



Richmond Road Runners Club - Agenda – February 11, 2026

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

Approval of January 14, 2026 meeting minutes – Megan Arrington, Secretary

Will Murphy moves to approve, Colin Schoenhaut seconds. Meeting minutes approved.

New Business Discussions

Sweetheart - Mido lines park is impassable. Working on reroute because national championship race. Has to be an 8k. Will asked specific question about Sweetheart route and some discussion was around that.

Frostbite - offered 15% for future races. Were able to get swag out. Typically don't offer refunds because we're a non-profit. Profits go back into funding mission, into scholarships, etc. When tell folks, most are understanding and people back us up. Haven't had as much pushback.

Good part of revenue comes before the bulk of the races. We've done a really good job leading up to it but we have to really work on morale to pick that back up for spring time.

Treasury Report - need to brainstorm on what reports we want to have (after changing to Quickbooks) P&L YTD and Balance Sheet YTD (Jenna recommends). Can do a budget to actual but will require us to look at it on a monthly basis. Most revenue comes at the end of the year so it will look like we're doing bad until then.

Nikkia says delegate to finance committee and have them make a recommendation to the board. Looking at the attachment Jenna sent, \$22,000 came out in January instead of December; pretty apples to apples.

Magazine - should we continue?

- Dallas Marathon trip - last year tried to get a trip to Dallas Marathon but didn't hear back. Did respond this year. December 11-13 Would be an opportunity for us to go as a group as something fun. Hoping we can get some economies of scale on hotel rooms. Have folks do their own flights. Get matching outfits. Offer an expo booth. They are walker friendly. Will get pricing together. Hoping to cater to the 50 states crowd. Let folks do their own things and maybe do one meal together. Need people to commit before May 1 before registration opens.
- Committee Discussion - Kirk says grants/scholarships is working pretty well. Workload for committee is pretty light except for reviewing applications. Can use more input on both committees. Finance is board members and need a couple more (Michelle volunteered and will send out to Mike and Alex...maybe Catherine and maybe Will). Marketing and Social committee is formed. Board Dev and Recruitment Committee - needs to work more with executive committee. Want to kick up a 50th anniversary committee so we have time to plan. If interested in guiding/leading the committee (along with Mike and Michael) let he know. Some things Nikkia would love to see is a legends ball where we call everyone back through the decades with handwritten invites, have it be a nice shiny event. Also a 50 mile or 50k something, bring back some of the old races. Maybe do a revised logo, not changing the name. (Want to keep things like timing, race registrations, supplies, etc to board - ask Nikkia about.). Let Nikkia know if interested in a particular committee, including the 50th anniversary committee.

- RRCA convention attendees - have space for one more because Nikkia won an award. John, Michelle, Kirk, and Will were interested.
- Event safety discussion - some folks don't feel comfortable at start lines because ICE is in town and are tagging us in posts. Nikkia has asked about the process for what to do in this event but haven't heard back yet. Want to know what RCA practices are so we can respond with 'we will align with RCA practices in the event of this.' Will says as an org we are one voice and we follow RCA guidelines. We are under their insurance policy. If we get asked about it, we will be following the RCA policy moving forward (unsure what it is yet but we are following it).

Executive Director Reports - Jenna Conley

Executive Summary

January marked a strong operational close to 2025 and a steady start to 2026, despite significant winter weather impacts across the region. While snow and ice have temporarily slowed registrations and memberships, the club remains financially stable, operationally sound, and well positioned for the spring season.

Over the past two months, I have continued serving in interim VP of Operations and Treasurer roles while onboarding new executive leadership positions and integrating them into day-to-day operations to ensure continuity and a smooth transition.

Organizational Leadership & Transitions

Began integrating new executive board members into operations, contracts, finance processes, and race workflows.

Created and sent introductory emails to all race directors and contract race liaisons to clarify roles, communication flow, and leadership structure.

Financial & Administrative Overview (in coordination with Treasurer Report)

January financials are included in this month's meeting packet and reflect finalized January activity.

Weather impacts are expected to affect February and March registrations more than January financials.

Filed Tangible property taxes. Worked with Accounting Firm to send 1099's.

The board voted to provide a one-time 15% discount toward future races following the Frostbite 2026 cancellation due to a state of emergency.

This aligns with longstanding no-refund policy while responsibly reallocating day-of expenses not incurred.

This decision protects long-term financial health while supporting participant goodwill.

Race Operations & Programs (High-Level)

Contract races:

One contract race hosted: Meg's Miles 5K.

Upcoming contract race: UR Spider Dash on February 21.

