, rather than naming sponsor as before.

Frostbite 15K - Mara George and Chris Mason Co-Race Directors. Mara commented that registration was now open. Chris Mason added that there was a package deal set up with Sweetheart registrations.

Sweetheart 8K - Marcy George Race Director. A budget was submitted at the meeting.

Volunteers -- Sara Lasker Baugh

Sara added nothing further to her written report as follows. 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.

- 11/14 & 11/15 - Richmond Marathon Expo - Need one more volunteer for 11/15 7-9:30pm, all other time slots filled
- 11/17 - T-Rex Run - Need parking attendants, all other positions filled
- 11/20 - Capitol Run (contract race) - Need 1 water stop volunteer, all other positions filled
- 11/28 - Turkey Trot 10k (club race) - Need more volunteers for all positions
- 12/7 - Jingle Bell 5k (contract race) - minimum met
- 12/8 - Bear Creek 10 Miler (club race) - Need more volunteers for all positions
- 12/15 - Toy Run 5k (club race) - Need more volunteers for all positions
- 12/21 - WMT Water Stop - Need 1 volunteer
- 12/18 - WMT Water Stop - Need 2 volunteers

Administrative Assistant/RSU Coordinator -- Dave Trump

RRRC Store

- Had 11 orders (12 items) and \$277.30 in sales during October.
- Car seat covers, hooded sweatshirts and race caps were the most purchased items.
- Store will be open at the RRRC table at the marathon expo.

Volunteer Rewards Program

3rd quarter 2019 - 163 volunteers (at Cul-de-sac 5Ks, Pony Pasture 5K, Patrick Henry Half Marathon, and/or Poop Loop 4ish Miler) earned a total of 486 entries in the

drawing. 18 volunteers were selected and received gift certificates from Fleet Feet. Awardees were recognized in an e-blast and on the club website.

There has been routine website, email and race/training team support activities.

Training Teams:

WMT (Winter Marathon Training Team) -- Frank Gerloff, Head Coach

Saturday, November 9, 2019. Exactly one month from today, WMT will begin our seventeenth consecutive year of long-distance training throughout the winter months. WMT's training modules will peak for Shamrock weekend and Boston, respectively. The most significant percentage of runners still commit to no specific set spring marathon. Marketing will continue in earnest, and I'm looking to have another dynamic winter training season for all participants.

Advanced 10K Training Team -- Bill Kelly

We have opened the race on RSU, and have already 10 + registered runners. The program will start on 1/18/20 running through 3/21/20 with the first track session beginning Tuesday, 1/28 and continuing through 3/17//20.

There are a few changes to the program:

- Program will be run out of the RRRC clubhouse
- Special Pricing through 11/16/19 of \$45.00 for members and \$60.00 non members
- Only RRRC race offered as part of this year's program is Sweetheart 8K
- We are currently looking for sponsor but as of this writing no sponsors have been secured or identified.

Grand Prix -- Ralph Gibbs and Suzi Silverstein

A Grand Prix race slate for 2020 had been submitted at the October 2019 meeting. A motion was made to accept the race slate as proposed, it was seconded, and passed without dissent. The slate is 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 (double volunteer points)
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

Mark opened his commentary by explaining that the current issue was expected back from the printer as of the meeting, but has been delayed by 1 day. He will pick it up and bring it to the expo on Thursday. The feature story is an awesome piece by Kirk about his Guinness World Record run in Berlin.

Thinking ahead to 2020, I'd like propose the following publication schedule to align with the Monument 10K in the spring and the marathon/half/8K in the fall. The expos for those races are big opportunities to distribute the newsletter to as many people as possible, and I know some folks were disappointed when there wasn't a "fresh" issue to distribute at the Monument expo earlier this year.

2020 Issue No. 1

Available by: March 25 (Monument 10K expo)

Print date: March 11

Submission deadline: February 26

2020 Issue No. 2

Available by: June 10 meeting

Print date: May 27

Submission deadline: May 13

2020 Issue No. 3

Available by: September 9 meeting

Print date: August 26

Submission deadline: August 12

2020 Issue No. 4

Available by: Marathon expo (either Nov. 4 or Nov. 11?)

Print date: October 21 or 28?

Submission deadline: October 7 or 14?

Finally, I'd like to get the Board's permission to conduct a Miles & Minutes survey that could go to just the officers, to the whole Board, or to the whole membership. I'd like to get a sense of whether people read the newsletter, if they look forward to it, if they've contributed, if they'd be willing to contribute, what they get out of it, and (from the Board, at least) how they feel it fits into RRRC's branding in light of the social media outlets and the weekly newsletter email. If the Board agrees, I'd be happy to draft a poll through Survey Monkey that could be distributed after Thanksgiving, and I'm certainly open to any questions you feel should be included. I would report back the results in January. A motion was made to proceed with the survey, it was seconded, and passed without dissent.

Social Media - Social Media Wizard, Chris Mason

Chris added to his submitted report saying that he would be doing a television interview about the T-Rex Run that would air at 4 pm Thursday. The report contained this information: We had a post that was super successful in October, pertaining to Kirk earning a spot in the Guinness Book record for running a marathon in lederhosen. Congrats once again, Kirk! It was interesting to see that people enjoyed seeing a picture of the outside of our club as that post garnered a lot of attention as well. The fact that this happened makes me wonder if we should do an open house at some point? Just food for thought!

Race Team -- Rosie Schutte

It has been a frustrating month trying to get Penninsula Track Club, Colonial Road Runners Club, and Tidewater Striders on board, as well as new difficulties with the new manager of the FARC team. We have had to end discussions with the eastern clubs as their repeated attempts to take over the competition was creating a toxic atmosphere for all involved. The new manager of FARC has been struggling with understanding the logistics as they had been set, but I feel confident that their president, Aimee Weems will aid in the understanding. Things are still coming together for a 2020 season. The frustration level on Tri-Cities and RRRC's part, in dealing with the situation has been stretched to the limit, so we will see what the next month brings.

Action items

- 1. Board nominations for the 2020 elections** - Suzi Silverstein, reporting for the Nominations Committee, said that Ralph Gibbs had just sent in his nomination for the office of treasurer. A motion was made to approve the nominations slate, it was seconded and approved. A copy of the bios will be printed for the December meeting, but they are available on our website.
- 2. Volunteer Rewards Program** - Dave Trump asked for funding to continue the rewards program for another year. He feels it encourages volunteers to sign up early and gives them additional recognition. Ralph Gibbs asked Chris Mason if the names could be posted on our Face Book page. Chris Mason said he would try to do that.

New Business:

- 1. Iron Runner registration package** - Dave Trump commented that he had put together the package for 2020 which saves runners registration fees for each individual race. The price had a slight increase to \$265.00 He is thinking of giving each registrant of the package a unique coupon code for each race that would require them to register each race with that code. Mara George added that the price of Pony Pasture 5k will increase slightly to \$15.00. A motion was made to pass the Iron Runner Package, it was seconded and passed without dissent.
- 2. Candy Stop** - Ralph Gibbs made a motion to request \$400.00 to buy candy for the RRRC Candy Stop Booth during the marathon. The motion was seconded and passed without dissent.
- 3. Expo** - Jim Oddono said the expo will be Thursday and Friday for the marathon weekend races. An additional volunteer is still needed for the 7-9 pm time slot

Friday night. Dave Trump said he would be there selling RRRC wear and could fill in.

- 4. RRCA National Convention** - Nikkia Young asked that we send herself and 4 additional people to the convention. Rosie Schutte responded that 2 additional people was more in order. A motion was made to send 4 people, it was seconded and passed.

The meeting was adjourned at 6:50 pm