



Montgomery County Road Runners Club Board Meeting

June 15, 2017

Time: 7:00 – 9:00 Board Meeting

Location: Hickory Room, Shady Grove Hospital

Board Members: Mike Acuña – President, Ken Earley – Vice President, Andrea Keane-Myers - Secretary, Gretchen Bolton – At Large, Dave Haaga - At Large, Brad Stewart - At Large, Jim Farkas – At Large

Guests: Patrick Benko and Dinos Papoulias

Minutes Prepared By: Andrea Keane-Myers

Ashley Zuraf, Director of Operations Report:

Membership:

Total members as of **5/31/17: 3,209** which is **DOWN 1** from **3,210** on **4/30/17**.

(3,209 Members = 2,186 households, broken down as follows):

Type	# of Memberships
Individual	1655
Primary + 1	309
Family of 3	44
Family of 4	109
Family of 5	48
Family of 6	19
Family of 7	2
Family of 8	0
Family of 9	0

New Members in May: **55**

(43 households, broken down as follows):

Type	# of Memberships	Total Members
Individual	36	36
Primary + 1	5	10
Family of 3	0	0
Family of 4	1	4
Family of 5	1	5
Family of 6	0	0
Family of 7	0	0
Family of 8	0	0
Family of 9	0	0

2016 Comparison

- Total membership of 3,209 is 157 less than total membership of 3,366 from 5/31/16.
- We gained 55 new members last month, as compared to 65 last May.

New Business:

Marketing and Communications: The Board discussed their overall goals for increasing membership as well as increasing race and program participation especially considering increased competition from other sources. Patrick Benko and Dinos Papoulias discussed the need for building an enhanced communication infrastructure including enhanced directed emails for race participants who are not current club members. The Board also discussed the need for more consistent emails (including content as well as platform) from the different sub-groups within MCRRC. **Action Items:** Dinos will come back to the Board with a proposal for integrating the different systems and email lists to allow for more targeted emails. Patrick will devise an interim email strategy for content and saturation. The Board will also start a Marketing and Communications sub-committee to devise a consistent, long-term, sustainable marketing strategy.

Program Directors Initiative: Action Items: Former board member Lori Kaleikau is developing a Program Director 101 handbook. Board members will be assisting with that effort and initiating an annual meeting for Program Directors to network and share strategies.

MCRRC Competitive Racing Team: David Haaga discussed the request from the Competitive Racing Team to have an additional season for recruitment. The Competitive Racing Team also made a request for working with a coach. **Action Item:** The Board requested additional information from the Racing Team about specific needs.

Announcements: The Board will not hold a meeting in July as this is our traditional summer break. The next meeting will take place on August 10, 2017 at 7:00 PM. Location TBD.

Meeting adjourned: 9:00 PM

Respectfully submitted by Andrea Keane-Myers, Club Secretary