Current Registration Snapshot

Winter Training Teams: 394 participants (↑ from 351 last year)

Sweetheart 8K: 212 participants (behind last year but ahead in revenue due to pricing adjustments)

Bear Creek 10 Miler: 216 participants (↑ from 169 last year to date and 194 total last year)

Advanced 10K Training: 69 participants (behind last year, expected due to no track)

Robious Landing 3 miler: 11 participants (behind last year, weather has impacted; need to push marketing)

Weather has clearly slowed momentum across the entire running community, not just RRRC. We were ahead of last year's year-to-date registrations until the snow events began.

Grants & Community Impact

Applied for multiple grants in late 2025 and early 2026. Awaiting responses and will report back as decisions are received.

Paid Fall 2025 grant recipients as scheduled.

Looking Ahead

Continue onboarding and transitioning executive roles out of interim status.

Rebuild registration momentum post-weather disruption through targeted marketing.

Convene the finance committee and hold an introductory meeting with the accounting firm.

Monitor Winer/Spring race performance closely, particularly Sweetheart, Bear Creek, and Fool's Run Fest.

Financial Reports – Colin Schoenhaut

January Financial Recap

Overview

January was a challenging month, driven largely by winter weather impacts that affected both participation behavior and overall community morale. While some of the financial effects have not yet fully materialized in the books, we are already seeing secondary impacts in race registrations and memberships, which is consistent with what many running organizations across the region are experiencing.

That said, when viewed in context and on an apples-to-apples basis, January performed slightly better than last year, which is a positive outcome given the circumstances.

Frostbite 2026 Cancellation & Board Action

Due to the State of Emergency, Frostbite 2026 was canceled. In accordance with longstanding RRRC policy, no refunds were issued, as each race carries sunk costs such as permits, swag, staffing, overhead, and preparation expenses regardless of race day execution.

After reviewing the expenses that were not incurred on race day, the Board voted to offer a 15% discount toward future RRRC races for Frostbite registrants. We determined that the avoided day-of expenses could be absorbed within the overall organizational budget without negatively impacting our financial stability.

As a reminder, RRRC operates as a nonprofit where individual race and program budgets roll up into a single organizational budget. This structure allows us to manage short-term impacts at the race level while still maintaining sufficient surplus to support scholarships, grants, and community programming.

Accounting Timing & Monthly Reporting

The financial reports included with this month's meeting reflect January activity only.

With the onboarding of our accounting firm, reports now follow a structured and more accurate cadence:

The accounting team uses the first 15 days following month-end to finalize categorization for the prior month.

January Financial Context (Year-Over-Year)

January included two significant items that did not occur in January of the prior year:

\$23,390 payout related to the Ashland Half (Kids on the Move), which was accounted for in the 2025 year-end review

\$3,000 in year-end bonus wages, also not present last year

When those items are removed for an apples-to-apples comparison, January 2026 finished approximately \$1,000 better than January 2025.

Considering the weather disruptions and the Frostbite cancellation, this represents a strong and reassuring result.

Looking Ahead

Historically, late winter and early spring represent an ebb period in our annual budget cycle. While upcoming races provide important mission impact, they are not major bottom-line drivers individually.

That said:

Strong and intentional marketing will be critical to rebuilding spring momentum.

Colin has been onboarded and is actively assisting with race budgeting.

We are in the process of re-forming the Finance Committee and scheduling an introductory meeting with the accounting firm.

Recommended Monthly Reports- Pull out for New Business

I recommend we request the following reports from our accounting firm for each monthly board meeting:

Profit & Loss

Monthly

Year-to-Date

Comparison to prior year

Balance Sheet

Year-to-Date

A Budget-to-Actual report is a future possibility, but would require breaking the annual budget into monthly expectations and may be more appropriate once we complete a full reporting cycle with the new accounting structure.

Communications -

Miles & Minutes - Annie Tobey

I can make plans to have a new Miles & Minutes out by the 10K expo, if everyone agree we should continue.

If so, I need to know budget and any other guidelines before I begin. It's difficult to make major changes midstream. As far as budget, consider that paper and printing costs have been affected by inflation like everything else. We were able to bring it in line with requested price for the last issue, which gave us just enough for distribution at locations and numbers typically handed out at the expo. I've seen really slim, plain paper RRCA newsletters that are nothing more than race reports listing winners, but I've been trying to at least shoot for the standards Ed Kelleher set.

