



Montgomery County Road Runners Club Board Meeting

Date and Time: September 16, 2021, 7:00 – 9:00 pm

Location: Virtual Meeting via Zoom

Board Members: Brad Stewart – President, Brian Murphy – Vice President, Jennifer Smith - Treasurer, Sherene Sepehri – Secretary, Connie Corbett – At Large, Ashish Gupta – At Large, Jefferson Lunsford – At Large, Yvette Murphy - At Large, Rob Palmer – At Large

Staff: Ashley Zuraf – Executive Director

Future Meetings:

The next two board meetings are scheduled for October 14 and November 18.

Meeting Minutes

Minutes from the July Board meeting were approved.

Director of Operations Report, Ashley Zuraf:

Membership numbers: The total number of members as of 9/8/21 is 2,232, which is an increase of 19 from the previous month.

The Board discussed the type of content included in the Director of Operations report and what type of content would be most useful to include.

MCRRC recently received a grant from the county. Part of the grant will be used to purchase running shoes for high school cross country athletes who could use help purchasing shoes.

Membership Metrics, Connie Corbett:

Connie and the Board discussed goals for 2022 membership metrics. There is interest in expanding the communications committee to include marketing. Connie is also developing a plan for MCRRC brand ambassadors. The Board approved the plan for brand ambassadors.

Race Committee and Race Metrics, Brian Murphy:

Races around the country, including in Montgomery County, have lower registration numbers compared to 2019. Plans for MCRRC to increase race metrics include bringing on new race directors, increasing collaboration with the communications committee, having a dedicated position for race sponsorship, and earlier race promotion for all events.

The race committee is planning the low-key race calendar for 2022.

Program Metrics, Sherene Sepehri:

Sherene gave an update on program metrics, challenges, and goals for 2022, including increasing program participation. Program metrics are directly tied to membership metrics, because all program participants must be MCRRC members. Sherene is coordinating with others who are developing plans for membership, marketing, and communication.

Diversity, Equity, and Inclusion Metrics, Yvette Murphy and Jeff Lunsford:

Yvette gave an update on 2022 DEI objectives and how they can be achieved. DEI goals may be qualitative rather than quantitative.

Volunteer Update, Rob Palmer:

Rob shared a plan for developing new volunteers and increasing volunteer engagement.