



## 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**

Will moved to approve April minutes, Colin seconded. All approved, motion carries.

### **New Business Discussions**

Matt is providing an update on the summer track series. 135 folks so far, 10 less than last year but way earlier. 5 dates set up as of right now. Turf on the inside field will be worked on so that's why we're at 5 right now but will like to make it 6. Might need some help conducting the series on certain days to divert folks off the field if they are working on it. Nikkia and Jenna say we're going to try and make sure they get more support. It's a great training program. Maybe get new membership folks out there. Get race directors out there to advertise for the race because there are so many people. Pictures from it are really good and need help to get more. Tuesday nights at 5:30; June 23 is the first. Ben from Mizuno is going to be out there (check with other reps to see if they want to come out there). RRRC should have a table at the event. A lot of young folks out there. Have had over 500 at some of them. Maybe have a RRRC representation at a couple of the events.

- **Safety event with the City of Richmond**

August 19th 6 PM at Main Street Station. Had 9 pedestrian deaths last year. None runners but could have been. In the spirit of partnering with local govt but also August we start to see increased people on the roads, we want to partner with the Richmond DOT and law enforcement for them to talk about what they see and we'll talk about safety from a runner, walker, and pedestrian standpoint. Want a \$250 budget for a Noxgear vest giveaway. They're going to share in their newsletters and we'll share on ours. We all say to move forward with getting vests for prizes to help get people to show up. Glenn said to reach out to them and see if they will give us a deal on them.

- **RRCA Level 1 Coach training**

August 22nd and 23rd. 6-10 people registered now and we need 30. In years past we've offered for our coaches to subsidize their registrations with the promise they'll stay on. Did not put that in the budget. Total is \$350. Michelle said last time we subsidized half of the registration fee for coaches. Coaches who are not nominated don't need to know that others were. Will asked if the coaching certification is something coaches need. RRRC wants to be considered a true coaching program so want them to be certified. Did have people not understanding that they needed to pay for the rest of their registration. We need to start putting in communications that we have X amount of certified coaches. Nikkia wants to have them pay up front and then we reimburse them after they complete the course and do the first aid class. Mike motioned to allocate in the budget to reimburse half the registration costs for up to 10 people to pass the test and take the first aid class. Jon motioned. Colin seconded. Everyone in favor, no one opposed. Motion passes. Nikkia is offering to board members also. Whole thing open only to members.

- June 6th Blood Drive  
7:30 AM and first appt is around 8. Nikkia can work until about noon. Needs someone to pick up from 11:30 until 4 PM. Greg and Michelle can help. Nikkia plans to get a cake and balloons for Mary-Beth's birthday. Would like to donate 70 units in honor of her 70th bday. It was a great event last year in pulling folks out that we haven't seen in a while.
- Brainstorming session for new board member candidates (specifically external VP of ops)  
If anyone is interested in being external VP of ops, let Nikkia know. Every contract race has been contacted. This is mainly just the communications left and some last minute details. Maybe try Kayla. We haven't advertised on the newsletter. There might be people out there who like to organize things and tell people what to do. Nikkia will ask Kayla then Michelle will check with suggested Diane who was on WTT. Then we will put in newsletter.
- Zippy Cup - test out cups this summer  
Emily Park with Zippy Cup - presentation and cup samples given out for us to test. Could be a good sponsorship opportunity. Collapsible, reusable, and on a retractable reel so it stretches out. Thought to do as a 50th anniversary gift option. Three colors at this point. Training groups and can be customized with the team members names. Maybe have the rucking group with special cups. Turnaround time depends on how many but probably a month or two. \$7 per cup but can be flexible depending on how many. Haven't tested with groups yet but is hoping to with us. Have two holes so can customize to a left handed one. We will test out and Nikkia will get feed back from folks and give to Emily. In order to do a custom order, the minimum order is 100.
- 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](#)

Jenna is going to look into different seatings and if they have pricing tiers. Marcey made a motion to buy 75 tickets. Nikkia asked for a motion to discuss. Kathryn made the motion. Kathryn suggested charging \$5 per ticket because people are more likely to not no-show if they have paid something. Decided that Jenna will check with Squirrels to see what's even available. The Knot Hole is available. Not going to charge people \$5. Colin makes motion to get 75 tickets. Patty seconded. All approved, no one opposed. Will said he'd like to talk about this line item again when it comes time to talk about the budget.

Other things to discuss:

Had a meeting to discuss certifying distances. Michael said they're going to get them out to measure for new course in Bryan Park. Nikkia hopes to get Kevin up sometime for timing training. If you'd like to learn the registration side of things, Marcy would like some help.

**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**

Will moves to adjourn, Michael seconds. All move to approve, no one opposed. Motion carries.

**Attendees**

Jon  
Will  
Marcy  
Michael  
Glenn  
George  
Donnie  
Kathryn  
Colin  
Noah  
Greg  
Nikkia  
Patty  
Jenna  
Mike  
Matt  
Michelle  
Allison  
Mara