



Richmond Road Runners Club – Board Reports – August 13, 2025

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

Approval of June 11, 2025 meeting minutes - Allison May, Secretary

New Business Discussions

1. Kids on the Move Update
2. RRRC Matrix
3. Committee meetings after the meeting
4. Elections are at the end of the year- if someone is not planning to continue in the board but would like to support the elections process, please let me know. Also, if you are not planning to seek election- please let me know so we can make sure we transfer knowledge before the end of the term.

Executive Director Reports - Jenna Conley

1. Executive Summary

- a. June and July were highly productive, with several major races completed, significant administrative transitions finalized, and forward momentum on fall programming. We are holding steady on financial performance thanks to increased gross profit and strong race turnout, while also preparing for several upcoming race launches. Our radio spot and enhanced marketing/ads has helped elevate community awareness, and internal financial operations continue to stabilize.

2. Key Operational Updates (June–July)

- a. Turkey Trot 2025 budget finalized; awaiting meeting with Race Director Karen before opening registration
- b. Permit for Turkey Trot park secured and paid
- c. Collaborating with Marketing Team to do a fun launch push announcing the new 5K distance addition
- d. Scholarship checks issued; application process completed and recipients announced at the Pony Pasture 5k
- e. Met with VP of Marketing- Emma Reisch
- f. Race ads deployed for Cul de Sac and Pony Pasture
- g. Slide deck work in progress for new sponsorship package rollout
- h. Social media chair added: Welcome Jon Pigg to the Marketing Team!
- i. Marketing slide deck nearly complete
- j. New Contract Pricing structure & contracts created
- k. Met with Finance Committee to discuss Q3/Q4
- l. Finance policies and procedures in final draft form
- m. Voted yes to Accounting Firm Attolero- waiting on finalized date for startup
- n. Looking into long-term reinvestment strategies
- o. WMTT (Winter Marathon Training Team) budget in final draft

- p. Met with the Lead coaches on budget and operations
- q. Looking to build a coach interest form on social
- 3. **Interim Accounting Tasks (Post Susan's Departure)**
 - a. Finalized transition of documents, accounts, and permissions
 - b. All accounts officially merged under Townebank website with updated account authorizations
 - c. QuickBooks reconciliations and credit card categorizations up-to-date
 - d. All insurance and workers' comp obligations paid and set to autopay
 - e. Cul de Sac, Pony Pasture expenses paid
 - f. Working with finance committee on accounting firm proposals and policy updates
 - g. Evaluating bank account consolidations
- 4. **Race Reports & Financial Overview**
 - a. **Track Series (Matt Novak - Race Director)**
 - i. Registrations: 558 (vs. 439 in 2024)
 - ii. Look into adding RRRC as a recipient of donations from registrations for 2026.
 - b. **Cul de Sac 5K Series (Timmy Siverd - Race Director)**
 - i. Total Income: \$12,430.82
 - ii. Expenses: \$4,873.28
 - iii. Net Income: \$7,557.54 (up \$1,269 YoY)
 - iv. Successful three-week series with high engagement
 - v. Costs up slightly due to swag and marketing, but overall very profitable
 - vi. Packet pickup, volunteers, and logistics were ok– but working on a new strategy for next year registrations, timing and scoring
 - c. **Pony Pasture 5K (Sarah Golightly - Race Director)**
 - i. Total Income: \$8,311.20
 - ii. Expenses: \$2,141.00
 - iii. Net Income: \$6,170.20 (up \$543 YoY)
 - iv. Registrations: 324 (vs. 354 in 2024)
 - v. Donations: \$1,615 (vs. \$1,825 in 2024)
 - vi. Huge recognition as a championship series from RRCA, with both regional and state reps in attendance.
 - vii. Slight dip in turnout and transaction value, but a smooth event. (We have talks with the city in regards to opening the bathrooms earlier for next year's race)
- 5. **Races & Events in Planning**
 - a. Ashland Half & 5K – Tags paid for and shirts delivered to clubhouse
 - b. Turkey Trot – Budget set, permit secured, awaiting meeting with RD to launch reg
 - c. **Twilight Run – Seeking Race Director**
 - d. **First Day 5K – Seeking Co-Director to work with Suzi**
 - e. WMTT (Winter Marathon Training Team) – Opening for Reg soon!
- 6. **Contract Races & Partnerships**
 - a. Joe Rizzo / Henrico Parks & Rec – Early talks for 250th anniversary of American Revolution race (2026)
 - b. Cap Trail – Explored partnership but they were unable to afford our timing package
- 7. **New Program Ideas**
 - a. CPR & First Aid Certification for Race Directors
 - b. Physical Therapy & Injury Prevention Seminars
- 8. **New Business**
 - a. Twilight Run – Seeking Race Director
 - b. First Day 5K – Seeking Co-Director to work with Suzi

