



Richmond Road Runners Club - Board Reports – October 14, 2020

Opening remarks, ground rules and welcome guests – Nikkia Young, President

Nikkia called the meeting to order at 6:00 pm. She welcomed members and guests, and explained the ground rules. Discussion is open to everyone, but only board members may vote.

Approval of September, 2020 meeting minutes - Victoria Hauser, Secretary

Marcy made a motion to approve the minutes. The motion was seconded by Joe, and the vote was unanimous.

The meeting then moved to updates on the kids running club programs. Karen McCarthy presented the latest information on the mini-grant program for the school running clubs. Proceeds from the Patrick Henry Half Marathon go to the mini-grant program. The August, 2019 race raised \$21,000. For the 2019-2020 school year, 49 grants were distributed ranging from \$50 - \$800. When schools closed in March, 2020 due to coronavirus, there was around \$5,000 in grant funding remaining. The August, 2020 race was much smaller and raised \$2,000-3,000 (total to be finalized at the end of October with Sportsbackers bookkeeping). Some running clubs are still active in a modified capacity. Mini-grant applications are expected to be opened again in November.

Jacki Quinlan presented information on the virtual run clubs that Sportsbackers has developed. They have worked with Next Up RVA to put on the program with students. Seventy-five classes were taught over the summer. The program has taken a break in September and is starting back. Additionally Sportsbackers has launched a seven week kids challenge program, and are in the second week. They have worked with Greater Richmond Fit 4 Kids, but have also reached students outside of Richmond.

Jacki and Karen thanked RRRC for their support of youth running!

Financial Reports – Dawn Walker, Treasurer

Dawn shared that the finance committee had met last night. Financial statements through the end of September had been prepared and would be sent to the board.

Marketing and Sponsorship – Amy Black, VP of Marketing

Amy shared that masks with the RRRC logo were ordered and would be available for sale on the website. A committee is being formed to discuss membership; please reach out to Amy if you are interested in joining!

Operations – Crystal Koch, VP of Operations

Review & Preview of upcoming club and contract races

Nothing new to report regarding in-person races happening, 2021 is looking to be more virtual than in-person for reasons to be discussed during the meeting on Wednesday. So tune in to find out!

Crystal shared that the race happened! Several logistic items were shared including that it worked well to have the start and finish areas in the same place, and that shorter races (5k) might be difficult as runners may finish while others are starting.

The Frostbite 15k and Sweetheart 8k might be possible as in-person races with a limited number of runners.

The Advanced 10k program will be happening and a logistics meeting is scheduled for the following Tuesday.

- Poop Loop October 4 - in-person (Crystal Koch)

The 3rd annual RRRC Poop Loop 4ish Miler had 24 runners complete the road run and 40 runners complete the trail run. The weather cooperated and provided dry trails and a cool evening. It was low-frills and socially-distanced, but fun was had.

- Capital Trail 10 Miler & 5k - October - virtual (Ralph Gibbs)

Run a 10 Miler and/or 5K on the Cap Trail in October. It's virtual, but we encourage runners and walkers to do their miles on the Cap Trail. RRRC and the Virginia Capital Trail Foundation partnered up again to offer the East 51 @ Rocketts Cap Trail 10 Miler & 5K presented by Dominion Energy. All profits from the races benefit the programs of the Virginia Capital Trail Foundation.

- Turkey Trot - November 26 - virtual (Michael George)

Registration is open! Because of COVID-19, the University of Richmond campus is closed for use by outside groups. Limitations on event sizes would have made any in-person race much smaller this year. The result would have been a hollow shell of the 42-year tradition that is Richmond's Turkey Trot 10K.

We hope you'll join with the RVA running community again as you continue your family and personal tradition of running a 10K on Thanksgiving morning. We wish we could all be together, but we can't this year. Because it's virtual you get to pick your course (and avoid those lovely U of R hills) and you can run any time that weekend.

Michael George shared that 222 runners have signed up. Wegman's is onboard as a sponsor and matching donations to FeedMore - the \$500 match has been met! T-shirts and medals (depending on timing of delivery) will potentially be distributed from Lucky Road the Tuesday and Wednesday before Thanksgiving.

- Bear Creek - December 6 - in-person (Dave Trump)

RRRC Bear Creek 10 Mile Trail Run has the park's permission to gather for an in-person race on Sunday, December 6. Registration will open between October 16-20 with a 200-runner cap and a waitlist.

Dave shared that he and Ralph are walking the course on Friday. There will be staggered starts with the potential of overlap at the start/finish area, but all logistics will be worked out.