Should we continue doing? \$4,500 for the year is the budget we set. In the fall it was closer to \$5k. Produce it 2x per year. Will says its the leading magazine for local lifestyle, running, etc. Catherine asks what's the purpose of the magazine and what does it benefit the organization? Nikkia says it's an easy handoff to folks. In the past we would sell ads in the magazine but haven't done that in a really long time. If we offered as a package to sponsors, but also purely just ads, we could sell it better. Do we want to keep the budget and between now and Sept/Oct, see about selling ads? Some is just filler. Ask for pricing on a 12 page and 16 page magazine (currently 20 pages). [John Christmas](#) suggest moving to more digital over the next 6-8 months. Nikkia says let's move forward with current issue to be ready for the 10k. Make a plan on ads (task force). John says make one print and one digital. Catherine suggests using a platform (ex: Digitize) that it's more of a functioning newsletter because they provide statistics on readership, etc. Will says he's not sure he's ever looked at a digital issue of anything. Catherine and Will volunteered for task force. Annie will be involved.

Social Media – Jon Pigg

Grants Committee - Kirk Millikan

Information to distribute grant checks to fall 2025 recipients has been sent to the Executive Director and Treasurer. The next round of grant funding is spring 2026 with an application deadline of April 30. **All checks have gone out.**

Scholarship Committee - Kirk Millikan

The 2026 RRRC college scholarship application deadline is April 30. A request to post updated application materials to the RRRC website has been sent to Noah, 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

Frostbite 15K (moved to virtual)

68% of folks have picked up stuff. Do have to get some mailings out that Jenna will help with. Another pickup on Sunday after Sweetheart at Final Gravity. Will be doing the gift certificates and sending out awards for that. Encourage folks to submit their results and support FG.

Preview of Upcoming Races

Sweetheart 8K (February 15th)

Still very slick and not safe so getting with police on whether they need to alter the course and need extra police for new section. Can use more volunteers, especially with having to adjust the course because there will be lots of turns. About 223 registered now, going to be raining. Checking in with neighborhood association to see if anyone who lives there can help. Going to check and see if there are folks who can help clear some thing. Going to have John push for volunteers with a post and we'll send an email.

Bear Creek 10 Miler and Mini (February 22nd)

Total registrations are at 215 (179 for 10-mile, 34 for Mini, and 2 for virtual). Per the park, trails were ice-packed after the main storm and persistent freeze. We plan to personally check trail conditions next weekend. We're hoping that several warm days over the next two weeks will eliminate most of the snow. If we need to postpone, March 15 is our tentative date. Other preparations are on track. We need more volunteers.

Creek is still frozen. Not much worse than what we see around here. Should be fine and are making the call to go ahead with it.

Fools Run Fest (March 28th)

Discuss cancelling Fools Fest due to very low sign ups

Need to cancel because there are 20 registrations (half virtual) and no sponsors. Bringing to the board because had to buy medals almost a month ago. Haven't purchased other swag because Chinese New Year. Medals don't have dates so could potentially use for a kids run. Going to do a silent cancel and let those know who signed up that the event isn't happening and full refund plus the processing fee. Cancel the bibs. Marcy George moves and Sarah Golightly seconded. Motion passes to cancel. Can offer different RRRC race this year to Winter Training Team coaches.

Robius Landing 3 Miler (March 8th)

Going to happen. John Christmas has been working with Chesterfield Parks & Recs to secure the Park along with bathrooms and a shelter. I've obtained the Certificate of Insurance. Other steps are in the works.

Permit and bathrooms are all set up for the course. Mike got the insurance. Added a little rucking part (Jenna sent an email out today). Might have a coffee truck there.

Contract Races

Training Teams

A10K Training started on Saturday January 24, but due to road conditions and weather that's been the only group run. There are 68 registered runners, including coaches.

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

Volunteer Needs – Michelle Plouffe

Equipment - Glenn Melton

Have been spending some free time organizing the clubhouse. Started with the snack room and am working on the merch room this weekend. Will have an inventory list of store items by Wednesday.

Grand Prix - George Bishop and Patty Henson-Dacey

Banquet - on the website. Saturday March 14th at JCC at 6 PM. Grapevine is doing the food. REI giftcard. All award recipients are identified. They've been sent links to register and to provide sizing for their gift. John Lugbill is the speaker. Board invites will go out tomorrow and social media post will go up tomorrow. Link in the email is faulty (button works but not the link). Deadline to register is March 5th so maybe send another email to everyone this week.

Adjourn - Will motions to adjourn, Marcy seconds. Meeting adjourned.

Attendees

Dave Trump

Donnie Lane

Allison May

Noah Mercer

[John Christmas](#)

Nikkia

Jenna

[Marcy George](#)

Collin George

Greg Barch

Kalah Brand

Will Murphy

Catherine Blessing

Glenn Melton

Morgan Corl

Sarah Golightly

Patty Henson

Mike Levins

Mara George

George Bishop

John Pigg

Michael George

Kirk Milligan

Michelle Plouffe