



Montgomery County Road Runners Club Board Meeting

July 14, 2016

Time: 6:30-7:00 pm dinner and informal discussion
7:00 – 9:00 Board Meeting

Location: MCRRC HQ - Southlawn

Guest: Stuart Eisen

Board Members: Don Shulman – President, Mike Acuña - Vice President, Sri Rapaka - Treasurer, Lori Kaleikau - Secretary, Gretchen Bolton – At Large, Nancy Keller - At Large, Andrea Keane-Myers – At Large, Cortney Sloan – At Large, Jim Farkas – At Large

<u>Topic</u>	<u>Leader</u>
Review agenda; assign timekeeper Introductory Remarks	Don

Club Investment Policy	Stuart Eisen
Stuart, a Certified Financial Planner, reviewed the Club's current investment policy and found it to be ultra conservative. He recommended that the board decides what the money is for and then he can help us decide the best way to invest. Don said we don't have any planned expenses that would dip into our savings. To move forward Stuart would ask for copies of the bylaws and covenants to understand the restrictions of our investments and to do a reserve study.	
Next Steps:	
<ul style="list-style-type: none">○ Figure out what our financial needs will be, a timeline of known needs, etc.○ Set aside funds as needed and decide what we want to do with the rest. Investing isn't the only options.○ Once the board has decided that, Stuart, Gretchen and Sri can come up with an investing plan for the board to approve.	

Financial Report	Sri
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Director of Operations Report (10 min)	Don based on reports from Ashley
Renewal emails are coming from Active.com. Are they ending up in people's spam or getting deleted. Can they come from the club?	
We are picking up more new members a month than ever. We are losing more too.	
What is the average age of people leaving the club? What is the age joining? Millennials not joining.	
Nancy – branding and communications is key both to membership retention, attraction and especially getting Millennials	
Don – Yahoo is outdated. Will discuss this as part of a larger conversation about membership.	
Mike – SDP and XMP are using twitter notifications that has been effective.	

New/Old Business/Updates (75 min)

Yahoo Groups

Don

Need to be retired. Will take time to find a replacement that works for people. Will cause some growing pains.

Stride Clinic

Don

Folks who staff the Clinics will attend Sept Board meeting to brainstorm ideas for the Clinic 2.0

Race Director Training

Gretchen/Andrea

Jim is reviewing the agenda. Pilot training in September.

MCRRC Branded Merchandise

Don

September 15 Next Meeting Date

Don

Outreach Programs

Mike

How can we reach out to under privileged populations? Mike has been talking with Michelle Potter for ideas.

Pilot a program through the schools to provide a known/safe connection for families.

Write an intervals article to drive interest from the club.

Perhaps have 'last mile' of the program be a part of a race to connect the program to the larger club and really make it a special event.

Race Teams

Don

We need to look into how are race teams are created to be more competitive. Offer 'sponsorship' to college age or just out of college runners. Would also increase loyalty to the club and greater recognition.

2017 Race Calendar

Mike

Don will review with George, Jim, Mike.

Will also check with Cynthia to make sure there is a date set for Pike's.

Half Marathon Minimum Age Requirements

Mike

There is currently a rule that says you have to be 18 to run races 13.1 miles or longer. There is no restrictions for shorter distances. There was a brief discussion regarding the potentials issues with younger runners on the course.

Mike motioned to remove the minimum age.

Cortney seconded

It was approved unanimously.

August Meeting Plan

Don

Will be a strategic planning session. Not at the Club House.

8:20

Adjourned

Motion – Don

Second - Jim