Financial Reports - Treasurer

1. Bank Account Consolidation Complete

- a. The consolidation of all RRRC bank accounts into a single company profile under TowneBank is now complete. This includes integration of our CDs and Money Market accounts previously held at separate institutions. Due to our unique structure, this required substantial backend coordination, including the reauthorization of all signers.

2. Accounting Firm Engagement

- a. As authorized by the board at the previous meeting, the Finance Committee has moved forward with engaging Attolero to provide accounting services for RRRC.
- b. We are currently coordinating a start date for services. Attolero recommends beginning payroll services at the start of a quarter (e.g., October 1), but accounting services can begin earlier.
- c. I am working with them to confirm whether we retain access to nonprofit QBO pricing if we stagger accounting and payroll starts.
- d. In the interim, I've continued to manage financials internally, which has provided helpful insight into our spending.

3. Financial Policies & Procedures

- a. Thank you to everyone who reviewed and provided input on the draft Financial Policies & Procedures. The Finance Committee is finalizing its revisions, and we will circulate the latest version next month. These policies will be brought forward for discussion and a vote at the next meeting.

4. Operational Notes

- a. Scholarships & Race Expenses: A transfer from one of our Money Market accounts was made to cover the \$9,000 scholarship disbursement and other large race-related expenses.
- b. Checking Account: We maintain a working balance of \$5,000–\$10,000 and replenish weekly via RunSignUp.

5. Merchandise Inventory & Revenue Expansion

- a. I've received 2 boxes of older RRRC merchandise from Lucky Road. I'm working with RunSignUp to list available items as add-ons for race and membership registrations, helping us convert old inventory into a modest new revenue stream. This approach allows for better inventory tracking and more convenient sales.

6. Financial Summary – August 6, 2025

- a. As of August 6, 2025, Richmond Road Runners Club (RRRC) is in a notably stronger financial position compared to the same period in 2024, despite higher staffing costs. This reflects improved revenue performance, expanded programming, and tighter operational management.
- b. **Overall Revenue**
 - i. 2025 Total Income: \$110,301.06
 - ii. 2024 Total Income: \$77,014.80
 - iii. Increase: \$33,286.26 (+43%)
 - iv. This increase is due to higher race registration income, increased sponsorships, and a strong bump in finish line service contracts. Membership dues remained consistent, showing healthy member retention.
- c. **Race Income**
 - i. 2025 Race Income: \$71,255.57
 - ii. 2024 Race Income: \$50,541.96
 - iii. Increase: \$20,713.61 (+41%)
 - iv. This growth showcases successful race programming, better sponsorship engagement, and effective promotions.

d. Expenses Overview

- i. 2025 Total Expenses: \$181,334.82
- ii. 2024 Total Expenses: \$155,543.01
- iii. Much of the increase stems from expanded events, club operations, and necessary infrastructure (e.g., insurance, contractor support, clubhouse rent). Despite this, the ratio of income-to-expense reflects stability.

e. Net Operating Income

- i. 2025 YTD Net Income: -\$71,438.35
- ii. 2024 YTD Net Income: -\$78,528.21
- iii. Improvement: \$7,089.86
- iv. Even with a full year of Executive Director salary in 2025, the club reduced its operating deficit compared to 2024. This is a key indicator of improved financial health, program efficiency, and stronger revenue diversification.

