



Richmond Road Runners Club - Agenda – May 10, 2026

<https://us02web.zoom.us/j/84336772014?pwd=b1FYbnRFaysxVFY0Z1NYSEpOZk5PQT09>

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

Approval of May 13, 2026 meeting minutes – Megan Arrington, Secretary

New Business Discussions

Vote for VP of External Operations - Kalah Branch

Vote to skip July board meeting

Night at the Squirrels Update - On Saturday, June 6, 50 RRRC members attended the 1st Club trip to CarMax Park to see the Flying Squirrels play the Erie Sea Wolves. Highlights included a ground rule double landing in our section, an epic 6 run 9th inning FS rally to claim the victory and postgame fireworks. The weather cooperated as it was a very warm, but comfortable evening. Hopefully, everyone enjoyed the outing.

Executive Director Reports - Jenna Conley

Executive Director Update

The months of May and June continued to be focused on race operations, sponsorship development, contract race support, financial administration, and strengthening organizational systems. In addition to my Executive Director responsibilities, I continued heavily supporting operational needs across the club while assisting with race logistics, race director support, financial coordination, and community partnerships.

A significant highlight this month was RRRC's acceptance into the **2026 Birdies for Charity program presented by TowneBank**, creating a new fundraising opportunity for the club as we continue expanding our nonprofit impact and diversifying revenue sources.

We also have been piloting a project management system for races/marketing via monday.com nonprofit version. Once this is setup we will work on rolling out into the operations.

Race Operations & Programming

Work during May and June focused heavily on supporting upcoming RRRC races, contract races, and summer programming.

Key activities included:

- Coordinated race timing, contracts, invoicing, and race support for ASK 5K, Pony Pasture 5K, Hanover Vegetable Farm, Step UP RVA, and other contract race partners.
- Developed and coordinated summer race communication plans and membership outreach campaigns.
- Assisted with race website updates, registration planning, and participant communication efforts.

- Supported planning and operational discussions for upcoming summer and fall races.
- Coordinated volunteer and media coverage opportunities for RRRC events.
- Continued oversight of race timing inquiries and contract race scheduling requests.

Sponsorships & Community Partnerships

Several efforts during this period focused on expanding RRRC's sponsorship and partnership opportunities.

Highlights included:

- Revamped RRRC sponsorship materials and sponsorship deck to support future partnership outreach.
- Conducted Sponsorship Chair onboarding and support meetings with Emma Danforth.
- Developed sponsorship tier information and partnership materials.
- Initiated partnership conversations with Corner Rock Café.
- Continued discussions regarding community partnership opportunities and event collaborations.
- Explored vendor and merchandise opportunities for future RRRC events.

Fundraising & Development

Fundraising efforts continued to advance during this reporting period.

Highlights included:

- RRRC was approved to participate in the **2026 Birdies for Charity program presented by TowneBank**.
- Continued development of sponsorship opportunities and fundraising initiatives tied to races and club programming..

Financial Management & Administration

Significant time was spent supporting financial processes and coordinating with Attolero Accounting.

Key accomplishments included:

- Completed May and June financial coding and month-end financial follow-up activities including uploading statements.
- Coordinated utility, PO Box, and other operational expense coding and reporting.
- Continued discussions regarding RunSignup access and reporting processes for the accounting team.
- Worked with Attolero regarding tax filings and monthly reporting procedures.
- Addressed facility-related concerns, including clubhouse maintenance issues.
- Continued monitoring VP Operations, invoice, and organizational email accounts to ensure timely responses and follow-up.

Membership & Communications

Efforts during this period focused on maintaining communication with members and improving outreach.

Highlights included:

- Worked with Noah to develop summer race communication plans for membership.
- Responded to member inquiries submitted through RRRC communication channels.

- Continued efforts to strengthen RRRC's marketing, collaboration, and influencer outreach initiatives.
- Ensured communications on registration opening went out on time to past participants.

Volunteer & Leadership Development

- Conducted Sponsorship Chair support meetings and planning sessions.
- Coordinated volunteer and event support opportunities across multiple programs and races.

Looking Ahead

Priorities for the coming months include:

- Continued promotion of summer and fall RRRC races.
- Expanding sponsorship and fundraising opportunities through Birdies for Charity and local partnerships.
- Supporting race directors with operational planning and participant growth strategies.
- Continuing financial coordination and reporting efforts with Attolero.
- Strengthening volunteer recruitment and community engagement opportunities.
- Building additional partnerships that support RRRC's mission and member experience.

Financial Reports – Colin Schoenhaut

Communications -

Miles & Minutes - Annie Tobey

Social Media – Jon Pigg

Reminder to send in form for social posts.

Stats for an awesome May on Instagram!



You crushed it in May! Here's what that looked like.

26K

Reels and post views
+246% from April

44%

Views from non-followers
+309% from April

4.1K

Followers
+53 from April

Grants Committee - Kirk Millikan

Following the most recent grant application deadline of April 30, 2026, the Grants Committee recommends the following funding for RRRC board approval:

- Ainsley's Angels of America - Richmond: \$1,000
- Atlee Cross Country Team: \$500
- Djimon Hounsou Foundation: \$1,500
- Girls on the Run of Greater Richmond: \$1,000
- Live Red Foundation: \$500

Scholarship Committee - Kirk Millikan

The Scholarship Committee is reviewing scholarship applications in June. As done in previous years, the Committee will make a proposal to the RRRC board for up to 3 winners in late June via email.

Operations – Greg Barch, VP of Internal Operations

Review of Races

Preview of Upcoming Races

Thanks Dad 5k (June 21st)

Cul de Sac Series (first three Mondays in July)

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

Adjourn

Attendees