



Richmond Road Runners Club - Agenda – May 13, 2026

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

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

Approval of April 8, 2026 meeting minutes – Megan Arrington, Secretary

New Business Discussions

- Safety event with the City of Richmond
- RRCA Level 1 Coach training
- June 6th Blood Drive
- Brainstorming session for new board member candidates (specifically external VP of ops)
- Zippy Cup - test out cups this summer
- Squirrels Game with Girls on the Run - June 6th

Notes from Mike: Again, this year we're looking to piggyback with Women & Girls in Sport to attend the Flying Squirrels game on Saturday, June 6. The opponent is the Erie Sea Wolves, the AA affiliate of the Detroit Tigers. Game time is 7PM with post-game fireworks.

Notwithstanding the W&GIS connection, prices at the new ballpark are much higher than at the Diamond. While we have paid @\$7 for tickets in the past, tickets are more likely going to be in the \$12 - &17 range now. In the past few years, we have purchased 100 tickets and didn't seem to worry when less than 70 tickets were actually used.

For grandstand tickets, I think our best option is the Corner sections, 101 & 118. The cost for these sections is &15 for 20 - 99 tickets and &14 for 100 - 199 tickets.

Another possibility is the outfield Knot Hole seats. These cost \$12 regardless of number purchased.

Of course, with the novelty of the new ballpark, who knows what is actually available. I have included links to the Group Outing and Seating Chart pages on the Flying Squirrels website.

[Group Outing](#) [Seating Chart](#)

Executive Director Reports - Jenna Conley

1. Operations & Administration

I was unfortunately unable to attend the previous board meeting due to a medical emergency, so this report includes several important updates from the past two months.

A major focus recently has been building a stronger long-term operational and communications foundation for RRRC. We met with the Communications Team to begin developing clearer timelines, workflows, and annual planning goals so the organization can operate more proactively rather than reactively.

One key initiative is having all 2027 races fully built and loaded into RunSignup at the start of the year. This will allow us to:

- Pre-plan marketing emails and social media (TikTok exploration)
- Focus earlier on sponsorships and partnerships
- Improve operational consistency across races- Utilize Marketing plan/timeline and email templates

We also discussed better defining the mission and story behind each race so our marketing and communications better reflect the purpose and community impact of RRRC events.

Project Management Systems

The Communications Team also identified a need for better project tracking across committees and volunteers.

I researched several nonprofit-supported project management platforms and enrolled RRRC in pilot nonprofit plans at no current cost to the club. These systems are being tested for Operations and Communications workflows and may help with:

- Task tracking
- Shared race dashboards
- Automated reminders
- Communication timelines
- Standardized race workflows

The goal is to improve accountability, organization, and long-term continuity.

2. Events & Programming

Club Races & Programs

The following race sites and registrations were opened or updated:

- Thanks Dad 5K
- Cul-de-Sac Series
- Summer Track Series

Mara George has worked extensively on backend improvements to the Cul-de-Sac registration process to simplify registration and improve user experience.

Additional operational work included:

- Turkey Trot planning discussions
- Permit and COI coordination
- Continued development of the rucking division
- Planning timer training opportunities during the Cul-de-Sac Series

Contract Races

RRRC continues to maintain strong partnerships through the contract race program, including:

- ASK 5K
- SPCA Dog Jog
- Good Medicine 5K

- American Legion Be The One 5K
- Hanover races

We will lose two larger contract races this year:

- Boxer Brief selected a lower-cost timer
- Dominion Energy Charity Classic 5K is not taking place this year

The VP of External Operations role remains vacant, so I have continued handling contract race communication and coordination in the interim.

CPR & First Aid Programming

We continue to expand CPR and First Aid programming with We Off the Couch.

Over the past two months:

Three CPR classes were coordinated and hosted

Additional summer classes are being scheduled

Registration and module workflows were streamlined

Current CPR programming is projected to generate approximately \$2,000 in supplemental revenue.

3. Communications & Marketing

Communications efforts this month focused heavily on strategic planning and infrastructure.

- Highlights included:
 - Communications Team planning meetings
 - Development of annual marketing timelines
 - Sponsorship coordination discussions
 - Exploration of centralized communications workflows
 - Continued work on the RunSignup RRRC case study

The team is continuing to focus on creating stronger consistency across branding, messaging, race storytelling, and member engagement.

4. Financial Management & Fundraising

Financials remain relatively comparable year-over-year despite operational transitions and weather-related impacts.

When reviewing year-over-year comparisons, it is important to remember:

- Approximately \$22,000 in Ashland Half proceeds were returned to Sports Backers earlier this year and not seen in last year's comparison
- Some races were opened later than last year due to leadership transitions and operational restructuring
- Revenue recognition timing differs slightly from last year

Cancelling Fool's Fest was ultimately the correct financial decision. While we incurred medal expenses, cancelling early prevented significantly larger operational losses. The medals can also be repurposed for future youth events.

Additional financial updates:

- Business and auto property taxes were paid
- Insurance policies were consolidated to reduce costs
- Continued work with Attolero Accounting on taxes and reporting
- Q1 retail sales tax filing completed
- RRRC is now pursuing charitable solicitation registration as fundraising revenue continues to grow

Financial reporting continues to track relatively close to prior year operational trends.

5. Board & Community Engagement

RRRC continues strengthening community partnerships and leadership development efforts.

Recent engagement included:

- Sponsorship planning meetings
- CPR partnerships with We Off the Couch
- Birdies for Charity participation
- Support of local nonprofit and youth initiatives

Leadership onboarding and operational transition efforts also remain a major focus as we continue integrating new executive roles and committee structures.

Key Priorities Moving Forward

- Continue implementation of long-term communications and operations planning
- Pilot project management software systems
- Increase sponsorship outreach and partnerships
- Improve race setup timelines for 2027 planning
- Expand CPR and educational programming
- Fill VP of External Operations vacancy
- Increase marketing efforts for summer and fall races

Financial Reports – Colin Schoenhaut

Attachments - Statement of Activity for March, April, and Year and Statement Balance

Statement of Financial position ending 4/30/26.

- TowneBank Checking: \$39,710.22
- TowneBank Savings: \$73,544.50

Communications -

Miles & Minutes - Annie Tobey

Miles & Minutes is on hold until senior leadership determines next steps and content goals.

Social Media – Jon Pigg

Use Google form to request posts

Need to know when Cul de Sac and Pony Pasture RSU will be to make posts

Grants Committee - Kirk Millikan

The most recent grants cycle ended on April 30. The grants committee will be reviewing applications and present recommended recipients to the board in June.

Scholarship Committee - Kirk Millikan

RRRC received 23 complete applications this year, which is a strong applicant pool and on par with previous years. The scholarship committee will be reviewing applications and present recommended winners to the board in June.

Operations – Greg Barch, VP of Internal Operations

Review of Races

Preview of Upcoming Races

Thanks Dad 5k (June 21st)

Cul de Sac Series

Pony Pasture (July 25th)

Ashland Half and 5k (August 29th)

Contract Races

Volunteers for Good Medicine 5k and Fun Walk (September 26th)

Training Teams

Summer Track Series

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

Rucking Club Coordinator - John Christmas

Volunteer Needs – Michelle Plouffe

Equipment - Glenn Melton

Grand Prix - George Bishop and Patty Henson-Dacey

Email was sent out with first quarter (+ April) numbers

Adjourn

Attendees