



Richmond Road Runners Club - Meeting Minutes - January 12, 2022

Opening remarks, ground rules and welcome guests – Rainey Niklawski, President

Rainey called the meeting to order at 6:03 pm.

Approval of November and December, 2021 meeting minutes - Victoria Hauser, Secretary

Chris made a motion to approve both sets of minutes. The motion was seconded by Marcy, and the motion carried.

Financial Reports – Leigh Ann Stacklin, Treasurer and Mark Cerny, Assistant Treasurer

See attached report.

Marketing and Sponsorship –

See membership slide in Shawn's report.

Shawn noted that there had been increases in membership especially with the Turkey Trot race.

Operations – Shawn Lafland, VP of Operations

See attached report.

Shawn reviewed the race calendar with some races later in the year not yet having exact dates. There are also 18 contract races scheduled. The Sunrise 4 Miler needs a budget; all race budgets are due 90 days prior to the race.

Shawn also noted that truck drivers are needed for each race. Volunteering to be an assistant truck driver is a great way to start. There is especially a need for contract races. No special drivers license is required.

Review of recent races

Bear Creek 10 Mile Trail Run - December 5 - (Ralph Gibbs & Dave Trump)

Sunday, Dec. 5 was another wonderful day in the woods at Bear Creek Lake State Park. The weather was near ideal for a trail run; the stream crossings had low water, but some mud to keep it real.

We had 274 runners registered for the in-person race and 8 for the virtual run. 227 runners completed the in-person race: 2 runners withdrew (1 twisted ankle and 1 GI issues). We had great volunteer support. From the comments (or lack of same), we may have hit the sweet spot for marking the course so that no one got led to far astray this year. We do plan to add a sweeper volunteer position next year for no other reason than to reassure the race directors and will have a volunteer medic visibly identified.

The post-race financial reconciliation is attached. From our calculations, we met our registration goals and had a \$2,400 profit for the club. RRRC made a donation of \$285.00 to the Friends of Bear Creek Lake State Park.

Sunday, Dec. 4, 2022 is the planned date for the next running the Bear Creek 10 Mile Trail Run.

Toy Run 5k - December 11 (Kirk Millikan)

We had 55 participants registered for the 1/2 mile kids run, 158 participants registered for the in-person 5k, and 12 participants registered for the virtual 5k (225 registered participants total). Of those registered participants, we had 36 check in for the kids run, 124 finish the in-person 5k, and 8 finish and submit results for the virtual 5k (168 finishers total). From a race profit/loss perspective, we had a loss of \$62 (which is a much smaller loss than expected 2-3 weeks out from the race). As is typical for the Toy Run, the plan was to donate any race profits to a designated charity. Although there were not any profits, we did raise \$864 (\$900 minus RunSignup fees) for the designated charity Mason's Toy Box from donations by race participants and supporters. The biggest race expense by far was for police. The plan for 2022 is to move the race location, likely to Bryan Park using one loop of the 2021 Turkey Trot course assuming Turkey Trot returns to its University of Richmond course, to reduce or eliminate police cost. Shoutout to all 21 volunteers, especially Anne Brown as the timing lead, Marcy George as the registration guru, and Michael George as the starter and course measurer.

Kirk noted that there was an additional loss due to the costs of bibs.

First Day 5k - January 1 (Suzi Silverstein and Jenny Treadwell)

Suzi and Jenny noted that there were 475 participants and 76 in the kids' run. The financials are still being reconciled, but they estimate the profits to be around \$5400.

Preview of upcoming races

Frostbite 15k- January 16 (Mara George & Chris Mason)

Mara noted that the medals had arrived and the shirts would be delivered tomorrow. There is a possibility of snow! Volunteers are still needed, including a sweeper on foot or on bike. A number of participants have switched to the virtual race in the past few days.

Sweetheart 8k - February 13 (Marcy George)

Marcy noted that registration is low right now at 137. She hoped for at least 300, if not closer to 500. Shirts will be ordered on January 19.

Huguenot 3 Miler - March 6 (Mike Muldowney)

Huguenot 3 Miler is set for Sunday March 6, 2022 at Robious Landing Park 9AM start. No swag. Awards for top 3 overall (M&F) and top 1 masters (M&F).

Training teams

RRRC Winter Marathon & Half Marathon Training (WMTT) - Crystal Koch

195 total participants

83 Full Marathon

112 Half Marathon

Total funds raised: \$6,734, including all discounts, transfers, and coupons

Advanced 10k

RRRC Advanced 10K Training – David Trump (Karl Gordon, Jason Ford)

58 participants

Total funds raised: \$1,880, including all discounts, transfers, and coupons

Budget revenue is \$7,900. Expenses are \$5,395. Expected 165 participants.

