



## Richmond Road Runners Club - Agenda – March 11, 2026

<https://us02web.zoom.us/j/84336772014?pwd=b1FYbnRFaysxVFY0Z1NYSFpOZk5PQT09>

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

**Approval of February 11, 2026 meeting minutes** – Megan Arrington, Secretary

### **New Business Discussions**

Brainstorming on Events/Clinics for 2026

### **Rucking Club Coordinator**

#### **1. Educational Leader & Coach**

Since rucking is new to the club, the coordinator acts as the subject matter expert to ensure members transition effectively from running to rucking.

- Form & Technique Instruction: Teaching members how to pack a ruck (keeping weight high and tight) and the difference between a running stride and a "rucking shuffle."
- Progression Programming: Designing "Ramp-Up" schedules. Experts recommend starting with no more than 10% of body weight and increasing by roughly 5 lbs per week to avoid injury.
- Gear Guidance: Advising on footwear (boots vs. running shoes), sock layering to prevent blisters, and how to use existing backpacks or [dedicated rucking plates](#).

#### **2. Safety & Logistics Manager**

Rucking introduces different physical strains and logistical needs than standard group runs.

- Route Reconnaissance: Scoping out [safe paths or trails](#) that are suitable for weighted walking. While loops are common for runners, "out-and-back" routes are often better for rucking to keep the group together regardless of individual pace.
- Risk Assessment: Overseeing [Health and Safety policies](#), including managing the increased impact on joints and ensuring members don't overtrain (rucking is often limited to two sessions per week to allow for recovery).
- Weight Verification: For competitive or "challenge" rucks, the coordinator may manage [weigh-in processes](#) to ensure fairness and adherence to standards.

#### **3. Community & Growth Liaison**

To grow the rucking arm of the club, the coordinator focuses on marketing the unique benefits of rucking to current runners and the broader public.

- **Highlighting Benefits:** Promoting rucking as a "cardio-strength hybrid" that builds [full-body strength](#) (shoulders, core, and glutes) which can actually improve a runner's posture and injury resilience. Also access to Instagram and Facebook to promote Rucking within our community.
- **External Partnerships:** Acting as the point of contact for organizations like [GORUCK](#) to get the club listed in directories, secure discount codes for members, and participate in national "callouts" or challenges. Also reach out to our existing partners like PR and Richmond Coffee for Sponsorships.
- **Event Race Coordination:** Organizing "Social Rucks" (e.g., "Taco Rucks" or "Coffee Rucks") to lower the barrier to entry and foster a community that is less focused on pace and more on [shared effort](#).

**Executive Director Reports - Jenna Conley**

**1. Operations & Administration**

This month focused on supporting the transition of the new executive leadership team while maintaining day-to-day club operations and race support.

Introduction emails were sent to all race directors and contract race liaisons to establish clear communication channels with the new leadership team. I also continued supporting operational onboarding of new executive positions and integrating the executive board into the club’s operational structure to ensure a smooth transition.

Administrative efforts also included continued coordination with our accounting firm, Attolero, to finalize January financial records and prepare for tax filing. Financial documentation, receipts, and transaction categorization for January and February were provided to support their reporting process.

Operational maintenance for the organization included renewal of several key items such as the State Corporation Commission registration, insurance policies, and domain renewal, as well as continued coordination of financial documentation and reporting with the Treasurer.

**Membership Update**

Membership levels remain stable overall with expected seasonal fluctuations following the winter program and race season.

<b>Date</b>	<b>Total Members</b>
Mar 1, 2025	2,038
Dec 1, 2025	1,981

Jan 1, 2026	2,010
Feb 1, 2026	1,956
Mar 1, 2026	<b>1,942</b>

Key observations:

- Membership has remained relatively consistent around the **1,900–2,000 member range**.
  - **Family memberships continue to show growth**, increasing from 958 in March 2025 to over 1,000 in early 2026.
  - **Individual memberships have gradually declined**, suggesting an opportunity to increase engagement or conversion among single runners.
  - Seasonal fluctuations following winter programming and the new year are typical and expected.
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## 2. Communications & Marketing

Communication efforts this month focused primarily on race promotion, membership engagement, and operational updates.

Work continues with the VP of Marketing to build a **longer-term marketing calendar and communications strategy** to better align race promotion and club programming throughout the year.

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## 3. Financial Management & Fundraising

Financial management this month focused on maintaining operational cash flow, supporting race budgeting, and preparing financial records for accounting review.

Key activities included:

- Processing race-related expenses, reimbursements, and invoices
- Paying Q1 grant recipients
- Preparing the Treasurer's financial report and supporting documentation
- Coordinating financial documentation with Attolero accounting for tax preparation

Additional financial work included processing refunds related to the Fool's Fest cancellation and reconciling expenses associated with recent races.

