



## Montgomery County Road Runners Club Board Meeting

**March 3, 2016**

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

**Guest:** Nan Miller CPA

**Minutes** Prepared By: Doug Watt

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

Operations Report:

#### **Membership:**

Total members as 2/29/16: **3,481** (2,321 households, broken down as follows):

<b>Type</b>	<b># of Memberships</b>
Individuals	1753
Primary + 1	307
Family of 3	51
Family of 4	120
Family of 5	67
Family of 6	18
Family of 7	3
Family of 8	1
Family of 9	1

New Members in February: **44** (36 households, broken down as follows):

Type	# of Memberships
Individuals	31
Primary + 1	4
Family of 3	0
Family of 4	0
Family of 5	1
Family of 6	0
Family of 7	0
Family of 8	0
Family of 9	0

This is down from 3,679 total members as of January 31, 2016. There were 92 new members in January.

Notes:

- This month, members were deleted who expired in Nov-Dec 2015 and have not renewed.
- We sent letter to folks who expired in Nov 2015 – Feb 2016 who have no e-mail address on file. They have not been deleted, to give them a chance to renew.
- The club has a system in place to process deletions & renewals to no e-mail address members & will be doing this on a monthly basis going forward.
- Ashley will attend a NOAA health conference this month to see if this is a viable marketing avenue

**New Business:**

**New/Old Business/Updates**

**Financial Readout:** The Board received the financial review as prepared by the outside CPA Nan Miller. Ms. Miller spoke about what was evaluated and our general accounting health. Ms. Miller said our accounting practices are in line with cash-based general accounting standards.

**Action: Becca motioned to accept the CPA report and Mike seconded the motion. The motion was carried with seven approvals and two abstentions.**

**Awards Meetings Assignments** Ashley and Gretchen went over the logistics for the awards banquet. The club will hire a MC policeman to help traffic leave Seneca Park to make it easier to travel to the banquet.

**Race Director Training Action Item:** Gretchen, Andrea and Jim are looking at having a race director training class in the May timeframe. This session will be open to anyone who might be interested in learning what goes on behind the scenes even if you aren't sure if you are ready to be a race director. Don would like to recruit an assistant race director for the Parks Half Marathon. All those who are interested are asked to contact the President.

**MCRRC Elite Runners:** The Board would like to better utilize this group to augment our marketing of the club and the recruitment of new members.

**Pikes Peek:** The Leap Year Sales generated over 500 sign-ups for the race.

**Twilighter/Soles & Suds:** Don is working with the City of Rockville to create a replacement for the Twilighter race. The race is currently scheduled for June 24<sup>th</sup>. The goal is to create a family oriented race that will inspire new runners and families to become involved in running.

**8k Target Race** An additional race has been added to Riley's Rumble for runners who may not want the fun of a ½ marathon in the middle of the summer. This will also be a target race for our 8K program.

**Web in Spanish** The club is looking at attracting more Hispanic runners and other various groups who would like to join a running club. The goal is to increase our membership numbers by making the site more accessible to the Spanish speaking population.

**Kids and Karriages:** Nancy is looking into creating a stroller program for new parents. **Action Item:** Nancy will pick a place and time for this program to start.

**MCRRC Branded Merchandise:** The Board is looking at bringing in a limited line of clothing highlighting the MCRRC brand. Don is looking into logistics and options:

**2017 Races:** The Board will start looking at our current races and to start work on scheduling the new 2017 race season. They will look at races that may need new themes, and possibly eliminate races with low attendance

**Announcements:**

Doug Watt, Club Secretary, and Becca Kinney, Club Treasurer, will be stepping down in their roles as Board members. The Board gave them Board Membership Service Awards to thank them for their efforts.

The next board meeting is Thursday, May 5th, 2016 at 7:00 PM

Due to scheduling issues, there will not be an April meeting

14672 Southlawn Lane Bay I/J, Rockville, MD.

Meeting adjourned: 8:44 PM

Respectfully submitted by Doug Watt, Club Secretary