

Montgomery County Road Runners Club Board Meeting

August 10, 2017

Time: 7:00-9:00 Board Meeting

Location: Dogwood room, Shady Grove Hospital

Board Members Present: Mike Acuna (President), Ken Earley¹ (Vice President), Sri Rapaka (Treasurer), Gretchen Bolton (At Large), Jim Farkas (At Large) Dave Haaga (At Large), Brad Stewart (At Large), Cortney Sloan (At Large).

¹Needed to leave meeting after discussion of by-laws.

Board Member Absent: Andrea Keane-Myers (Secretary)

Minutes Prepared By: Dave Haaga

Ashley Zuraf, Director of Operations Report:
Membership:

Total members as of **7/31/17: 3,162** which is **DOWN 47** from **3,209** on **5/31/17 (no report in June)**.

(3,162 Members = 2,150 households, broken down as follows):

Type	# of Memberships
Individual	1624
Primary + 1	309
Family of 3	42
Family of 4	105
Family of 5	48
Family of 6	20
Family of 7	2
Family of 8	0
Family of 9	0

New Members in **June: 60** (45 households, broken down as follows):

Type	# of Memberships
Individual	36
Primary + 1	7
Family of 3	0
Family of 4	1
Family of 5	0

Family of 6	1	Age Group	Total
Family of 7	0	1-14	3
Family of 8	0	15-19	3
Family of 9	0	20-29	7
		30-39	8
		40-49	19
		50-59	17
		60-69	3
		70+	0

New Members in **July: 65** (45 households, broken down as follows):

Type	# of Memberships	Age Group	Total
Individual	32	1-14	4
Primary + 1	9	15-19	2
Family of 3	2	20-29	8
Family of 4	1	30-39	15
Family of 5	1	40-49	17
Family of 6	0	50-59	11
Family of 7	0	60-69	7
Family of 8	0	70+	1
Family of 9	0		

2016 Comparison

- N/A, as there was no August meeting in 2016.
- We had 60 new members in June, compared to 57 in June 2016.
- We had 65 new members in July, compared to 55 in July 2016.

New and Old Business:

Q2 financials: Sri Rapaka presented the balance sheet and profit and loss statement for the club for January—June 2017 and took questions from other Board members. Generally speaking, revenue from race entries and training programs has declined from last year, seemingly because of increased competition. The Board discussed possible ways to cut costs and/or increase revenues. **Action Item:** Gretchen and Sri will convene the Finances and Investments subcommittee with the goal of developing a proposal to modify the club's cash position and investments in the hope of increasing investment income.

Marketing and Communications: Mike Acuna led a discussion, following up an item from the June meeting, of potential improvements in the club's marketing and

communications strategies as a way of enhancing revenue and improving service to our members and the wider community. For example, we discussed whether retaining a “content manager” to consult on the full scope of the club’s communications procedures would help achieve a consistent, sustainable approach to marketing our programs and activities. **Action Item:** Dinos Papoulias [guest at June 2017 meeting] will come back to the Board with a full proposal on communication strategy.

Member Benefits: Dave Haaga reported on a small convenience-sample survey of the extent to which members want a resumption of a prior program in which local businesses are solicited for donations of discounts for club members. Although certainly no one objected to getting discounts, it appeared that the perceived value of this program was insufficient to warrant the staff time needed to develop it as an option. Likewise, the Board considered the idea of selling club-branded merchandise, but previous experience was that revenues did not justify the needed staff time.

Winter Half-marathon Program: Ken Earley reported that the program will target the Rock and Roll half-marathon. He is working on the training schedule, and registration will open soon.

Constitution and By-Laws: Ken Earley and Mike Acuna reported that there are a number of inconsistencies or dated/obsolete statements in the by-laws that should be revised. **Action item:** Each Board member will review the by-laws and submit prior to the September meeting the most time-urgent proposed revisions for the Board’s consideration. The Board will then decide which ones to recommend to the membership at the December business meeting. Subsequently the Board will focus on less-urgent revisions to by-laws, as well as possible revisions to Policies.

Program Participation: The Board went into executive session to discuss an issue raised by a participant in one of the club’s training programs.

Marine Corps Marathon Shuttles: Shuttles will run from Shady Grove to the club’s hospitality suite.

2018 Race Calendar: Development of the race calendar will take into consideration race director preferences, holidays, competition for our major races, and other factors. **Action item:** Andrea Keane-Myers, Mike Acuna, and Gretchen Bolton will draft the schedule, coordinating with Ashley Zuraf.

Pub Runs: As part of our outreach to the young people and the young at heart, Mike Acuna described a vision of holding a couple of pub runs each month at various locations around the county. **Action item:** Mike will deputize Brian Murphy to initiate the first Pub Run.

Competitive Racing Team: Following up an item from the June meeting, Dave Haaga presented some updates and requests from the racing team. The Board endorsed (a) Brian Murphy’s succeeding Yukun Fung 1/1/18 as co-captain (along with Lisa Chilcote)

of the team, (b) the team's efforts to solicit sponsorship arrangements with a local business, and (c) the team's efforts to recruit its own volunteer coach.

Parkrun: Dave Haaga reported to the Board on an effort by several club members, led by Pam Marcus, to organize a new parkrun in Montgomery County. Parkruns are weekly (Saturdays at 9 am) free 5k races intended to promote running and a sense of community. The DMV hosts fully 25% of the nation's parkruns, but there is none in Montgomery County yet.

<http://www.parkrun.us/>

The Board agreed that parkrun organizers could publicize their runs on the club's weekly calendar. A request for a financial donation from the club to help with the "event activation fee" to parkrun USA, which is needed for the run to get started, was tabled pending collection of additional information. **Action Item:** Dave Haaga will invite Pam Marcus to come to a future board meeting to make a presentation to the Board concerning ways in which the parkrun Montgomery County group would like to coordinate with MCRRC.

Announcements: Jim Farkas passed along a suggestion from a club member that Board members make every effort to attend the club's weekly workouts in order to foster two-way communication with club members.

Cortney Sloan announced that Jefferson Lunsford has started a Thursday 5:30am group run in Kemp Mill. She will invite him to write up a description to send to Ashley Zuraf in order to get it on the club calendar.

Meeting adjourned: 9:00 pm

Respectfully submitted by Dave Haaga