- Toy Run - December 13 - virtual - (Nikkia Young & Joe Flynn)

We will be having a virtual event for this year's Toy Run. The plan is to keep the price low- \$10-15 dollars. All people that submit a time will be entered for various prizes that we plan to have donated by local businesses. Keeping in the tradition of this race- we will be donating proceeds to Toys for Tots. People will be able to run their race from December 13th-20th.

- First Day 5k - January 1 - virtual - (Suzi Silverstein & Victoria Hauser)

The First Day 5k will be virtual for 2021. Registration will open in early November and the swag will be a neck gaiter (thanks Eric Nachman & Mara George!) which will be mailed to participants. We will have a contest for the runner with a finishing time close to 20:21, as well as a photo contest where runners can creatively incorporate "first" into their routes. We are working with Dave Trump on Run Sign Up and Chris Mason on social media.

Equipment – Glenn Melton

It was nice to gear up for Poop Loop last weekend and all went well.

I am ordering 4 foot pedals to go with the new cooler spouts to give us 100% hands free water coolers. I recently saw them in action at SB MTT and they are worth the expense.

Glenn noted that the cooler spouts would be used at the Bear Creek race.

Operations Manager/Administrator/RunSignup Coordinator – Dave Trump

RRRC Store

- 11 orders (15 items) and \$294 in merchandise sales during September.
- Car seat covers (6 sold) remained the single most popular item.
- Placed order for 48 car seat covers in black with RRRC logo from SeatShield

WMT survey conducted and report provided to the Board.

RunSignup

Routine website, email and race/training team support activities.

Youth Cross Country program

Funding for the final race was requested (\$250) and borrowing the timing clock. Dave indicated that all participants for the race would use a private Run Sign Up page. Mike Levins indicated that the races would be staggered over five different starts.

Miles & Minutes –

The latest issue was published on September 21. Mark O'Brien has spoken with two club members who have expressed interest in serving as co-editors.

Welcome Selina Guider and Annie Tobey, new editors! Please send stories for upcoming issues.

Social Media – Chris Mason

The club's social media platforms were used throughout September to promote the Poop Loop 4ish and we used social as a way to share the most recent Miles and Minutes, too. One of most active posts was the reshare of the national Road Runner club's shout out to the RRRC! You could tell that our members appreciated knowing that they were part of such a large club (and a fantastic one, too. Just saying)!

The club did add more members this month on both Instagram and Facebook than we had in prior months which was nice to see. I believe this was due to not only the topics of the posts shared, but also due to the fact that in-person racing is starting to feel closer to reality (and, in fact, has happened).

New Business

1. Update on RRRC/Sports Backers kids' running mini-grant program - Karen McCarthy

See notes from the beginning of the meeting.

2. Update on Kids' Challenge and Kids Run RVA - Jacki Quinlan

See notes from the beginning of the meeting.

3. Review of Winter Marathon Training Team for 2021 - Review & discussion of survey results

RRRC received 281 responses to the WMT survey between September 21 and October 6, 2020. Respondents were 54.4% female and 43.8% male. By age, 70 (24.9%) were age 25-39; 171 (60.9%) were 40-59; and 37 (13.2%) were 60 and older. Most respondents (236, 84%) had participated in WMT in the past.

Over 70% were interested in participating in WMT even if there were no spring races: 44% were interested in training for a marathon and 46% for a half marathon. For 75% of respondents, it was important or very important that RRRC's WMT be inclusive of runners of all paces. Because of COVID-19, 11% were not interested in participating in group runs at this time.

We got a lot of great information on what people valued regarding WMT. We also took an extra look at the 45 folks who had not done WMT in the past to see what would be of interest to them in a winter training program.

Thank you to everyone who completed the survey and shared your opinions and comments.

Discussion was held on the survey results and how to move forward. It was agreed to have the training program this year. Several meeting locations were discussed including Dogwood Dell and the Clubhouse (which will host the Advanced 10k team). A call for coaches will go out and then registration can open. Prices were discussed and it was agreed to keep the registration fee around \$40 (includes sags and group shirt). The group will be advertised as novice to intermediate runners, with an average minimum pace of 14:00/mile.

4. Review of Annual Banquet (March, 2021) - Vote on moving forward

Discussion on the banquet was held. It was agreed that March would be too early for large gatherings and there was no Grand Prix held in 2020 to celebrate.

An outdoor member/ volunteer appreciation event for Summer, 2021 was discussed. It was agreed it could be revisited next spring.

Cheers!

Adjourn

With no further business, Chris Mason made a motion to adjourn the meeting. The motion was seconded by Amy Black, and the vote was unanimous. The meeting adjourned at 7:00 pm.

Respectfully submitted,

Victoria A. Hauser, Secretary