Shawn noted that the registrations are lagging, but there are several weekends until the program begins (January 29).

Help Needed

- Truck Driver/Assistant needed to support the club and contract races. We need another driver to help with the races. I propose to have several people sign-up for assistance truck drivers to get a little experience.
18 Contract Races
21 Club Races
- Race director for the Track Series – We need someone to step up asap to start working with the university on reserving the track. The Track Series is a popular event for the club!
- Race Director for T-Rex – we didn't have this race last year because no one stepped up as race director. It is easy to set up but needs to be coordinated. We do have people asking already when it's going to happen again.

Equipment – Glenn Melton

The club needs to start the process of designing new generic bibs for the club with the goal of having them in hand by mid year. There are still about 4000 bibs left that might last till the end of the year. The bib number range should be 1-1500 and recommend at least 20 sets depending on the pricing discount for bulk orders to see where the price break is.

Discussion was held on having custom bibs for different races. Mara noted that having generic bibs with the club logo make it easier to chip and reuse for each race. Chips have just been ordered. Mara will help with a vendor as bib materials are changing.

Operations Manager/Administrator/RunSignup Coordinator– Allison May, Shawn Lafland

Shawn has created an Administrator's guide that documents the Club's website. It is a living document that is updated every time something new is updated. It will make it easy for anyone to make updates to the Club website that has the access. This document is stored on the Administrators' Google Drive.

We sold out of car seats so restocked another 50 Car Seats
Will be re-ordering other low stock items soon

Shawn noted that the cups are not selling well. Chris asked if we could set up an open house/ sale for older items, including old race shirts. It was agreed we could add this to future board meetings when they are held at the club house.

Miles & Minutes – Annie Tobey

Request for Assistant Editor position

The Winter 2022 issue of Miles & Minutes has been posted on the website (thank you, Shawn!) and shared on social media (thank you, Chris!). I picked the print magazines up on Friday afternoon and am distributing this weekend. I took some to the clubhouse this morning (Saturday, Jan. 8) for distribution to the running team and for upcoming races.

As always, I welcome contributions to the next issue. Remember, RRRC members earn Grand Prix points, and students and Scout members can possibly earn community service points!

Current distribution list:

Chesterfield

- * Finish Line – Chesterfield Towne Center
- * Dick's – near Rt. 60
- * Lucky Road – Rt. 360
- * Dick's – Rt. 360
- * Chesterfield County Parks & Rec

West End

- * Fleet Feet – Patterson
- * Richmond Road Runner, Carytown
- * Lucky Road – Willow Lawn
- * Dick's – Willow Lawn
- * RRRC Clubhouse (winter team and races)
- * Final Gravity – Northside

Far West End

- * New Balance
- * Fleet Feet
- * REI
- * Athleta – Short Pump Town Center
- * Lululemon – Short Pump Town Center

North of the city

- * Dick's

Anne Magee indicated that she would like to serve as the Assistant Editor.

Social Media – Chris Mason

Chris noted that posts about Keira D'Amato were always popular, as well as posts and events created for races. Discussion was held on other methods of marketing outside of social media. This included the potential for press releases, connections with local news, and other social media platforms.

Grand Prix - Trisha Kolesar

Suzi noted that the 2021 spreadsheet had been sent to participants and that corrections were due by the end of January.

Grants Committee - Kirk Millikan

The three grants in Fall 2021 have been distributed following the board's vote in November. The following grants were awarded: \$1,000 to Sportable, \$1,350 to City of Richmond Parks and Recreation, and \$2,650 to Girls on the Run of Greater Richmond. Annie Tobey included a nice write-up of the grants and Girls on the Run in the Winter 2022 Miles and Minutes newsletter. The next round of grant funding is Spring 2022 with an application deadline of March 31, 2022.

Kirk noted that Girls on the Run will be providing an update at the February board meeting.

New Business

1. Open board positions (VP of Marketing, 2 board members)

Per the by-laws, the Board of Directors can fill vacant positions with a majority vote.

Donnie Lane - Board Member

I've been running now for roughly 28 years. I've been a participant with the Sports Backers Marathon training team for 18 of those years. Six years as a participant and 12 years as a head coach for one of the teams. My original intent was to run one marathon and be done but some friends encouraged me to stick with the sport and as it turns out it has been one of the better decisions I have ever made. I have met people that I never would have met and made friends that I never would have had if I had not continued running. It has also taken me throughout the U.S. and into Europe. Places that I never would have gone to had I not continued running. Needless to say the sport has been good to me and by coaching the MTT training team it has allowed me to give a little something back to the sport that's been so good to me. This is how I view my involvement with the club as well. Giving a little something back to the sport.

