



Richmond Road Runners Club – Minutes – June 11th, 2025

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

Approval of May 15th, 2025 meeting minutes - Allison May, Secretary

1. Motion to approve the May 15, 2025 minutes: made by Sarah Golightly, seconded by Patty Henson-Dacey; passes

New Business Discussions

1. Mary Beth Hall passed away on Sunday and RRRC would like to make a donation to the YMCA in her honor. Jenna and Nikkia will also look into hosting a blood drive at the clubhouse.
 - a. Motion to donate \$500 to the Midlothian and Manchester YMCAs, a blood drive at the clubhouse and a possible 5K with Lucky Road in her honor; Motion made by Chris Mason, seconded by Patty Henson-Dacey; passes
2. Rose, Bud Thorn
 - a. Retrospective on the term thus far.
3. Injury clinics with CORA
 - a. CORA/Casey Pearson is going to be hosting three injury clinics for RRRC coming up.
4. Vote to not have the July meeting
 - a. Motion to cancel the July meeting: motion made by Noah Mercer, seconded by Sarah Golightly; passes

Executive Director Reports - Jenna Conley

1. Operations & Administration

- a. Completed Q2 Virginia sales tax filings.
- b. Initiated transition process for financial operations.
- c. Continued onboarding and check-ins with Emma— Our new VP of Marketing

2. Events & Programming

- a. Summer season continues to be active and well-attended.
- b. Event Updates
 1. **Flying Squirrels Game:** Tickets paid and event confirmed; club night was sold out.
 2. **Global Running Day (May 31):** Clubhouse Fun Run and gear swap well-executed. Marketing and logistics led by Chris.
 3. **Thanks Dad 5K:** Live on RunSignup, IG/FB ad went out the first week of June.
 4. **Cul-de-Sac Series:** Budget submitted; swag ordered is being finalized before the order (logo has been confirmed); coordinating marketing with Emma & Timmy and reviewing last year's trends. Looking to utilize an ad the 3rd week of June and the weekend prior to the first race.
 5. **Pony Pasture 5K, Track Series, Ashland Half & 5K:** Registration live for all events. Working on social and marketing for Pony Pasture & 5k.
 6. **CPR/First Aid:** Summer classes are being held. Looking to advertise to the community for additional classes for lifeguards and teens looking for jobs.

7. **New Runners & Walkers Team:** Finishing up the last week, we started something new with an intake form to collect runner goals and assign them to coaches based on experience and targets.
8. **Women's Health Month:** We had a successful month of events and lots of positive feedback. Looking to add more months and events similar to this.

3. Communications & Marketing

- a. Continued to build club visibility and race promotion pipeline.
 1. **Ads:** Added IG/FB ads to summer race marketing plan. Thanks Dad 5k had an ad run for 4 days and a post boosted. We reached over 5,000 people with over 190 link clicks directly to our registration from the ad.
 2. **Radio:** We just completed our first radio announcement for a nonprofit spotlight. We will be reaching out to more radio stations in the upcoming months.
 3. **Sponsorship Outreach:**
 - o Beacon Hill
 - o Beet Box
 - o Noogs

4. Financial Management & Fundraising

- a. Finances remain steady and track similarly to 2024, even with the Executive Director salary now included for the full year. See Treasurer Report for full breakdown
- b. Redeemed credit card points and transferred cashback to the primary checking account.
- c. **Coordinated with Henrico Recreation & Parks and Police Department to clarify EMS check routing;** resolved issue—check was incorrectly forwarded to Rec & Parks instead of Police.
- d. **Action Required:** We must vote on whether to:
 1. Hire a new individual bookkeeper, or
 2. Contract Attolero Accounting (proposed firm).
 3. **Cost Summary:**

Category	Current Setup	Attolero – Year 1	Attolero – Year 2+
Tax Filing	\$820	\$560	\$560
QuickBooks & Payroll	\$2,316	\$740	\$740
Bookkeeping	\$3,600	\$3,588	\$3,588
Start Up Fee	-	\$649	-
Total	\$6,736	\$5,537	\$4,888
Annual Savings	—	~\$1,199	~\$1,848

4. **Motion** to authorize the hiring of an accounting firm in lieu of a bookkeeper and have the Finance committee decide on the accounting firm to hire: Motion made by Will Murphy, seconded by George Bishop; passes

5. Board & Community Engagement

- a. The Governance Committee met on May 21 to discuss election procedures and Executive Board roles.

