



Richmond Road Runners Club – Board Reports – October 8, 2025

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

Approval of September 10, 2025 meeting minutes - Allison May, Secretary

New Business Discussions

1. Bylaw changes
2. Partnership with Richmond Tourism
3. Rucking Weight Vests
4. Newsletter funds
5. List of Board nominees presentation
6. Reallocation of funds for new CD
7. Looking forward to next year: board training dates, banquet, RRRC convention, Level 1 & 2 coach trainings

Executive Director Reports - Jenna Conley

1. **Operations & Administration**
 - A. **Finance & Accounting Transition**
 - a. Completed onboarding with Attolero Accounting; linked all credit card and bank accounts to QuickBooks.
 - b. Sent new Chart of Accounts to accounting firm;
 - c. Set up auto-pay for Henrico tax and utilities; paid personal property, Erie, and HVAC invoices.
 - d. Filed Bureau of Labor Statistics mandatory survey.
 - B. **Finance Committee:** September meeting scheduled to review preliminary 2026 budget notes and updated financial policies/procedures (to be added to the next board agenda).
 - a. Met with Kalah and Raul regarding volunteer recruitment; follow-up scheduled.
2. **Fall/Winter Race Launches**
 - A. RRRC's fall season is officially underway, with multiple races now open and performing well:

Race	Days to Go	Current Signups (vs. Last Year)	Total Income (vs. LY)
Richmond T. Rex Run	41	6 (↓42)	\$0.00
RRRC Turkey Trot 10K & 5K (presented by Wegmans)	52	464 (↑360)	\$17,324.00 (↑\$15,551.83)

RRRC Winter Training Team (WMTT)	61	51 (↑26)	\$3,025.60 (↑\$1,343.70)
Stony Point Snowman Shuffle 5K	62	22 (New)	\$465.30
RRRC First Day 5K	87	52 (↑0)	\$1,023.30

3. Upcoming race opening:

A. RRRC Bear Creek 10 Mile & Mini Trail Run – Opens October 15.

B. Race & Program Updates

- a. **Turkey Trot:** Swag finalized, and marketing launched with multiple email blasts (launch, volunteer call, and early bird reminder). Donations from **Wegmans increased from \$5,000 to \$5,500**. Raised \$350 so far for RRRC since adding us as a charity partner. Seeing steady incline in registrations with the addition of the 5k.
- b. **First Day 5K:** Budget created; ACAC location confirmed; insurance and permit process underway. Website and RunSignUp page redesigned for brand consistency and includes donation link. Open and already hitting big with registrations compared to last year.
- c. **Snowman Shuffle:** Website finalized, registration open, marketing content approved. Working on logo and sponsors.
- d. **Winter Marathon Training Team (WMTT):** Budget approved and registration open. Steady increase of registration numbers.
- e. **Sauna and Run Event, Yoga for Runners, Be Kind to Your Runner Mind—Fall sessions scheduled.**

C. Contract Races & Timing Services

a. **December Race just added to the books**

1. Dec. 5th Reindeer Run

- a. Created a new manual timing and equipment rental contract to expand revenue streams beyond timing services.
- b. All 2025 contract races have been invoiced; only one overdue invoice remains from a 2024 race. Working with that organization to arrange a payment plan and will recommend a deposit policy for future repeat clients.

D. Communications & Marketing

a. **Brand & Outreach Development**

1. Continued website conversion to new, unified format for all RRRC races.
2. Created a standardized race launch email template and provided messaging for registration and volunteer promotions.
3. Ongoing collaboration with Emma and Jon (Social Media Chair) for coordinated social campaigns and sponsor tagging.
4. Developing a social responsibility, board spotlight, and membership drive campaign content for social media.

E. Sponsorships & Partnerships

- a. Followed up with Sheehy Auto Stores on continued multi-race sponsorship.
- b. Working with our RD on swag vendors to reduce costs.
- c. Increased Wegmans sponsorship by \$500 for Turkey Trot.

