



## Montgomery County Road Runners Club Board Meeting

**June 9, 2016**

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

**Guests:** Eric London and Connie Corbett

**Minutes Prepared By:** Cortney Sloan

### **New Business**

#### **Membership Drive Strategic Initiative- Connie Corbett and Eric London**

Connie spoke briefly about a memo she created looking at the overall membership strategy going forward.

-What are we looking to achieve with clear goals and strategies?

Eric spoke about his memo with recommendations for ways to better communicate about the work of our club and attract new membership.

Our membership is aging and we need to address the situation before we aren't ok. Again, we need tactics and goals to measure against.

Ideas from the whole group

-More strategic email program, social media campaign, community outreach and engagement, reuse of Ins and Outs and other materials to gain more attention, informal runs from places like Denizens, work with different minority groups, creative race concepts like Suds n Sols, or "Ugly Race Shirt", or distances like the mile or trails

-New membership sources: Youth, high school, college runners, 20 somethings

August meeting will focus on membership to give a clear direction to membership and communications committees.

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

Don asked that the membership report list

Membership #

Last Year this month #

Members removed from Database this month

Members gained this month

Idea of an auto-renew option for members to opt into

IMAthlete helping to resolve some issues.

Survey of people that didn't renew membership is being done and going well.

### **Treasurers Report – Sri Rapaka**

Add reviewing investment portfolio to next month's agenda

### **New Business**

#### **2017 Race Calendar - Mike Acuna**

Starting to look at 2017 races

#### **Stride Clinic Update - Don Shulman**

Will invite organizers to a future meeting to look at updating the format. Ideas include theming (marathon, 50 somethings ,etc), High School, partnership with programs.

#### **Soles & Suds - Don Shulman**

On track to sell out

#### **The Future of Yahoo- Don Shulman**

Dinos is looking to options to replace this outdated technology

### **Old Business**

#### **Race Director Training Gretchen Bolton/Andrea Keane-Myers**

Training will only be one session.

Hold two training sessions – Sept 12 and 26

Just focus on low key race directing

Ashley will provide feedback on the current outline

Need to start recruiting people to take training

Think about long term follow up with trainees – how to keep them engaged

### **Round Table & Announcements**

**Meeting was adjourned.**