



Richmond Road Runners Club - Meeting Minutes – November 11, 2020

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

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

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

Financial Reports – Dawn Walker, Treasurer

- Monthly statements
- 990

Dawn indicated that the 2019 990 had been filed.

Marketing and Sponsorship – Amy Black, VP of Marketing

- Membership Committee update

Membership Brainstorming Committee

Four of our directors graciously agreed to join this new committee dedicated to building value for our membership, member-retention, and attracting new members (Eric Nachman, Katherine Zampolin, Mara George, and Suzi Silverman). We met the week after last month's club meeting to kick off the committee. The meeting was broken out into three member buckets, Member Retention, New Members, and Past Members. We all agreed that member retention should be our main focus at this time, so the majority of ideas fell into this bucket. There were some great ideas shared and lots of discussion. At this point, we are still fine-tuning the ideas and I will present our findings later this month. However, one item that we did all agree on is to have more social media focus on membership value by creating small campaigns to help get our new ideas out to the community. So I will be speaking with Chris after we present our findings. Big thanks to the new committee for bringing great ideas and having honest and open discussion. And as always, thanks to Dave Trump for his expertise!

Masks are in stock!!

Two new masks (red and navy, both have the RRRC logo in white) have been added to the RRRC store. The price is \$9 per mask.

Reusable Speedcups

I am looking into RRRC logo'ed speedcups - these are reusable cups that are a perfect option for cupless races and a super convenient item for all runners to carry. These cups are about 6oz and are fully collapsible, easy to put in your pocket/running belt/pack.

Operations – Crystal Koch, VP of Operations

Review & Preview of upcoming club and contract races

Contract race in King William County on December 5 - Mike Levins to be timer.

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

Virtual 10 Miler & 5K raised \$3,500 for 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. 161 registered and 104 posted their finish for their respective races. Congratulations to the winners of the photo contest who received gift certificates from Lucky Road Run Shop.

All profits from the races benefit the programs of the Virginia Capital Trail Foundation to enhance, promote, and advocate for the continued development of the 52-mile dedicated multi-use trail that connects Richmond and Williamsburg.

Thank you to all you participated. And added thanks to the 54 runners who made a total of \$545 in direct donations to VCTF.

- 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.

Michael George added that 290 adults and 20 kids have registered. There is potential to have pick up for shirts at Lucky Road prior to Thanksgiving weekend. He will send a link to a Grateful Dead show as is traditionally played before the race. Donations to FeedMore have been coming in.

- Bear Creek - December 6 - in-person (Dave Trump & Ralph Gibbs)

- Registration opened Oct. 18 and sold out the 200 spots within 2 days.
- Over 50 on the waiting list — 2 already registered off list as runners withdrew from race (full refund of registration fee through Nov. 29).
- Other preparation on track.

Dave noted that volunteers are needed.

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

Toy Run is currently working on getting sponsors for giveaways and hope to open the race by the end of the week.

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

Race will open at midnight on November 12! Neck gaiters have been ordered & will be available for the first 250 registrants. We have stretched the definition of first day - all participants will have the weekend of Jan 1 - 3 to complete their race. Thank you Dave for all of your help with Run Sign Up!

Suzi added that there will be a photo contest for participants to upload photos incorporating “first” into their routes.

Looking forward to 2021:

Frostbite is looking into tightening up Malfunction Junction and should be an in-person event.

Sweetheart will be an in-person event.

Huguenot 3 Miler will be an in-person event.

Carytown 10k is a maybe until January when Anne can chat with the police department.

And that's as far as we've gotten thus far, with COVID precautions in place for each event.

Mara noted the Frostbite is planning on in-person and virtual options. Final Gravity is on board as a sponsor and Top Golf is a potential sponsor.

Marcy noted that Sweetheart will also be in-person and virtual. Traditionally the start line has the road closed briefly to traffic, so a new method will need to be put in place.

- Winter Marathon & Half Marathon Training Teams

WMT is open, we have a head coach! His name is Joseph Burton and he's currently the Public Safety Director at Central State Hospital and is an auxiliary patrol deputy for the Dinwiddie County Sheriff's Office. He most recently ran the virtual Shamrock marathon and completed the 8 hour Piedmont timed race. Don Garber has offered us his extensive knowledge. Annie Tobey has offered to come up with the weekly routes. We are currently in need of someone to be in charge of water stops and the volunteers needed for those each week, specifically during the higher mileage weeks. If you know of anyone or you would like to do this, it is a paid position.

- Advanced 10k Training Team

Adv 10k is open and with two new head coaches this year: Jason Ford and Karl Gordon. They are ready to tackle this new season and are well on their way to creating a new program, building off what Jeff Moore put in place.

Runners will be training for the Carytown 10k.

