



Richmond Road Runners Club - Agenda – January 14, 2026

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

Approval of November 12, 2025 meeting minutes – Megan Arrington, Secretary

New Business Discussions

Executive Director Reports - Jenna Conley

Overview

The final months of 2025 closed out an exceptionally strong year for RRRC and positioned the club well for continued success in 2026. We are entering our strongest financial and participation months with record-setting race registrations, increased memberships, and improved early engagement across nearly all programs.

Total Registrations Year-over-Year

- 2025: 8,012 total registrations
- 2024: 6,576 total registrations
- Increase: +1,436 registrations (+21.8%)

This growth reflects a deliberate shift toward higher standards across all RRRC races and programs, including earlier registration openings, consistent and intentional marketing, standardized websites, and clear communication through our RunSignUp mailing list. The addition of the Turkey Trot 5K proved to be a pivotal decision for both the club and the broader community. It not only significantly increased Turkey Trot participation, but also drove new memberships and registrations across other races.

Over the past two months, I have continued to serve in the interim roles of VP of Operations and Treasurer to ensure continuity while onboarding new executive leadership. I also stepped in more directly on race operations and logistics to support race directing efforts for Turkey Trot and First Day 5K, with special recognition to Riley as our new Race Director for First Day. We also celebrated an incredibly successful inaugural Stony Point Snowman Shuffle, led by new Race Directors Emma and Timmy, whose leadership and early sponsor engagement set a strong foundation for that event.

The final quarter of both club races and contract races was operationally and financially strong. The sections below provide additional detail on operations, programs, and performance trends.

Operations & Administration

- Continued onboarding and transition work with Attolero Accounting Firm, including reconciliation, documentation cleanup, and system alignment.
 - Maintained interim coverage of VP of Operations and Treasurer responsibilities to support race execution, financial oversight, and contract race continuity.
 - Assisted Noah on the administrative side, particularly with RunSignUp setup, race websites, email campaigns, and backend configuration.
 - Took an active role in creating and standardizing race websites across club events to ensure consistency, donation integration, and clearer participant experience.
 - Strengthened internal systems for race launches, volunteer coordination, and equipment logistics.
 - Applied for multiple grants and are currently awaiting responses.
 - Continued refining race operations standards across club and contract races to ensure consistency, professionalism, and scalability.
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Events & Programming (Highlights)

- Turkey Trot 10K & 5K
The addition of the 5K distance resulted in a significant increase in participation and revenue. This decision exceeded expectations and positively impacted memberships and registrations across other RRRC programs.
 - Stony Point Snowman Shuffle (Inaugural Event)
A highly successful first year event with strong participation, smooth operations, and early sponsor support. Excellent leadership by Emma and Timmy.
 - First Day 5K
Strong turnout and smooth execution during a leadership transition, with Riley stepping in as Race Director.
 - Contract Races
Contract races performed well in the final quarter of the year, with improved invoicing timelines and consistent execution reinforcing RRRC's reputation as a reliable operations and timing partner.
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VP of Operations Report

RunSignUp Performance Snapshot

- Total Transactions
 - 2025: \$231,891
 - 2024: \$169,436

This represents substantial year-over-year growth driven by earlier race launches, improved marketing cadence, expanded programming, and stronger operational consistency.

Upcoming Races – Registration & Revenue Progress

RRRC Grand Prix Competition 2026

- Registrations: 90
- Same point last year: 57 (139 total last year)
- Participation remains steady and typically increases as additional races are completed.

RRRC Winter Training Teams (WMTT)

- Registrations: 392
- Same point last year: 320 (351 total last year)
- Revenue: \$24,084 vs. \$18,026 last year
- Strong growth in both participation and revenue.

RRRC Advanced 10K Training

- Registrations: 51
- Same point last year: 81 (113 total last year)
- Revenue: \$2,539 vs. \$4,064 last year
- Slightly behind last year at this point; additional outreach planned. No track is available this year, just virtual guidance.

RRRC Frostbite 15K (presented by Final Gravity Brewing Co.)

- Registrations: 780
- Same point last year: 680 (791 total last year)
- Revenue: \$41,926 vs. \$37,003 last year
- Tracking ahead of last year with strong revenue growth.

