



## Montgomery County Road Runners Club Board Meeting

**January 14, 2015**

**Board Members:** Don Shulman – President, Becca Kinney - Treasurer, Doug Watt Secretary, , Andrea Keane-Myers – At Large, Jim Farkas – At Large, Lori Kaleikau – At Large

**Staff:** Ashley Zuraf, Director of Operations

**Guest:** Jim Whitnah

**Minutes** Prepared By: Doug Watt

### **Ashley Zuraf, Director of Operations Report**

Operations Report :

#### **Membership:**

Total members as of 12/31/15: **3,589** (2,391 memberships – individuals and families)

New Members in December: N/A due to the transition; however, **26** members have joined the club since 1/1.

As of 12/31/2014, the club had **4,019** members with **88** new members for the month of December.

Since the new database went live, we've had **58** renewals.

#### **Membership/Other:**

**Membership Database:** The system is moving forward and seems to be providing better information on membership. Significant time has been spent assisting with the membership database transition, answering questions/ issues/ how to's with new system & calls with imATHLETE. We are still working through many features.

Survey for members who do not renew – Waiting on Board feedback/ approval

**Clubhouse Security:** still on track by the end of January to modify codes

#### **New Business:**

##### **New/Old Business/Updates**

**School Tracks:** Jim Whitnah is talking to Good Counsel about utilization of their track for our training programs and events. He is looking at the possibility of putting on a track meet to replace the Twilighter race. **Action Item** Jim will check on track availability in May.

**Action Item:** Doug will ask Harold when he will start needing the track July or August  
We are looking at providing lights for Montgomery College in exchange of a guaranteed location

**Financial Review Process:** Our first review will take place this year and the Board had requested proposals to look at new accounting services. After a review of the responses, a new firm has been selected.

**The Board voted to select the new accounting services. Mike motioned for a vote, Andrea seconded. One member abstained. The measure passed with no objection.**

**Twilighter/Soles & Suds:** Don/Mike are in discussions with the city of Rockville about putting on a suds race to take the place of Twilighter. The concept is to engage the multiple craft brewers in the area to take part in a community event.

**March Awards/Annual Meeting Plan:** The Board discussed the different club awards and potential awardees. Don will meet with the various committees to get their input.

**Cherry Blossom Proposal:** The club has won an RMS contract to supply water stop logistics at the upcoming Cherry Blossom race in DC.

**Volunteer Recognition Party:** The club is considering hosting two parties to recognize the great work our volunteers provide to MCRRC. The club will look to schedule one in June and one in October

**MCRRC Branded Merchandise:** The club has received requests from the membership to sell MCRRC branded apparel. The Board will look into possible suppliers and the logistics of selling the merchandise

**Summer Track Plans:** The club has secured the Montgomery College track on Wednesdays from May 4 to September 28. The Board is also looking for additional tracks to support our many training programs.

**Sponsored Elites:** We had a request from a member to sponsor some recent refugee elite runners. It was determined the club was not set up to provide the necessary assistance without having an impact on the membership.

**Tri Training:** Doug will look at possibility of putting on a triathlon in Montgomery County. There is a large overlap of runners and triathletes and it will be helpful to have these groups join to support physical fitness in the area.

**Race Director Meeting.** Andrea and Gretchen hosted a race director meeting in December. The directors provided input to how they provide race management and how they promote the inclusion of new people who are interested in becoming a race director. The club will work on doing an orientation training and look for associate race directors to train to take the place of outgoing race directors.

**Action item:** The club will create a new race director meeting to provide information on new techniques on directing a race. Andrea and Gretchen and Jim will develop an agenda to create a training program. They will need to write a curriculum, and determine a marketing program to promote the class. The club will be trying to get the class scheduled for either the Spring or late June.

**MCRRC branded apparel:** The club is looking at possibly selling MCRRC branded apparel. The board will investigate what would be involved.

**Membership committee:** The club needs to form a new membership committee to help grow membership. This will include creating new marketing plans and implementing programs to attract new runners. If interested, please speak to Mike Acuna

The next board meeting is Thursday, February 11, 2015 at 7:00 PM at the MCRRC Office.  
14672 Southlawn Lane Bay I/J, Rockville, MD.

Don will bring dinner

Meeting adjourned: 8:47 PM