- Equipment – Glenn Melton

Operations Manager/Administrator/RunSignup Coordinator– Dave Trump

RRRC Store

- 7 orders (9 items) and \$129 in merchandise sales during October.
- Sold 3 hooded sweatshirts in October.
- New RRRC car seat covers (black) and RRRC face masks (black and red) available in Store.
- Plan holiday sale (Nov 15 - Dec 20) with reduced price on sweatshirts and free shipping on orders over \$20.

RunSignup

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

Worked with new head coaches to open registration for Advanced 10K Training - 12 week program starting Sat Jan. 30

Youth Cross Country program - Bill Kelley

The XC program has ended and it was a tremendous success. The funds approved at last month's board meeting to support a race scheduled in November which was canceled, will be recycled up to support entry fees for relay teams in the program (High School & Middle School runners) for an invitation indoor meet in Virginia Beach scheduled for 12/4 & 12/5. Runners and coaches will be responsible for all other expenses (Travel/ Hotel/ Food/ Individual race entries/etc.). The students and parents

appreciate the support from RRRC and the coaches to have a club XC program, which would not have been possible with RRRC insurance coverage.

The public school XC season for HS & Middle School is currently scheduled to begin in Mid February and first meets in March (weather permitting), followed by the outdoor Track & Field season.

Miles & Minutes – Selina Guider and Annie Tobey

Selina indicated that a December/January issue is being planned.

Social Media – Chris Mason

Action Items

New Business

1. Trail Series proposal - Crystal Koch

Please see attached proposal.

Crystal outlined the trail series which would include three new races and the existing Poop Loop race. Exact dates would be determined in coordination with the Richmond and Chesterfield parks departments. The Dutch Gap race could include predicting your own time. Series name is to be determined, but 4 by 4 is the leading name right now.

Kirk noted that it may be difficult to coordinate with the railroad crossing for the Texas Beach race. Mara noted that Riverrock is held in May and Pony Pasture in July. Nikkia asked if there were other race directors interested, and Crystal indicated that there were two other people.

Following discussion, Kirk made a motion to approve the trail series as presented. Amy seconded the motion, and the vote was unanimous.

2. December meeting

Nikkia indicated that the December meeting was traditionally held as a social. The meeting could be a regular meeting on Zoom, an outdoor social, or canceled.

Following a brief discussion, Mike Levins made a motion to cancel the December meeting. The motion was seconded by Suzi, and the vote was unanimous.

3. Grand Prix 2021

Proposed Races:

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
PONY PASTURE 5K
PATRICK HENRY HALF MARATHON
POOP LOOP 4ish Miler
Capital Trail 10M/5k (double volunteer points)
TURKEY TROT 10K
BEAR CREEK 10 MILER (triple volunteer points)
TOY RUN 5K

As Covid-19 is still a thing, we will attempt to hold the Ironrunner Competition and Grand Prix Competition this year. Since the situation is still fluid, we will use last year's decision to cancel the Iron Runner Competition if we miss more than 3 races (even with a virtual race component) and the Grand Prix Competition will be cancelled if we miss more than 6 races (even with a virtual race replacement.) The club will make every effort to turn canceled Club races into virtual races. Virtual Club Races will count as a Club Race point for completing them, but no placement point can be awarded as they are self report. You must self report within the time period allotted or you will not get the point. The hope is that we will have contract events for you to volunteer for in the future as you will still need to volunteer for one to have a shot at GP Finalist or Iron Runner, but if we can't secure enough contract races to volunteer at that could impact the GP and Iron Runner Competitions as well. As always, if you need a point for anything and the signup is full, please show up and make sure you sign in on the pre-printed sheet that the Volunteer Coordinator will have, or if need be, email GrandPrix@rrrc.org and let us know immediately.

It was noted that the three new trail races would not count towards Grand Prix as they are still being planned. Thanks Dad 5k has potential new race directors and will stay on the GP list. Dave will open sign up as soon as possible. There will not be an Iron Runner package available.

Kirk noted that the 2021 championships would be suspended since many races are going virtual or have limited in-person capacity.

Following discussion, Amy made a motion to approve the Grand Prix as submitted. The motion was seconded by Joe, and the vote was unanimous.

4. Running with Rock - request for funding

Crystal shared that Running with Rock is a new running group that meets on Sunday mornings. They have 40-50 runners per week. Their members are primarily lower income, and most are new to running. They are requesting \$1000 for shirts and sweatshirts for their members.

Discussion was held on the background of the group and how the club had made donations and financial contributions to other organizations in the past. Following this discussion, it was agreed that more information be provided about the group and their request. Nikkia asked that board members let her know any questions they have, as well as questions about the club's grant request program.

5. 2021 budget

Nikkia noted that the proposed budget included reduced income from races, no contract race income, an increase for a potential member appreciation event, no spring banquet, digital Miles & Minutes (no printing), and no RRCA spring convention.

Joe made a motion to approve the budget as adopted. The motion was seconded by Amy, and the vote was unanimous.

Thank you Veterans!

Cheers!

Adjourn

With no further business, the meeting adjourned at 7:12 pm

Respectfully submitted,

Victoria A. Hauser