



## Montgomery County Road Runners Club Board Meeting

**April 13, 2017**

**Time: 7:00 – 9:00 Board Meeting**

**Location: Dogfish Head Alehouse, Gaithersburg**

**Board Members:** Mike Acuña – President, Sri Rapaka - Treasurer, Gretchen Bolton – At Large, Dave Haaga - At Large, Brad Stewart - At Large, Cortney Sloan – At Large, Jim Farkas – At Large

**MCRRC Staff:** Ashley Zuraf – Director of Operations

**Minutes Prepared By:** Jim Farkas

**I. Opening Remarks:** Mike welcomed new members to the board with round-table introductions of all members; then laid out vision for upcoming board: keeping focus on board’s fiduciary responsibility, maintaining relevance to the membership and continuing direction of previous board.

### **II. Director of Operations Report:**

#### **A. Membership:**

Total members as of 3/31/17: 3,220 ( -25 from 3,245 on 2/28/17).

(3,220 Members = 2,172 households, broken down as follows):

Type	# of Memberships
Individuals	1634
Primary + 1	310
Family of 3	45
Family of 4	109
Family of 5	52
Family of 6	19
Family of 7	3
Family of 8	0
Family of 9	0

### **Membership Notes:**

- New members in March: 87 (69 households)
- Deleted members (expired in December): **111 members (73 households)**
- Non-renewal survey was not conducted this month.

### **B. Other Notes:**

- Program participation trends discussed
- Updates on status of recent and upcoming races reviewed.

### **III. New Business:**

**A. Nominating Committee Recommendations:** The Nominating Committee made three major recommendations for improvements in Outreach, Marketing and Communications, and Membership. **Action item:** Board will examine how to implement technology (i.e. apps) as a means of marketing the club to current and new members; will assess how social media is being used to achieve growth. Non-technological means to better market the club such as increasing diversity of run locations will be encouraged.

**B. Stride Clinic:** The Board discussed current status of the Stride Clinic and how it meets the needs of the membership.

**C. Sponsorship:** Action Item: The Board considered sponsorship opportunities with Shady Grove Adventist that could be implemented across all club offerings (races, non-race services and training programs).

**D. Competition:** The Board debated the club's stature in the local running community and the interest and/or necessity of developing partnerships with other running-based entities.

**E. Committees: Action Items:** the Board will review the current slate of committees to assess how well existing ones are functioning and to identify areas of club operation that require a new committee for oversight.

**F. New Race Director/ARD Initiative: Action Items:** Gretchen is working on the evaluation method of the new RD/ARD program, determining best practices to develop a structure to assure objectives are being met.

IV. **Announcements:** The next board meeting will be held Thursday, May 11<sup>th</sup> at 7:00 PM in the Hickey Room at Shady Grove Hospital.

Meeting adjourned: 8:23 PM.

Respectfully submitted by Jim Farkas, Member-At-Large