



Richmond Road Runners Club - Board Reports – January 13, 2021

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

Nikkia called the meeting to order at 6 pm.

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

- See attached minutes.

Marcy made a motion to approve the minutes. Crystal seconded the motion, and the vote was unanimous.

Financial Reports – Dawn Walker, Treasurer

- RRCA insurance paid at the end of 2020.

Dawn noted that the Final Gravity sponsorship had been received and that the insurance had been paid on December 30, 2020.

Marketing and Sponsorship – Amy Black, VP of Marketing

Operations – Crystal Koch, VP of Operations

Review of upcoming club races

- Bear Creek - December 6 - in-person (Dave Trump & Ralph Gibbs)
 - We had great weather on race day and hopefully delivered a good in-person race experience with COVID-19 precautions and procedures.
 - 194 registered and 167 showed up and posted a finish time. Many more registered and withdrew with a full refund, so in the end we had a spot for almost everyone on the waiting list who wanted one.
 - The race's profit was \$1,550.

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

We had 59 people sign up, gave out 7 prizes and was able to make a donation of over to the local Toys for Tots! We had support from Lucky Road and JiJi's Frozen Custard.

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

- The First Day 5k had a serendipitous 221 registrants, with 198 reporting their finish.
- Twenty-six people posted photos and 3 were randomly selected to receive Lucky Road gift cards.
- One runner clocked 20:22 for his time, making him the closest runner to 20:21 (and he ran 20:19 the day before!).
- The scholarship fund received \$453 in donations (including processing fees) from 40 individuals.
- Most gaiter giveaways were shipped on Jan 2, with a few shipped later for those who signed up during race weekend.
- The race was profitable - exact amount is forthcoming.
- Many thanks to Dave Trump for his support of two new race directors!

Preview of upcoming club races

- Frostbite 12k - January 24 - in-person & virtual (Mara George & Chris Mason)

Mara noted that shirts were ordered today. Six medals are remaining. Final Gravity is hosting an unofficial run that same morning.

- Sweetheart 8k - February 14 - in-person & virtual (Marcy George)

As of Jan 8, 225 In-person, 36 Virtual, 40 on Wait list. All permits received, still waiting on Certificate of Insurance.

- *Carytown 10k (Anne Brown)*

Anne noted that with the limit of 250 participants and requirement of 25 police officers does not make the tradition course feasible. The possibility of using Pocahontas park was discussed, along with the possibility of changing the date due to Ragnar being scheduled for the weekend of April 23-25.

Training teams

- Winter Marathon & Half Marathon Training Teams

Crystal indicated that a new head coach and a coach for the full team are needed. There has been a positive Covid case on the team and one person who was exposed to someone with Covid, but tested negative for Covid. All participants were notified of this and specific names were not shared. There are typically about sixty people showing up each weekend, divided between the full and half teams.

- Advanced 10k Team

_____ *Dave indicated that 45 runners are registered and a coaches meeting will be held on January 23.*

• Equipment – Glenn Melton

Glenn noted that all equipment is ready for Frostbite. Mara asked if we had any signage related to Covid precautions. It was agreed this could be ordered and reused for future races.

Operations Manager/Administrator/RunSignup Coordinator– Dave Trump

RRRC Store

- 36 orders (71 items) and \$892.50 in merchandise sales during November and December.
- Biggest sellers were: 33 RRRC masks, 8 car seat covers, and 11 hooded sweatshirts.
- Current inventory (Jan 8, 2021) -- see attached

RunSignup

Set up Frostbite 12K and Sweetheart 8K races with both in-person and virtual options, waiting lists, and swag shipment options.

Other routine website, email and race/training team support activities.

Mailed out 50 packages with shirt(s) and/or medal(s) to Wegmans Turkey Trot participants.

Dave noted that RRRC shirts are getting low and some research could be done on ordering new versions.

Miles & Minutes – Selina Guider and Annie Tobey

Next issue is scheduled to be available online on January 13.

Annie noted that the new issue is available. Thank you to those that contributed and please consider contributing stories to future issues. Nikkia asked that everyone share the issue on social media.

Social Media – Chris Mason

Chris noted that posts celebrating Keira D'Amato were very popular and a potential Zoom conversation with her is to be scheduled.

Action Items

New Business

1. Review of Club Finances - Mark Cerny

See attached presentation.

Mark noted that the finance committee recommends development of an investment strategy. Most club funding is in money market and certificate of deposit accounts and they are not matching the rate of inflation. An investment committee could provide recommendations for new strategies.

Mark also noted that our accounts are with Towne Bank and Village Bank, who are both local banking partners. Chris asked if we had considered online only banks, which often have better rates. Chris agreed to serve on the investment committee. If you are interested in the committee, please contact Nikkia.

2. Review of email vote results - Victoria Hauser

See attached summary.

3. Review of Running with Rock proposal - Crystal Koch

Informational Video: <https://youtu.be/i4pSKL16Y2A>

Proposal: Running with Rock is asking us for \$1,000 so they will be able to subsidize their group shirts/hoodies purchases in order to make them more affordable for everyone who wants one. We are not giving them shirts or the money to buy the shirts outright, but only paying half of every shirt/hoodie ordered. Currently the group's leaders are taking pre-orders for the merchandise, those who can pay the full price also giving a little bit extra to help other group members also be able to afford a shirt or hoodie.