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## 4. Board & Community Engagement

Community partnerships and engagement remain an important part of RRRC's mission.

Key partnership and engagement activities included:

- Meeting with Lucy Corr representatives regarding a potential future contract race partnership.
- Donating apparel and race entries to support a local ACAC charity fundraiser.

Additionally, board members Jon and Michele have been registered to represent RRRC at the upcoming RRCA Convention, which provides an opportunity to learn best practices and bring new ideas back to the organization.

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### **Key Priorities for the Coming Month**

- Execute the Robious 3 Miler
- Continue outreach and confirmations for remaining contract races
- Support marketing planning and communications strategy development
- Continue coordination with the accounting firm to finalize financial reporting and tax preparation

### **Financial Reports – Colin Schoenhaut**

#### **Financial Overview**

The financial reports included in this month's board packet reflect activity through **February 28, 2026**.

Year-to-date totals (January–February) show:

- **Total Revenue:** \$40,571.21
  - **Total Expenditures:** \$82,121.26
  - **Net Revenue:** **-\$41,550.05**
- February 2026 Financials

At first glance this may appear concerning, but it reflects a **normal seasonal pattern in our operating cycle**, combined with several one-time or early expenses that occurred earlier this year than they did last year.

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#### **Seasonal Cash Flow Context**

February is historically part of our **financial ebb period**.

During this time we typically experience:

- Recurring overhead expenses
- Upfront race expenses
- Program costs such as Winter Training Team
- Limited race revenue

Additionally, our financial structure means that:

- Race registrations are recognized well before race day
- Many race expenses (swag, police, permits, medals, etc.) occur after revenue recognition
- Some programs, like Winter Training Team, incur expenses upfront and are settled later with Sports Backers at the end of the season.

This makes early-year months appear more negative than they truly are in terms of operational health.

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### **Expense Timing Differences vs Last Year**

A few notable expenses occurred earlier this year than they did in 2025, which impacts month-to-month comparisons:

- Sweetheart race swag
- Bear Creek swag
- Winter Training Team sweatshirts
- Grants
- Annual banquet deposit

These timing differences contribute to the February variance but do not indicate structural financial concern.

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### **Key Administrative Updates**

- 1099 forms have been completed and sent.
  - SCC license renewal has been completed.
  - Auto taxes for the RRRC truck have been paid.
  - We have reached out to our accounting firm to begin preparing our annual tax filings.
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### **Finance Committee Formation**

We are beginning the process of establishing a **Finance Committee**.

Anyone with experience in:

- Finance
- Accounting
- Budgeting
- Financial planning

is encouraged to reach out.

If interested, please email **Nikkia, Colin, and Jenna**.

The committee will help support:

- Budget forecasting
  - Financial policy oversight
  - Investment strategy review
  - Long-term financial planning
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## **Race Program Impacts**

### **Fools Fest Cancellation**

Cancelling Fools Fest will result in two primary financial impacts:

- Approximately **\$1,800 in refunded registration income**
- Approximately **\$2,500 in medal inventory**

The medal design does **not include a year or race name**, which gives us flexibility to reuse them. With new ribbons, they could be repurposed for **kids' race medals or future youth events**.

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## **Interest Income**

Our investment strategy continues to show strong results.

Year-to-date interest income is \$1,843.05, compared to significantly lower amounts historically.

February 2026 Financials

This is a direct result of moving funds into higher-yield accounts and CDs.

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## **Looking Ahead**

The next few months will focus on:

- Driving registrations for spring/summer races
- Continuing to manage expenses responsibly during the seasonal revenue lull
- Finalizing tax filings with our accounting firm
- Establishing the Finance Committee
- Monitoring cash flow as race season accelerates

Historically, revenue strengthens significantly in late spring through fall, so the current financial position is consistent with our annual operating cycle.

## Communications -

### **Miles & Minutes** - Annie Tobey

If anyone has anything to contribute to the next Miles & Minutes - from upcoming races to race reports, recommendations for a volunteer to profile, etc., please send that to milesandminutes@rrrc.org at your earliest convenience.

### **Social Media** – Jon Pigg

No updates

### **Grants Committee** - Kirk Millikan

The next round of grant funding is spring 2026 with an application deadline of April 30.

### **Scholarship Committee** - Kirk Millikan

The 2026 RRRC college scholarship application deadline is April 30. Updated application materials are posted on the RRRC website (thanks Noah!), and high schools in Greater Richmond have been contacted regarding the scholarship opportunity.

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

### **1. Leadership Update**

John Christmas has stepped down from the **VP of Operations – External Races** role in order to focus primarily on race director responsibilities and the development of the rucking division within RRRC.