F. Financial Management

a. **Status & Trends**

1. Contract racing now under Executive Director's oversight; all invoices are current and reconciled within days of race completion.
 2. Bank consolidation continues to provide higher yield and simplified reconciliation.
 3. September saw limited race income; major growth expected through Q4 with open registrations and year-end races.
- b. Accounting transition is underway and progressing smoothly. We officially began onboarding with **Attolero Accounting** in late September.
- c. A new dedicated finance hub has been established: RichmondRRC@attolero.com, which routes all receipts, reports, and financial documentation to their team.
- d. For now financial discussion emails will go to execdirector@rrrc.org and copy the invoice/treasurer emails.
- e. For any reimbursements and receipts please send to execdirector@rrrc.org and copy the invoice/treasurer emails, as well as, copy RichmondRRC@attolero.com for any financial discussions.
- f. Our main liaison is **Erica Bjorndahl**, with **Robert Bales** providing oversight.
- g. The team has already begun reconciling accounts and organizing records that have not been updated since the prior bookkeeper's tenure.
- h. They are cleaning up old accruals, reorganizing the chart of accounts, and creating a transparent nonprofit reporting structure that will make us "990-ready" year-round.
- i. Monthly reporting will continue, but quarterly summaries will now include detailed race and program-level comparisons against budget.

Financial Reports - Treasurer

1. Financial Overview

- a. September was a transition-heavy month as we began onboarding with Attolero Accounting and initiated a full cleanup of our financial books.
Overall, expenses were higher than income this month, driven largely by payroll, race expenses, and timing-related costs for multiple fall events. However, these were expected as part of seasonal spending, and we anticipate higher income in the coming months from the Turkey Trot, WMTT, Frostbite, First Day 5K, and Snowman Shuffle.
- b. Our accounting firm has begun reorganizing the chart of accounts to align with nonprofit standards, cleaning up old accruals, and reconciling bank activity to provide more transparent, accurate reporting moving forward.

2. Key Notes

- a. **Race Expenses:** \$6,380.99 primarily driven by shirts, swag, timing, and food/beverage for fall races. We paid 50% of Turkey Trot medals this month, at around \$3,200. Without that we would have hit positive this month. Since I saw higher income coming in earlier for the races, I wanted to pay this sooner than later so we can budget accordingly for next year.
- b. **Overall:** A modest operating loss of **\$2,365** for the month, in line with seasonal expectations. After doing a cash flow report, I have seen our avg. the monthly cash burn amount has steadily decreased since last year.

4. Looking Ahead

- a. Expect **stronger income in Q4** as registration and sponsorship funds begin flowing for major winter races (Turkey Trot, WMTT, Snowman Shuffle, First Day 5K, Frostbite).

- b. **Attolero Accounting** continues to reconcile books and will produce a **clean, fully aligned financial report** by the end of October. See Executive Report on financial protocol/processes to be put in motion in order for streamlining communication with the accounting firm.
- c. The new **chart of accounts** will provide clearer insight into race-specific income and expenses.
- d. **2026 budget planning** has begun, with Finance Committee review and draft distribution scheduled prior to the November board meeting.

Communications -

Miles & Minutes - Annie Tobey

1. I'm working on the next Miles & Minutes so we can have it in time for the Richmond Marathon expo. The issue is focusing on personal goals - how they are personal to each person, not just what your running friends or heroes are doing. I'd love to have RRRC members, including board members and other volunteers, share their goals. This could tie in nicely to how RRRC can help people meet their goals, whether through long and fast races, fun events, enjoyable walking events, education, meeting like-minded people, etc.
2. Any other input is welcome, too, from race reports, previews of upcoming events, etc. Since the magazine will be distributed at the expo, it's a great chance to promote RRRC events and programs!

Social Media – Jon Pigg

Grants Committee - Kirk Millikan

1. The next application deadline is October 31, 2025. We have received one application so far for this grant cycle, though that application is to help support a 5K scheduled for early October.

Scholarship Committee - Kirk Millikan

1. No updates. The 2025 scholarship work has concluded.

Operations –

Review of Races

Preview of Upcoming Races

T-Rex Run (November 16th)

Turkey Trot 10K and 5K (November 27th)

Stony Point Snowman Shuffle 5K (December 5th)

First Day 5K (January 1st)

Frostbite 15K (January)

1. Frostbite 2026 planning is officially underway! We're excited to confirm that Final Gravity will return as our title sponsor—huge thanks to them for their continued support.
2. We've reached out to ZZQ and Eazzy Burger to gauge interest in joining us again this year. No response yet, but we'll follow up shortly.
3. On October 1, we met with the team at Lewis Ginter and confirmed they're happy to have us kick off at the park again. We also discussed some expanded logistics, including the possibility of adding more distance within the park.
4. We would like to begin teasing the event on the club's social channels about a month before registration opens to start building momentum. As in previous years, registration will go live on Black Friday with a limited-time discounted rate before returning to last year's pricing.
5. More updates to come!

Contract Races

Training Teams

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

Volunteer Needs

Equipment - Glenn Melton

Grand Prix - George Bishop and Patty Henson-Dacey

Adjourn