Financial Reports - Treasurer

1. Overview

As of June 9, 2025, the Richmond Road Runners Club (RRRC) has shown strong year-over-year income growth and improved financial operations, despite increased expenses.

2. Year-to-Date Financial Summary (Jan 1 – June 9)

Compared to Jan 1 – June 9, 2024

Category	2025 YTD	2024 YTD	Change
Total Income	\$81,791.07	\$45,480.30	+79.9%
Total Expenses	\$126,824.95	\$96,980.47	+30.8%
Net Income	-45,438.47	-51,500.17	+\$6,061.70

3. While still operating at a net loss year-to-date, the **net deficit has decreased by 12%** compared to the same period last year, even after adding a full-time Executive Director (this role did not hit our budget last year until May). This signals a more robust and revenue-driven organization.

4. Key Highlights & Trends

- a. **Race Income** increased from \$28,744.14 to \$52,870.32 (+84%), reflecting stronger participation and sponsorship engagement.
- b. **Sponsorship Revenue**: \$7,800 received YTD, a meaningful gain considering our annual goal of \$15,000.
- c. **Membership Dues** grew by 10% YTD, demonstrating increased member retention and outreach.
- d. **Race Expenses** increased from \$28,577.55 to \$38,899.56, with much of the growth due to **runner shirts and swag** (up \$10,000 YTD).

5. Expense Oversight & Vendor Management

- a. As we continue to grow, we must remain mindful of spending. In particular, race-related swag and food/beverage costs are areas where we can reduce expenses by:
- b. Seeking **local sponsors or partners** to offset costs through in-kind donations.
- c. **Consolidating vendors** and securing **bulk pricing** or preferred rates to lower per-item expenses.
- d. Beginning to **collect quotes** to evaluate cost-effective alternatives for shirts, medals, and other swag.

6. Financial Governance Updates

- a. Our **Finance Committee** will be meeting later this month to:
 - i. Finalize **policies and procedures** that govern our financial management.
 - ii. Establish improved **internal controls** and spending oversight.
 - iii. Implement the bylaw that **all race budgets be submitted at least 90 days in advance** and receive **formal approval before registration opens**. This applies to races, training teams, and other programming.
 - iv. This added control will help ensure we are setting race fees appropriately to cover costs and that higher-than-expected expenses are either justified by income or offset by sponsorships.

7. **Balance Sheet Summary (as of May 31, 2025)**

- a. **Total Assets:** \$372,647.58
- b. **Total Liabilities:** \$12,297.97
- c. **Net Equity:** \$360,349.61
- d. The club continues to maintain a strong cash position, with nearly \$384,000 in bank accounts and certificates of deposit.

8. **Action Item – Bookkeeping Transition**

- a. Susan, our bookkeeper, has formally submitted her resignation, with her last working day set for **June 15**. She made this decision for personal reasons, and we are deeply grateful for her service to the Club. Please join me in thanking her and wishing her the very best.
- b. With her departure, we need to vote on the Club's next step in managing our financial operations. We have two options:
 - i. As part of our financial planning, we need to **vote on whether to retain our current bookkeeper position or transition to an accounting firm.**
- c. **Current Setup Costs:**
 - i. **Tax Filing:** \$820/year
 - ii. **QuickBooks Online w/ Payroll:** \$193/month = \$2,316/year
 - iii. **Bookkeeper Pay:** ~\$20/hour, ~\$300/month = \$3,600/year
 - iv. **Total Annual Cost:** ~\$6,736
- d. **Accounting Firm Setup Costs:**
 - i. **Year 1 Total:** ~\$5,537 (includes setup fees)
 - ii. **Year 2+ Total:** ~\$4,888
 - iii. **Breakdown:**
 - 1. **Tax Filing:** \$560/year
 - 2. **QuickBooks (nonprofit license):** \$80/year (saves us ~\$2,200/year)
 - 3. **Payroll via Gusto:** \$55/month = \$660/year
 - 4. **Bookkeeping & Accounting Services:** \$299/month = \$3,588/year
 - 5. **One-Time Setup Fees (Year 1 only):** \$949
 - 6. Includes onboarding, TechSoup license conversion, and Gusto setup.
 - 7. **Services Included:**
 - a. Full bookkeeping & accounting (invoicing, reconciliations, expense tracking)
 - b. Monthly financial reports
 - c. Payroll management with compliance and W-2s
 - d. 990 preparation and tax compliance
 - e. Technology platforms: QBO, Gusto, cloud dashboard
 - f. Optional: fractional treasurer support, grant reporting