RRRC Sweetheart 8K

- Registrations: 133
- Same point last year: 79 (275 total last year)
- Revenue: \$4,086 vs. \$2,371 last year
- Ahead of last year at the same point; championship designation expected to further boost participation.

RRRC Bear Creek 10 Mile & Mini Trail Runs

- Registrations: 188
- Same point last year: 129 (194 total last year)
- Revenue: \$7,884 vs. \$6,046 last year
- Slightly ahead of last year with strong early interest.

RRRC Fool's Run Fest

- Registrations: 9
- Same point last year: 0 (370 total last year)
- Revenue: \$803
- Early in the registration cycle; marketing efforts are just beginning.

Yoga for Runners Programs

- Registrations currently trail last year but historically build closer to event dates.

Operational Summary:

The majority of races are pacing ahead of last year at the same point in the registration cycle. Earlier launches, standardized websites, and consistent RunSignUp communication are producing measurable improvements in both participation and revenue.

Communications & Marketing

- Coordinated race launch emails, early bird pricing campaigns, volunteer recruitment emails, and price increase notices across all club races.
 - Supported Giving Tuesday and “Run It Forward” campaign execution.
 - Worked closely with race directors and the social media team to ensure alignment with the overall marketing calendar.
 - Continued improving website consistency and donation integration across races.
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Looking Ahead

- Finalize onboarding of new VP of Operations, Vp of Marketing, and Treasurer roles.
- Continue monitoring registration pacing and adjusting outreach where needed.
- Maintain strong operational support for both club and contract races.
- Follow up on pending grants and continue sponsorship stewardship.
- Begin structured evaluation of 2025 race operations to document best practices and apply lessons learned to the 2026 calendar.

Financial Reports – Colin Schoenhaut

Overview

November and December closed out a very strong financial year for RRRC. In 2025, the organization intentionally absorbed major structural and operational changes, including a full-year Executive Director salary, expanded race programming, and the transition to a new accounting firm and payroll system. Despite these added costs, RRRC ended the year **financially positive and well ahead of budget**, reflecting strong revenue growth, improved sponsorship strategy, and tighter financial controls.

Final Year-End Results and Year-Over-Year Comparison

- 2025 Budgeted Net Income: –\$17,605.00
- 2025 Actual Net Income: \$26,515.86
- Variance vs 2025 Budget: +\$44,120.86 favorable
- 2024 Actual Net Income: –\$56,185.38
- Year-Over-Year Improvement (2024 to 2025): +\$82,701.24

This improvement is particularly notable given that **2025 includes a full year of Executive Director salary**, while **2024 reflects only half of that cost**.

Timing Item for Transparency

A check payable to Sports Backers for Kids on the Move in the amount of \$22,390, representing the charitable share of Ashland Half profits, has not yet been cashed.

- This expense is fully recorded in 2025 for transparency and proper nonprofit reporting.
- Once the check is cashed, RRRC’s realistic practical year-end position will be approximately:

Adjusted practical 2025 net: \$4,125.86

Even after this charitable disbursement, RRRC still closed the year financially positive and above budget expectations.

Year-Over-Year Financial Performance Highlights (2024 vs 2025)

The improvement in RRRC’s financial position from 2024 to 2025 is supported by measurable growth across core earned-revenue categories, even while absorbing increased staffing and program costs.

Year-Over-Year Comparison Table (2024 vs. 2025)

Category	2024 Actual	2025 Actual	\$ Change	% Change
Total Income	\$202,498.33	\$348,083.18	+\$145,584.85	+72%
Race Registrations	\$121,825.21	\$223,452.67	+\$101,627.46	+83%
Race Sponsorships	\$4,587.40	\$16,250.00	+\$11,662.60	+254%
Total Race Income	\$126,412.61	\$239,702.67	+\$113,290.06	+90%
Training Team Income	\$24,406.80	\$32,206.90	+\$7,800.10	+32%
Membership Dues	\$22,735.00	\$30,545.00	+\$7,810.00	+34%
Interest Income	\$408.23	\$6,950.38	+\$6,542.15	+1,603%
Payroll Expenses	\$50,436.73	\$75,555.09	+\$25,118.36	+50%
Net Income	–\$56,185.38	\$26,515.86	+\$82,701.24	—
2025 Budgeted Net	—	–\$17,605.00	+\$44,120.86 vs budget	Favorable

Note:

Race sponsorships are recorded within race income by event. The 2025 increase reflects deliberate restructuring of sponsor offerings, earlier outreach, and improved sponsor retention across flagship races.