Jenna will continue serving in the interim capacity for this position while the club evaluates potential candidates to permanently fill the role.

The transition has been smooth operationally as outreach for the first half of the 2026 contract race calendar had already been completed at the end of 2025. Communication with organizations for the second half of the year is underway and expected to be completed by the end of next week.

Tentative race dates for later in the year have already been placed on the calendar based on last year's race schedule. These dates become fully confirmed once the organizations return a signed contract.

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### **2. Contract Race Overview**

RRRC currently has **17 external contract races scheduled or in progress for 2026.**

Status breakdown:

- **5 races confirmed with signed contracts**
- **3 races with contracts sent and awaiting signatures**
- **5 races preparing contracts**
- **4 races requiring outreach to confirm 2026 participation**

This puts RRRC in a strong position to maintain a consistent external race service calendar throughout the year.

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### 3. Completed Contract Races

Race	Date	Location	Timing	Status
Meg's 5K	Jan 10	Atlee High School	Manual	Completed
UR Spider Dash	Feb 21	University of Richmond	Chip	Completed

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### 4. Upcoming Contract Races

Race	Date	Location	Timing	Status
SPCA Dog Jog 5K	Mar 21	Richmond SPCA	Chip	Contract signed
Lakewood Alzheimer's 5K	Mar 21	Deep Run Park	Manual	Contract signed – logistics coordination needed
CCAN 5K	Apr 12	Bryan Park	Manual	Contract sent – awaiting signature
American Legion Be the One 5K	Apr 25	Colonial Heights	Chip	Signed
Hanover Airpark 5K Rental	Apr 11		Rental	Signed

### 1. Internal Race Program Overview

The club successfully executed two internal races during this reporting period: **Sweetheart 8K** and **Bear Creek 10 Miler**. Both events ran smoothly from an operational standpoint, with race directors, volunteers, and timers working together to ensure safe and efficient race execution.

Participation and revenue trends across these events demonstrate stable participation overall with improved revenue due to pricing adjustments implemented this year.

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## 2. Race Performance Snapshot

### Sweetheart 8K – Year Over Year

Metric	2026	2025	Change
Registrations	234	275	-41
Transaction Revenue	\$8,260	\$7,617	+\$643
Donations	\$212	\$20	+\$192

#### Notes

- Registrations were slightly lower than last year.
  - Revenue increased despite the participation dip due to pricing adjustments.
  - Donations increased significantly compared to last year.
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### Bear Creek 10 Miler – Year Over Year

Metric	2026	2025	Change
Registrations	237	194	+43
Transaction Revenue	\$10,442	\$9,047	+\$1,395
Donations	\$147	\$36	+\$111

#### Notes

- Participation increased by 43 runners compared to last year.
  - Revenue increased accordingly due to both participation growth and pricing adjustments.
  - Donations also increased compared to last year.
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## 3. Upcoming Race Readiness

Race	Date	Race Director	Status	Next Steps
Robious 3 Miler	March 8, 2026	Mike Levins / John Christmas	Permit received	Final race prep and volunteer coordination
Thanks Dad 5K	June 14, 2026	Allison	Planning	Permit submission and early logistics

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#### 4. Operational Priorities for Next Month

- Execute Robious 3 Miler
- Continue permit and logistics preparation for summer races
- Support race directors with operational planning and volunteer coordination
- Continue monitoring participation trends across spring races

#### Review of Races

##### Sweetheart 8K (February 15<sup>th</sup>)

##### Bear Creek 10 Miler and Mini (February 22<sup>nd</sup>)

We had another successful running of the Bear Creek 10 Mile Trail Run and had good participation and positive feedback on the inaugural running of the Bear Creek Mini Trail Run. Runners appreciated the addition of pickle juice and other snacks to the on-course and post-race refreshments.

Total registration was 237 (+43 from last year) — 175 for 10 Mile, 52 for Mini, and 10 for virtual 10 Mile. The race participation rate for the 10 Mile run was a little lower than usual (71% of registrants compared to 85% last year), probably due to the wet, chilly conditions on Sunday morning. For the Mini, 83% showed up. We did have 15 runners transfer from the 10 Mile to the Mini or Virtual in the 2 days before the race. The race again generated a good return for the club.

Next year's Bear Creek Trail Runs are planned for Sunday, February 21, 2027.

##### Robius Landing 3 Miler (March 8th)

#### Preview of Upcoming Races

Fools Run Fest (March 28<sup>th</sup>) - cancelled

Ashland Half (August 29th) - registration now open

##### Contract Races

## **Training Teams**

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

**Volunteer Needs** – Michelle Plouffe

**Equipment** - Glenn Melton

**Grand Prix** - George Bishop and Patty Henson-Dacey

**Adjourn**

**Attendees**