



Richmond Road Runners Club - Agenda – June 10, 2026

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

Opening remarks, ground rules and welcome guests - Kathryn Blessing, VP of Communications
Happy Birthday Nikkia!

Approval of May 13, 2026 meeting minutes – Megan Arrington, Secretary
Colin moved to approve, Greg seconds. All in favor. Motion carried.

New Business Discussions

Vote for VP of External Operations - Kalah Branch

Kalah is up for the position of VP of External Operations. She has been volunteering with the club and is interested in race directing. Marcy moves and Michael seconds. All in favor. Motion carries. We will get a bio to put up.

Vote to skip July board meeting

Normally don't do a July meeting because have a lot of races/events and people are out of town. We encourage folks to attend a race or summer track races. Greg moves and Kathryn seconds. All in favor. Motion carried. Because we are skipping July we need to support the other things going on.

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.

Unfortunately a lot of folks backed out last minute. If it gets too close, people on waiting list don't get a shot to claim tickets (with RunSignup). Many didn't notify until Thursday. If waitlist folks didn't do by Friday evening, they couldn't do it. Someone had filled the form out but didn't move up. We will check the waitlist settings. You have a window to accept the waitlist notification but it isn't long. Mike had several people contact on Saturday afternoon. Jenna will give an update at next meeting on the waitlist settings. A lot of folks liked the seats. Enough cloud coverage. Close to the field and you can talk to the center fielder. Look at different tickets and prices for next year. Maybe hold out tickets for board members. Need to discuss at future meeting. Seats are metal so let folks know to prepare for that. There is something to download to your Apple Wallet that isn't an actual ticket so folks might not know. Need to put a note on the website to be expecting an email from Mike about the tickets and check spam folders.

Kirk nominated Nikkia to The Richmonder so they will highlight her and invite her to a banquet.

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 can use this as a campaign through PGA and get a portion of the donations. They do the Dominion Energy Classic. Going to try and get the 5k back for the future. We were the timing piece in the past. This would just be a link sent out to members. 10% matching up to \$10,000. Jenna will send more information about it and will put in all the races when people are signing up. Extra income source for us. We also get 4 tickets to the corn fairy tour if anyone is interested in golf (may gift out to large donors). Jenna is looking at a couple of other ones. We need to capitalize on being a local nonprofit.

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.

Project management software Jenna got us a nonprofit trial. It's a way to task manage large projects. We are piloting with comms and will eventually roll out to race directors. It's all one dashboard so everyone can see what the status of a race is (mainly for race directors). Gives reminders on certain dates that are in the future. We lose a lot of race directors because of not knowing. Going to pilot next with some of the larger races where we already know what the steps are. Will help with keeping volunteers in place.

Blood drive didn't go as well as planned - MTT started, time, weather, other events, etc. 23 units were given which is a lot off from last one. We will put a pause on another one until we can figure out a better time. Last time we did it in January. Not something we need to do but we can do to help the community. Don't need to overwhelm what we have. We had cake to honor Mary Beth.

Going to be a mid-year term survey to have everyone review for the August meeting. Look at goals, financial position, etc.

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 -

Kathryn gives shout out to Jon for social and Noah on the emails. They've done great with packaging up summer races. Kathryn will really dig into strategies on Monday since her busy season has calmed down. Jon has done a great job growing our social media presence. Brings new followers/generation but also credibility.

Miles & Minutes

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 (1619 event is September 12th)
- Girls on the Run of Greater Richmond: \$1,000
- Live Red Foundation: \$500

2 organizations we decided not to fund because of core missions not being in line with what we are looking for and because of looking for funds for a race that have already happened. Kirk would like to make a motion to fund the organizations, Marcy seconded. All in favor. Motion passes.

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.

6 or 7 folk who will be reviewing the applications (23 applications).

Operations – Greg Barch, VP of Internal Operations

Review of Races

Preview of Upcoming Races

Thanks Dad 5k (June 21st)

Currently has 206 people registered, including virtual. According to Allison, everything is ready and set to go for this race.

Cul de Sac Series (first three Mondays in July)

Currently at 371 total registered participants, including virtual. Swag has been decided but participants need to sign up by 6.30.26 to earn it.

Someone needs to contact the neighborhood. Kathryn will get a contact with HOA and reach out to them. All houses on the course have been contacted but need to let all of Wyndham know.

Pony Pasture (July 25th)

Currently at 131 people signed up, including virtual. Sarah is still working on t-shirts and the restroom situation currently. She has a contract to make sure everything is open. Sarah is working with Parks and Rec. She called them Tuesday but hasn't heard back yet. She will reach out again tomorrow. Timmy can push her through to the top if needed.

Ashland Half and 5k (August 29th)

Medals were ordered last week. Theme is vegetables. Little over 400 for half and over 200 for 5k as of last night. Slight course change. Hoping to relieve some traffic problems and not having 5k and half marathon folks on the course at the same time. Have gotten a grant from the tourism bureau, but will be the last (received for 4 years). We've used the funds for advertising. RRRC and Sportsbackers will have to look for grant money elsewhere. Proceeds of the race go to Kids on the Move. Jenna will look into it more. This is a joint race with SportsBackers so we need as much participation as they have. Luck Road is a sponsor this year so they will be at RRRC office for packet pickup. Want them to be out at races helping sell shoes and such. Maybe have them come out to board meetings. In the works of talking to them about a long term sponsorship. Want to work as a partner on both ends, as it needs to be beneficial for both

Contract Races

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

Farm Festival 5k - Saturday August 8th at Hanover Farm, 5k at 11 AM.

Give a Dog a Job - October 10th

Training Teams

Summer Track Series

Coming up on 300 registrations which is in line with last year. Everything is squared away with U of R, timing board, music, water, getting some high school volunteers. Have the timing ready so all is good to go. Make sure to get out there if we can. Hoping for good weather! We will have a table with information out to encourage folks to become members/participate in races.

Twilight - Kalah and another person were interested in being a race director for it. If we do it again, we need to decide logistics. In the past, it was a 5k that was used to fund our youth camps in the summer. So it had a connection to the local schools. It was in the evening, the weekend after the marathon. George thinks we took it out of Grand Prix because it was in last year and we didn't do the race. Last time we did it, it was virtual and didn't have much participation. Maybe move to the spring in the future. Or as the 10k in October (halfway point for HMTT training). Michael says the big thing is where do we want to hold it. We're limited on places to have that don't have limits from the city and then not reusing routes. We need to come up with places to hold races before we decide on the race. We need sponsorship money to help pay for races in the city that costs money. Mike says this is what we need a committee for. Midlo is easy with permitting. Harder to go into a park. Goal is to have all races up on Runsignup at the beginning of 2027 so that folks know what is happening the entire year. Michael is willing to be on the committee. Chair falls under Greg's purview. Mike L. volunteers to be on the committee as well. This is a good opportunity to get folks involved who might be interested in the board (open committee/taskforce). George has volunteered to be on the committee as well. Jenna will reach out to a couple of different folks. As of now, no to Twilight. This would also be good for Kalah to be involved in this since she was willing to be a race director for Twilight. No need to vote because not listed in Grand Prix.

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

Kathryn moves to adjourn, Mike seconds. All in favor. Meeting adjourns.

Attendees

Jenna

Kathryn
Greg
Donnie
Mike L.
Colin
Marcy
Michael
Patty
Sarah
Allison
Noah
Mara
Matt
George
Michelle
Kirk
John C.