Cash Management and Investments

- Live Oak Bank Certificate of Deposit:
 - Opened at 4%, maturing November 2026
 - \$240,000 transferred from savings following prior board approval
 - Finance Committee will reevaluate CD options closer to maturity to assess higher-yield opportunities
 - RRRC continues to maintain approximately 8 months of operating cash in liquid, high-yield accounts.
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Accounting Systems and Compliance

- Successfully transitioned to the nonprofit version of QuickBooks Online
- Implemented Gusto Payroll in coordination with the accounting firm
- Onboarding with the accounting firm is nearing completion

Once finalized, the firm will provide:

- Monthly Profit and Loss statements (monthly and year-to-date)
- Monthly Balance Sheets (monthly and year-to-date)

1099s for contracted employees are being prepared and will be distributed shortly.

Treasurer Transition

- **Colin Schoenhaut**, incoming Treasurer, will begin onboarding within the next week.
- Transition will include system review, reporting structure, investment strategy overview, and coordination with the Finance Committee and accounting firm.

Closing and Board Input

2025 was an exceptionally strong financial year for RRRC. The organization exceeded its approved budget, improved its net position by more than **\$82,000 year over year**, and invested in long-term operational stability while expanding programs and staffing.

As we move into consistent monthly reporting, the Board is invited to share whether there are **additional financial reports or formats** they would like to see regularly, such as race-level summaries, cash flow snapshots, or dashboard-style metrics.

Please feel free to reach out with any questions prior to the meeting.

Communications -

Miles & Minutes - Annie Tobey

Social Media – Jon Pigg

Grants Committee - Kirk Millikan

Following the most recent grant application deadline of October 31, 2025, the Grants Committee recommends the following funding:

- Black Girls RUN! Foundation: \$1,200
- Girls on the Run of Greater Richmond: \$795
- Sportable: \$1,000
- The Free Clinic of Powhatan: in-kind race services valued up to \$500 to cover the manual timing package or chip timing service, not including hard costs such as chips and timing fees
- Vamos Run Club RVA: \$1,000

Moving forward, grant recipients will be required to submit a grant report to RRRC providing details of how the funds were spent and the impact of the funding. This will better allow RRRC to share the impact of the grant program. RRRC will also encourage recipients to actively engage with the club either through race participation, volunteering, and/or general advocacy. This will hopefully increase engagement and collaboration between RRRC and grantees.

Scholarship Committee - Kirk Millikan

The 2026 RRRC college scholarship applications will be due April 30th instead of May 31st to better line up with most school years ending prior to May 31st. Updated application materials will be posted to the RRRC website, and high schools in Greater Richmond will be contacted regarding the scholarship opportunity as done in the past.

Operations – Greg Barch, VP of Internal Operations and John Christmas, VP of External Operations

Review of Races

T-Rex Run (November 16th)

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

Stony Point Snowman Shuffle 5K (December 7th)

Preview of Upcoming Races

First Day 5K (January 1st)

Sweetheart 8K (February 15th)

Bear Creek 10 Miler and Mini (February 22nd)

Total registrations are ahead of last year with 159 signed up for the 10 Mile Run and 26 for the Mini Run. We'll adjust the current registration caps if interest in the 10 Mile continues to outpace the Mini. Spruceberry Farm, a brewery and event space in Cumberland, has partnered with us to open early for an after-race gathering spot. Other preparations are on track but we need volunteers to start signing up.

Fools Run Fest (March 28th)

Contract Races

Training Teams

A10K Training will start Saturday January 24. Currently 50 runners are registered, which is a significant decrease from last year. With no lighted track available for the group track sessions, A10K will be a Saturday-only run with tempo pace miles.

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

Volunteer Needs – Michelle Plouffe

Equipment - Glenn Melton

Grand Prix - George Bishop and Patty Henson-Dacey

- The 2025 Grand Prix Preliminary Results have been sent to participants, and they have until January 23 to request any modifications. As it currently stands, we had 51 Finalists in 2025, which is an increase from 48 Finalists in 2024.
- RunSignUp for Grand Prix 2026 is open and as of January 10 we have 89 participants registered. That compares to 98 registrants on the same date in 2025.

Adjourn