



Montgomery County Road Runners Club Board Meeting

February 11, 2016

Board Members: Don Shulman – President, Becca Kinney - Treasurer, Doug Watt Secretary, , Andrea Keane-Myer At Large, Gretchen Bolton – At Large, Nancy Keller - At Large, Lori Kaleikau – At Large

Minutes Prepared By: Doug Watt
Andrea tracked time for discussion topics

Ashley Zuraf, Director of Operations Report

Operations Report:

Membership:

Total members as 1/31/16: 3,679 (2,453 households, broken down as follows):

Type	# of Memberships
Individuals	1858
Primary + 1	316
Family of 3	56
Family of 4	128
Family of 5	69
Family of 6	21
Family of 7	3
Family of 8	1
Family of 9	1

New Members in January: **92** (60 households, broken down as follows):

Type	# of Memberships
Individuals	48
Primary + 1	3
Family of 3	1
Family of 4	5
Family of 5	3
Family of 6	0
Family of 7	0
Family of 8	0
Family of 9	0

New Business:

2015 Year End Financials: The review process is moving forward with the independent review. The main points from the year end financials shows membership revenue is down for 2015. Participation in races have gone up and programs participation has also gone up. The Club will look to translate race participation into additional membership and membership renewal by highlighting membership value at each race.

Expenses are down for this year.

Investment value has increased for 2015

Financial Review Prep Becca is working with the new accounting firm to bring them up to speed on club policy and procedure.

Piece of Cake / March Awards/Annual Meeting Plan We will have some additional awards and events to make the meeting more exciting. The club will employ a policeman to help move members from the race to the meeting facility.

Membership Marketing: The Board is continuing to build a new Membership committee to build marketing and implementation plans to create additional awareness of the club and the services it provides runners in Montgomery County. If you are interested in joining the committee, please contact Don Shulman, Club President.

New Race: Soles & Suds will be a 5K put on by the City of Rockville on June 24th at 7PM and managed by MCRRC. The theme is a family friendly kids event which will have a kids run and an adult run. The goal is to make it possible so both the children and adults can run separate races but at the same event. We are talking to local craft breweries to join us for an after race party. Karen Kincer will be the race director.

Sponsorship: The Board is looking at bringing in an independent person who will go after sponsorships for our races and events. The process for recruitment and practice is under review by the Board.

8K Target Race: The 8K training program is looking at a target race for the program. The race they used has been canceled and the Board is looking for a replacement.

Bilingual Web Page: The Board is investigating the incorporation of additional languages in different areas of the club web site to better serve the large and diverse population of runners in Montgomery

County. Feasibility and cost are under current review. **Action Item:** The Club will test a future series of “Ins and Outs” in Spanish to track the appeal and value perceived by the membership.

Kids and Carriages: The Club is looking at a weekday or Saturday morning Stroller/walking program or informal meetup for new mothers and kids. We will look into seeing if this can be done this summer.

Action item Nancy will work on logistics and look into what to consider to make this fun for all involved.

Action Item Nancy will look at creating a flier.

MCRRC Branded Merchandise The Club is looking at putting together a range of apparel that is logo’d as MCRRC. The Board will look into what it will take to make this happen from the perspective of demand and the most effective way to market the clothes.

Club Races: The Board will look at next year’s races to see what should be updated

New Donation Button: We will add a donation button to the front page of the website. **Action Item:** Doug will work on costs and processes to move the button to the front page and make it able to accept credit cards.

The next board meeting is Thursday, March 3rd, 2015 at 7:00 PM

April will be for new board member orientation.

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Meeting adjourned: 8:44 PM

Respectfully submitted by Doug Watt, Club Secretary