Communications -

Miles & Minutes - Annie Tobey

Social Media - Chris Mason

- 1. There are no major changes to report outside of our continued use of the platforms to promote upcoming events.

2. This month, we're also excited to celebrate Global Running Day on Wednesday, June 4th as well as our own event held on 5/31/25.
3. I'd like to give a huge shout-out to Emma, who has been a fantastic addition to our social media efforts. Her contributions have been invaluable. As a heads-up, Nikkia and Jenna also have access to all platforms so may be contributing in an ongoing manner as well.
4. On that note, I will be slowly transitioning my responsibilities on the social media platforms to pass them over to Emma over the upcoming weeks/months. I am more than happy to continue contributing and supporting the team up until the transition is complete.

Grants Committee - Kirk Millikan

1. The committee is in the process of notifying the five recipients approved last month.

Scholarship Committee - Kirk Millikan

1. We have received 21 complete applications for the scholarship this year. There were a large number of incomplete applications.
2. With schools ending sooner, Kirk recommends moving the scholarship process up a month for next year.

Operations – Crystal Koch, VP of Operations

Review of Races

Preview of upcoming Races

Thanks Dad 5K (June 15th)

1. Everything is going well for Sunday. Volunteers are needed for race day!!

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)

1. Everything is set for Pony Pasture. We need volunteers for the race and, right now, we have about 125 participants signed up.
2. This is the RRCA Virginia 5K race this year!

Ashland Half and 5K (August 23rd)

Contract Races

1. We are up to date on billing. With Susan ready to take a break, it definitely needed to be done.
2. We have added two contract races to our calendar: Powhatan Free Clinic 5k (chip timing) and the Lock & Taylor Compassion Project (clock rental). And third for April 2026 with the American Legion.
3. We're doing great on volunteers for the contract races as well.

Training Teams

New Runners Training Team (May 6th-June 12th)

1. The New Runners Training Team has been going well and wraps up this week. Participants will be running Thanks Dad 5K on the 15th.

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

Volunteer Needs - Crystal Koch

Equipment - Glenn Melton

1. We are down two of the lightweight canopies. They were old and suffered some breaks over the last few deployments. We now have one old lightweight canopy, the old heavy blue logo one, and the newer yellow logo one. We do not use them all that often other than the yellow one. But they do come in handy when it rains or when we need shade from the sun in summer.
2. Question is do we want to replace them with more of the same [EZUP](#) (~\$160 each) or get more of the fancy logo tents like the newer yellow one? Here is a link for a well known brand. [EZUP](#) With full logos is ~\$2,000. Or could repeat the order from 3/2022 [Best of Signs](#) ~\$750.
3. **Motion** to buy new, non-logo tent for race and event purposes; Motion made by Emma Reisch, seconded by Sarah Golightly; passes

Grand Prix - George Bishop and Patty Henson-Dacey

RRRC Trip to the Diamond – Mike Levins

1. The RRRC's final trip to the Diamond (I sure hope there's no delay to the 2026 opening of CarMax Park) was Saturday, May 31st. Almost 70 folks attended the game between the Flying Squirrels and the Harrisburg Senators. Despite the FS 4 - 2 defeat, a good time was had by all.

Adjourn

1. Motion to adjourn in memory of Mary Beth Hall: motion made by Michael George, seconded by Marcy George; passes
2. Blue Bee Social at 7:30 after the meeting!