Sarah made a motion to appoint Donnie to the board. The motion was seconded by Mara, and the motion carried.

Anne Magee - Board Member to fill Vice President of Communications

Leigh Anne made a motion to appoint Anne Magee to the position of Vice President of Communications. The motion was seconded by Chris, and the motion carried.

2. Request for running camp budget (Bill Kelly)

As you plan for races and events that require insurance coverage which must be submitted to RRCA I would like to again include the Kids running camp which we have done for the past 2 years. We have not firmed up the dates but it would be in July, and the same location as previous years. As required I have attached a tentative budget which is the same as previous years \$500. This will cover all out of pocket cost to support this program which last year exceeded 100 runners, minus any donations from various sources. If possible please add this to the list of club races where folks can make a donation like was done for ADV10K, this can help reduce the \$500 expense., some other races to consider (Sweetheart,Huguenot 3MI)

This year program will be 1 week and we will have adult coaches similar to last year plus several members of local Cross Country teams from schools like James River, Governor School, Midlothian, who supported the program in 2021.

I would like to again thank the Board and the club for their continued support of youth running in the Greater Richmond area.

Following discussion, it was decided the camp should not be included in the grants program as it is an internal RRRC program. It should be considered in future budgets to cover expenses that are outside of donations.

Marcy made a motion to approve \$500 for the camp and to include the program under the RRRC insurance. Farleigh seconded the motion, and the motion carried.

3. Championship Races (Kirk Millikan)

We did not vote on these at the December meeting. I recommend the board discusses the pros and cons of having a championship series moving forward. If the board is in favor of continuing the championship series, we should vote on races to be designated Championship Races as soon as possible (an online poll available to club members would likely be easiest).

Kirk noted that the championships were not held in 2020 and 2021 due to the pandemic. He noted that the program was designed to highlight club members who were placing in races, not just race winners that might not necessarily be members of the club.

Following discussion, Kirk made a motion to sunset the championship program. Marcy seconded the motion, and the motion carried.

4. Banquet - March 12, 2022

In light of the increase in COVID cases (positivity rate > 20% the first week in January) do we want to reconsider the banquet March 12, 2022. Space has been reserved at Meadowbrook Country Club and a speaker has been lined up. No funds have been spent yet.

Options:

- 1) Cancel the Banquet in 2022 like we did in 2021
- 2) Continue with Banquet as planned for ~270 people
- 3) Continue with Banquet as planned for ~270 people - must show proof of vaccination or negative test within 48 hours to attend
- 4) Reduce the number of people to allow for social distancing
- 5) Postpone the event until Spring when COVID rates have historically been lower (2020 and 2021)
- 6) Change the event to an outdoor event later in the year to reduce potential spread of COVID

Discussion was held with agreement that the banquet should not be held indoors in March. Suzi noted that the country club may require a fee for cancelation.

Marcy made a motion to cancel the banquet for March 12. Leigh Anne seconded the motion, and the motion passed.

Suzi will provide some additional options for a banquet or event later in the spring.

5. Selling Store items on Race Events (Shawn Lafland)

Since we are running cupless events, it would make sense to offer re-usable cups for sale as part of the registration. This would help sell the large inventory that is barely selling.

We could also put a couple of other items up for sale during registration to increase sales. But we would need to ensure we have plenty of stock for those items.

This may increase the effort for packet pick-up and probably will need an additional volunteer. We can see how registration goes and pivot as needed.

Following discussion on the logistics of selling the cups, it was decided that they could be given away at races or training teams. The club will have to accept the loss of revenue with the understanding that the cups are branded.

6. Opting out of shirts (Shawn Lafland)

Based on the 2020 survey, most respondents said they would support not having a race shirt by default with their registration.

As much as we all like “free” stuff (it’s not free), it is wasteful as most people will never wear the shirts, and they eventually get thrown away.

I propose to make this change to the race registration page for all races to give the participants the option. If you want a shirt, then no change for you. If you don't want a shirt, you have a reduced race entry fee.

The cost of the races will reduce as we have to buy fewer shirts.

It was noted that with current supply chain issues, shirts are ordered far in advance of the race. It was also noted that people may initially opt out of the shirt and then later want a shirt. It was agreed this could be explored in conjunction with an increase in race registration prices.

7. Race Directors (Shawn Lafland)

Race Director – Have an internal training part, such as Google Drive, Email, Run Sign-up, or anything else on the backend.

Race Director backups- Propose to have a co-race director for every race, to support knowledge transfer and succession planning.

It was noted that more training was needed for race directors and those moving into the role.

Adjourn

With no further business, the meeting adjourned at 7:21 pm.

Respectfully submitted,

Victoria Hauser, Secretary