



## **Richmond Road Runners Club - Agenda – February 10, 2021**

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

**Approval of January, 2021 meeting minutes** - Victoria Hauser, Secretary

See attached minutes.

**Financial Reports** – Dawn Walker, Treasurer

Checking	\$73,004
Money Market	\$309,015
CDs	\$45,528
Total	\$427,547

**Marketing and Sponsorship** – Amy Black, VP of Marketing

Membership Brainstorming Committee

Members: Suzi Silverstein, Mara George, Katherine Zampolin, Eric Nachman, Amy Black

While the committee has not met this year, we have come up with some great ideas for membership (retention and new):

### **NEW IDEAS**

- Reward volunteers with points that may be used towards future race fees or merchandise.
- Reward existing members for new member referrals.
- Retention discount (5 years, 10 years, etc).
- Create a welcome packet for new members - include one time merchandise discount, entry into race promo, promote sponsors' discounts).
- Board of Directors - bring a "friend" (a non-member) to a monthly meeting so they can learn more about the benefits of being a RRRC member.
- Create a New Runner program.
- Create a walking program or more events for walkers - this should include specific prizes for the category.

- Discount for renewing membership (membership discount, race discount, merchandise discount).
- Promote sponsor discounts via newsletter and social media.
- RunSignUp - this can be a bit confusing when renewing membership. We thought creating a quick video tutorial may help and this could be posted on Social Media.
- For those who shy away from social media, include either a weekly or monthly summary of posts in the weekly email (or maybe even in Miles & Minutes).
- Partner with other running clubs in VA.
- Create social media video messages from executive committee/board members/sponsors (running tips, membership benefits, upcoming races, etc).

## **EXISTING IDEAS**

These are things that the club is already doing, but we feel that not all members know and understand. We should use social media/weekly email/Miles & Minutes to promote.

- Priority entry for members
- \$5 off coupon code for next order in RRRC Store when joining or renewing membership - the code is included in confirmation email but not many folks notice or take advantage
- Sponsor discounts - this could be a great video message from our sponsors.

## **Operations – Crystal Koch, VP of Operations**

### **Review of club races**

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

### **Preview of upcoming club races**

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

Sweetheart 8K is going well. As of today we have 225 in-person and 74 virtual runner signed up. Still need volunteers, especially Course Marshals and General Volunteers. Going to need lots of help at the start line helping to line up runners in groups of 25 and getting them started.

- Hugonout 3 miler - March 7

Registration opened Saturday, March 6

Carytown 10k (aka Carytown Across Town)(Anne Brown)

Schedule for Sunday, May 2 at Pocahontas State Park.

- Stratford Hills (Nikkia Young)

Currently the plan is to have a dual event- in person capped at 220 and a virtual event that spans the weekend of Memorial Day. I am hoping to have the in person race on May 29th. My hope is to offer random prizes at the finish of the in person race and the virtual participants as well.

### **Training teams**

- Winter Marathon & Half Marathon Training Teams
- Advanced 10k Team

- Equipment – Glenn Melton

### **Operations Manager/Administrator/RunSignup Coordinator– Dave Trump**

#### **RRRC Store**

4 orders (4 items) and \$63.00 in merchandise sales during January.

Mailed out 65 packages with shirts and medals to Frostbite 12K participants.

#### **RunSignup**

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

### **Miles & Minutes – Selina Guider and Annie Tobey**

### **Social Media – Chris Mason**

### **Action Items**

### **New Business**

1. Board nomination - Annie Tobey
2. Grant program - Nikkia Young

The Grant Committee met and discussed the following:

- Two submission deadlines per year, end of March and September with the ability to adjust in the future
- Historical records of grants given in the past

- Working to notify past participants (Girls on the Run and Sportable) to let them know of the shift
- Loose Criteria for Grants:
  - Promotion of forward movement in the Greater Richmond Area
  - Must be in line with the ACE initiative (promoting our mission and inclusion)
  - At the discretion of the Grant Committee and the RRRC Board of Directors

3. Inclusion initiatives - Nikkia Young

- Suggestions and vote to adopt.

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)

4. Transition Plan for Operations Manager/Administrator/RunSignup Coordinator

Allison May and Shawn Lafland are interested in taking on some of my duties. We had a 2-hour Zoom session to go through setting up a race (Huguenot 3 Miler) in RunSignup. Shawn will be taking the lead on RSU set up for the Carytown 10K. Allison will be taking the lead on RSU set up for Thanks Dad 5K. We'll have another Zoom session in the next several weeks to spend more time on the Club platform (emails, membership) and the website platform. Still looking for someone interested in taking on the RRRC Store.

**Cheers!**

**Adjourn**