



Richmond Road Runners Club – Board Reports – November 12, 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. Budget Review and Vote
2. Grand Prix Rules and Races for 2026
3. Board and Exec Nominations announced and taken from the floor

Executive Director Reports - Jenna Conley

1. Overview

- a. We are heading into strong financial months with a great turnout in race registrations and memberships. Our focus continues to be on creating and maintaining high standards across all RRRC events — providing ample registration time, consistent marketing, and professional race management. This intentional approach has significantly increased participation and engagement across all programs.
- b. We are also preparing for the **Giving Tuesday “Run It Forward” Challenge**, which will encourage our community to support RRRC’s mission through fitness and philanthropy as we close out the year.

2. Operations

- a. Continued onboarding with Attolero Accounting Firm
- b. Working with Erica and Robert at Attolero to categorize transactions and finalize cleanup of prior-year accruals.
- c. Chart of Accounts has been reorganized to align with nonprofit reporting standards.
- d. Established a digital receipt and reconciliation process to streamline expense tracking.
- e. Notified Attolero about the CD closures and potential transfer of funds to a higher-yield money market account (maintaining 8 months of operating cash).

3. Administrative and Accounting Updates

- a. Created a new Equipment Rental Contract and updated the rental pricing sheet to include clocks, cones, and additional assets.
- b. Filed Q3 sales tax; Q4 filing scheduled for December.
- c. Sent notice to close two bank accounts per board vote and worked with Jeff to transfer funds to consolidated accounts.
- d. Confirmed integration of PayPal and Shopify payments with updated banking information.
- e. Paid invoices including HVAC maintenance, Turkey Trot medals, Mettle chip orders, city/county taxes, and vendor reimbursements.

4. Events & Race Programming

- a. **Turkey Trot 10K & 5K presented by Wegmans**
 - 1. Registrations exceed 1,000 participants (↑ 37% YOY).
 - 2. Increased Wegmans sponsorship from \$5,000 to \$5,500.
 - 3. Finalized medals, shirts, and swag; volunteer coordinator and course logistics confirmed.
 - 4. Early bird, volunteer, and price increase campaigns all showed strong engagement.
- b. **Stony Point Snowman Shuffle 5K**
 - 1. Emma and Timmy have been a dynamic duo and secured several sponsors including Dominion Due Diligence, Apex Family Chiropractic, GroundForce IT, Visit Richmond VA, and ACAC.
 - 2. Registration and marketing are live; race logistics and giveaways are in progress.
 - 3. Focus remains on pushing registration numbers for a successful inaugural event.
- c. **Winter Marathon Training Team (WMTT)**
 - 1. 193 participants registered (↑ 115% YOY).
 - 2. Budget finalized and coach contracts distributed.
 - 3. Continued promotion via RunSignup, email, and social media.
- d. **First Day 5K**
 - 1. Website reformatted to include donation button and standardized layout.
 - 2. Insurance renewed for 2026; permits submitted.
 - 3. Partnering with ACAC and Lucky Road for venue and awards.
 - 4. Registration and volunteer recruitment campaigns launched.
- e. **Bear Creek 10 Mile & Mini Trail Runs**
 - 1. Budget approved; opened October 15.
 - 2. Website updated and now includes RRRC donation options.
- f. **Frostbite 15K**
 - 1. Chris and Mara have begun planning the 2026 race.
 - 2. Registration scheduled to open on Black Friday.
 - 3. Awaiting budget approval prior to posting on RunSignup.
- g. **Sweetheart 8K**
 - 1. Accepted as the **RRCA Championship Race**.
 - 2. Anna and Nancy are leading planning; registration will also open on Black Friday.
- 5. **Communications & Marketing**
 - a. Coordinated all **race** launch, early bird, and volunteer recruitment emails with race directors
 - b. Submitted Executive Director column and budget notes to Annie for *Miles and Minutes*.
 - c. Working on 2026 *Miles and Minutes* budgeting for discussion post-November meeting.
 - d. Partnered with social media team to continue Social Responsibility campaign.
- 6. **Giving Tuesday “Run It Forward” Challenge**
 - a. Run during Thanksgiving week
 - b. Pledge \$1 per mile (or any amount!)
 - c. Share your run with #RunItForwardRRRC
 - d. Every donation supports affordable races, youth programs, and safety initiatives that make Richmond’s running community thrive. The campaign will include coordinated email and social media pushes.

Financial Reports - Treasurer

1. Statement of Activity – January 1 through November 4, 2025

Category	2025	2024 (YOY)	Change
Total Income	\$168,823.96	\$117,160.84	↑ 44%
Race Income	\$100,974.17	\$67,852.56	↑ 49%
Membership Dues	\$18,115.00	\$15,620.00	↑ 16%
Training Teams	\$12,075.70	\$7,331.80	↑ 65%
Interest Income	\$4,587.17	\$356.80	↑ 1,186%
Total Expenses	\$240,140.50	\$203,941.04	↑ 18%
Net	-\$71,721.13	-\$86,780.20	↑ 17% improvement

2. Key Highlights:

- Income growth driven by strong race participation and sponsorship expansion.
- Payroll and swag remain the largest expenses, consistent with program growth and added staff.
- Training team and event revenues nearly doubled compared to 2024.
- Expenses increased modestly, primarily due to scholarships, grants, and one-time race equipment investments.
- Interest income continues to outperform expectations due to high-yield accounts.
- Accounting cleanup with Attolero is ongoing to ensure transparency and proper categorization.
- RRRC remains financially healthy heading into peak income months (November–January) with a strong cash position and stable reserves.

3. Community Engagement

- Confirmed RRRC booth and Candy Stop volunteer operations for Richmond Marathon Weekend.
- Finalized volunteer shifts for the expo and coordinated *Miles and Minutes* distribution at the booth.

4. Sponsors & Partnerships

- RRRC is proud to welcome several new partners this month:
 - Visit Richmond VA**
 - ACAC**
 - beem® Light Sauna Short Pump**
 - GroundForce IT**
 - Apex Family Chiropractic Center**
 - Dominion Due Diligence Group**
- These partnerships strengthen RRRC's visibility and impact while supporting our mission to provide inclusive, affordable events for the Richmond running community.

5. Looking Ahead – December 2025 Priorities

- a. Launch Giving Tuesday “Run It Forward” campaign and track results.
- b. Continue to monitor registration growth for Turkey Trot, Snowman Shuffle, WMTT, and First Day 5K.
- c. Open Frostbite and Sweetheart registration on Black Friday.
- d. Complete onboarding with Attolero and begin producing race-level financial reports.
- e. Begin planning for 2026 race calendar and year-end wrap-up.
- f. Launch 2026 Membership Campaign.

Communications -

Miles & Minutes - Annie Tobey

Social Media – Jon Pigg

Grants Committee - Kirk Millikan

Scholarship Committee - Kirk Millikan

Operations – Crystal Koch, VP of 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 7th)

First Day 5K (January 1st)

Bear Creek 10 Miler and Mini (February 22nd)

1. Bear Creek 10 Mile & Mini Trail Runs -- 62 registrations to date (52 for 10-miler and 10 for mini), which is 10 more registrations than last year at this time. Early bird pricing runs through November 30, so we hope for an end-of-month bump when past participants get the price-increase email.

Contract Races

Training Teams

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

Volunteer Needs - Crystal Koch

Equipment - Glenn Melton

Grand Prix - George Bishop and Patty Henson-Dacey

Adjourn

1. Executive Session after the meeting