Running with Rock is a group that began about a month after COVID hit us hard in March forcing everyone to stay inside and away from others. It is a group led by Anthony and Tara Clary, who believe their community needed a little extra help getting off the couch and outside exploring their city while getting healthy. This group was born out of Anthony's own

pre-diabetic scare which forced him to lose weight and clean up his diet. The group serves the black community which has a propensity for severe health issues to include heart disease and diabetes. Tara was a sprinter in high school and has completed a half marathon distance so running has been a part of her life for a long time. Together they aspire to help their community run further away from obesity and heart disease and into a healthier lifestyle.

Their mission aligns well with the mission of the Club - to support our running community, whatever that may look like at the time of a need, and expand the interest/message of the Club and in turn increase membership. I feel it is important to support beginner runners because they go on to be the next 10kers, half marathoners, marathoners, and maybe even ultra runners. If we help provide the foundation, lots of little birdies will be able to safely leave the nest, and I feel this ask and this group meet that mission. Anthony and Tara have committed to supporting the club as a thank you by informing the group via Instagram and in person about our upcoming races, encouraging runners to sign up, and creating teams to help out or sign up for our races. They firmly believe in supporting those who support them.

Speaking with Anthony and Tara on many occasions and having run with the group a few times, they lead with love. The passion they have for this mission is palpable. Every Sunday, their beginner run starts at 10:00 AM with a welcome message, some stretches, and then a socially distanced group photo. After the beginner run, a longer intermediate-focused run begins at 11:00 AM again with a welcome message, some stretches, and then a socially distanced group photo. The participants are friendly, they are very welcoming, they'll chat with you, and most important, they cheer on everyone. The folks who finish first go back to get the last and others will help cheer them across the "finish line". The atmosphere is electric and you can't help but get sucked in to their excitement.

Following discussion, Mara made a motion to approve the request for \$1000 for shirts for Run with Rock. The motion was seconded by Allison. The motion passed with a vote of 20-1.

4. Transition plan for Administrator position - Nikkia Young & Dave Trump

I'm approaching my 4-year anniversary as RRRC's Operations Manager, Administrator, and RunSignup Coordinator. I request that the RRRC Board develop a plan to identify and have my replacement in place before the end of 2021, if not sooner. In the process the Board should identify the roles and duties that it wants to have performed by the individual or individuals taking on these responsibilities whether in a paid or volunteer status.

My current key roles are:

- Operational support to race directors, head coaches, or event coordinators through setting up and managing the RunSignup platform for each race, training program, or event. (Use of RunSignup is required.)

- Club communications through creating and releasing emails to Club members and through maintaining the RRRC website. (Use of RunSignup is required.)
- Management of the RRRC online store, including fulfilling orders, shipping packages, and monitoring inventory. Support RRRC sales at races, expos, etc. (Use of Shopify is recommended.)
- Support to RRRC Executive Committee and Board (policies, elections, surveys, data requests, membership questions, Google Suite administrator, etc.)

In evaluating RRRC's future needs, it is important to remember that in 2019 RRRC had 2,500 members, had over 15,000 participants in its events and programs, and had revenues in excess of \$350,000. For 2021, RRRC is planning to add additional races (the trail race series) and likely will need to continue to offer hybrid races (a virtual option with all in-person races).

- dht 1/8/2021

Following discussion, Nikkia asked if anyone was interested in the position, to let her know.

5. RRCA nomination of Keira D'Amato for Road Runner of the Year.

RRRC nominated Keira D'Amato for RRCA's Annual Awards in the category of Road Runner of the Year - Female Open for her running accomplishments in 2020.

Awards to be announced in spring as part of the annual convention held in April.

6. Kids Run RVA update - Karen McCarthy

Pending a final review by Sports Backers staff, profits from Patrick Henry were \$8,100, which will be available for kids' run clubs mini-grants. Although this is less than 50% of the total funding we had available last year, we also expect that application volume will be significantly lower. The application for run club mini-grants was not posted in the fall of 2020 due to the uncertainty about available funding. Now that the funding picture is clearer, Sports Backers posted the application on January 8:

<https://www.sportsbackers.org/program/kids-run-rva/grant-funding/>

7. Inclusion initiatives (full presentation in February) - Nikkia Young

Our most recent grant request brought to light that we do not have a written out Diversity and Inclusion Policy. While RRRC has come a long way over the years, it's time for us to put this initiative in the forefront, not just to check a box but to make our community stronger as a whole. This initiative will be a continuous work in progress and I look forward to having input from the board and members as we move to provide structure to the plan.

The preliminary plan will have 3 parts: Access, Connection and Experience or ACE.

Access: Providing community programs for new runners and ensuring that our activities are accessible to those who want to join and participate. (ex: a shoe clinic for those in need, membership scholarships on a as needed basis)

Connection: Inviting other groups throughout the Greater Richmond area to come to our events, come to the meeting and share more about themselves and invite them to become members. (ex: they come to a meeting, give us a presentation about what they do we have a social with the group)

Experience: Our events must respect each participant from beginning to end and that people of all paces feel welcome and celebrated (ex: races being walker friendly, having a sweeper for each event and keeping the finish line open until the final finisher has arrived)

8. Grant program (full presentation in February) - Nikkia Young

Mara, Farleigh, Kirk and I have been working on a preliminary form and guidelines for the grant program. Our recent votes highlighted that we do not have a process and have handled requests as they come. We need to ensure that we are not only being fair but also keeping historical records for those that come behind us. We are still working on the final draft to present at the February Meeting.

Cheers to 2021!

Adjourn

With no further business, Marcy made a motion to adjourn the meeting. The motion was seconded by Joe, and the vote was unanimous.

Respectfully submitted,

*Victoria A. Hauser
Secretary*