



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

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

*Nikkia called the meeting to order at 6 pm.*

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

See attached minutes.

*Eric made a motion to approve the minutes. Mara seconded, and the vote was unanimous.*

### **Financial Reports – Dawn Walker, Treasurer**

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

*Nikkia noted that the financial committee was exploring investment opportunities and would not be renewing the CDs in order to free up those funds for investing.*

### **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.

*Amy noted that the membership committee would meet again before the March board meeting, and then will present ideas and anything that the board needs to vote on.*

*Amy is also trying to find a company that will put logos on speed cups. Please send her any leads!*

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

### **Review of club races**

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

*Race was a success! Awards to be mailed out this week.*

### **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.

*Marcy noted that there were enough volunteers signed-up. The shirts have been delivered to Lucky Foot. Packet pick up for Saturday has been extended until later in the afternoon to help with any weather delays. Other weather decisions will be made as they come. If the in-person race is canceled due to weather, the pick up times will be rescheduled for a different weekend.*

- Huguenot 3 miler - March 7

Registration opened Saturday, March 6

*The race will be further promoted after Sweetheart is completed.*

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

Schedule for Sunday, May 2 at Pocahontas State Park.

*Anne has submitted the permit application.*

- 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.

*Nikkia is talking with the city about permits.*

**Training teams**

- Winter Marathon & Half Marathon Training Teams

*Crystal has ordered take home treats for the end of the year celebration and t-shirts. Many runners will be participating in the Sportsbackers Marathon the weekend of March 12-14, instead of the Shamrock Marathon scheduled for the following weekend. The training schedule and runs will be adjusted to accommodate this. Thank you Annie Tobey for preparing interesting and educational routes!*

*Annie noted that Richmond Regional Tourism had contacted her about profiling some of these routes. She will work with Dave to get them loaded onto the website.*

- Advanced 10k Team

*Dave noted that there are about 50 runners at each of the Saturday runs and the weekday track sessions.*

• Equipment – Glenn Melton

*Everything is still in place. There is a new maintenance agreement with Miller Mechanical for the heating & air at the club house. There had been difficulties with the main gas lines being shut off by the city to do maintenance but this has now resolved.*

**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

*Annie & Selina noted the next issue would be in April and they welcome any running stories.*

**Social Media** – Chris Mason

*Chris noted that posts about the training teams have been very popular.*

**Action Items**

**New Business**

1. Board nomination - Annie Tobey

*Annie gave a brief overview of her background with RRRC. She has recently taken on being co-editor of Miles & Minutes and creating routes for the Winter Marathon Training Team, and has volunteered with races in the past. She is passionate about promoting running and Richmond.*

*Nikkia moved to elect Annie Tobey to the board to fill a term ending in December, 2021. The motion was seconded by Crystal, and the vote was unanimous.*

## 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

*Nikkia noted that she had spoken with Girls on the Run & Sportable about the process and gotten feedback from them. An official application and process is forthcoming.*

## 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)

*Nikkia reviewed the proposal. She also noted that she is exploring related policy for transgender runners and is working to gather guidance from Diversity Richmond. Eric suggested that RRRC be a leader in this initiative, and asked if RRCA had any policies. They may have some guidance but do not have any policies in place.*

*Chris made a motion to adopt the ACE policy. Crystal seconded the motion, and the vote was unanimous.*

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.

*Crystal also noted that the first of the 4 by 4 Trail Series will take place at Texas Beach on March 21 around sunrise. Permits have been submitted.*

*Nikkia also noted will also be preparing some additional policies and procedures around bill payment and sponsorship packages.*

**Cheers!**

**Adjourn**

*With no further business, Chris made a motion to adjourn the meeting. Michael George seconded and the vote was unanimous.*

*Respectfully submitted,*

*Victoria Hauser  
Secretary*