f. Summary

- i. RRRC has had a stronger financial year in 2025 than in 2024 YTD. Despite increased payroll and programming expenses, revenue gains outpaced these costs. The organization's growth in sponsorship, race participation, and community impact reflects sound leadership and a strategic approach to sustainability.
- ii. The current financial trajectory positions us well for a successful and impactful fall season and end-of-year finish.

g. New Business

- i. ***Motion: Transfer funds from the lower-yield Money Market (0.2%) to the higher-yield 3.39% Money Market account to increase annual interest earnings by approximately \$3,000.***

h. Accounts:

- i. **Money Market - Premium Access:** \$84,868.09 @ 0.2%
- ii. **Money Market - Cashflow Market Master:** \$196,368.68 @ 3.39%

Communications –

Marketing - Emma Reisch

- a. Successful integration of Jon Pigg onto our social team. Thanks John!
- b. Please continue to send social media content requests as you have them, so I can add them to our content calendar.
- c. Kids Medal Contest - share our Kids Medal Contest post on your socials, share it with the artistic kids in your life, etc - we need entries!
- d. We are gathering our old unsold merch from Lucky Road to be sold as add-ons to race registrations.

Miles & Minutes - Annie Tobey

Social Media - Jon Pigg

Grants Committee - Kirk Millikan

- 1. The next application deadline is October 31, 2025.

Scholarship Committee - Kirk Millikan

- 1. The three 2025 college scholarship recipients were announced at the Pony Pasture 5k on July 26th. The recipients were Emily Acuto (James River High School), Juan Murias Roman (James

River High School), and Javi Schlegelmilch (Mills Godwin High School). Special thanks to the Scholarship Committee for reviewing and scoring all applications.

Operations – Crystal Koch, VP of Operations

Review of Races

Thanks Dad 5K (June 15th)

Summer Track Series (June 24th, July 1st, 8th, 15th, 22nd, 29th)

Cul-de-Sac 5K Series (July 7th, 14th and 21st)

Pony Pasture 5K (July 25th)

Preview of Upcoming Races

Ashland Half and 5K (August 23rd)

Contract Races

Training Teams

Operations Manager/Administrator/RunSignup Coordinator - Allison May, Noah Mercer

Volunteer Needs - Crystal Koch

Equipment - Glenn Melton

1. Worked on fixing most of the tables that were falling apart.
2. Ordered parts to remake timing sensor wires that are going bad.
3. Picked up a order of paper cups as we were getting low.
4. Will be emptying and reorganizing the club truck for Ashland after this weekend's contract race.

Grand Prix - George Bishop and Patty Henson-Dacey

1. The Grand Prix 2nd Quarter preliminary results have been sent to each of the participants. We decided to add the July Grand Prix activity to the 2nd Quarter report, so it is actually Q2+July. There was a lot of activity in July with the Cul-de-Sac Series, Pony Pasture and the Summer Track Series. It just seemed to make sense to include that batch of data into the Q2 report. As of July 31, at least 24 participants have qualified as Finalists. Last year, we had a total of 47 Finalists.
2. I can't remember if the Board actually voted on a motion to designate the Ashland Half Marathon as the race that will receive bonus placement points for the Grand Prix. Since there are two races that day (Half & 5K), the Rules require the Board to designate which shall receive bonus placement points and which shall give only a participation point to the participant. It is the desire of the GP Managers to make the Half Marathon the race designated for bonus placement points. I don't see anywhere in the minutes that we have done this yet by vote from the Board. To be on the safe side, we would like for the Board to entertain the following motion: *"As per the 2025 Grand Prix Rules Section II.A.6, as it relates to the two races being run for the 2025 Ashland Half Marathon & 5K, the RRRC Board hereby designates the 2025 Ashland Half Marathon as the race to receive Grand Prix bonus placement points in addition to the participation point and race credit, while the Ashland 5K shall provide only the race credit and participation point to Grand Prix participants."*

3. Finally, it is time for us to start working on drafting amendments to the Rules for the 2026 season., We would hope to submit a draft rules change at the October Board meeting and have a discussion and vote at the November meeting. Therefore, if you have ideas and wish to submit the to the Grand Prix managers, please do so prior to October 1.

Adjourn

1. Sweetgreen after the meeting. There are vegetarian and vegan options available!