



Montgomery County Road Runners Club Board Meeting

Date and Time: June 8, 2023, 7:00 pm – 9:00 pm

Location: MCRRC Clubhouse

Board Members: Brian Murphy—President, Sherene Sepehri—Vice President, Ashish Gupta—Treasurer (absent), Jane Heinrichs—Secretary, Elliott A. Alman—At Large, Jim Dahlem—At Large, Shlomo Fishman—At Large, Deb Levy—At Large, Libby Miller—At Large

Staff: Ashley Zuraf—Executive Director (absent)

Member Guest: Doug Watt, Chair, Nominations Committee

Call to order

Brian called the meeting to order at 7:00 pm.

Meeting Minutes

The May Board meeting minutes were approved.

Nomination Committee

The Board welcomed Doug to discuss the yearly Board nomination process. He explained that as ambassadors for Board recruitment, the Nomination Committee looks for ways to recruit, encourage, and engage the next generation of Board members. He noted it's essential to fill vacancies and find Board candidates with the appropriate skill sets. He then described various recruiting challenges and suggested ways to make the Board and its members more visible to the overall membership. Board members shared their experiences with the recruiting process

and offered suggestions for streamlining it for future Board candidates. The discussion ended with a promise for additional in-person communication between the Board and the Committee later this year.

Executive Director Report

Ashley distributed the report before the meeting. Membership as of June 6, 2023, is 3,200, an increase of 22 from 3,178 reported on May 11, 2023.

The Board discussed the various summer programs, noting that the First Time Marathon program was at capacity. Brian said that registration numbers for upcoming races were on pace with the registration numbers pre-pandemic (before 2020).

Communications and Marketing Committee

Libby provided an update on the newly revamped Communications and Marketing Committee, noting that the committee had recently met to discuss its mission and upcoming projects. Among other things, the committee will seek to ensure more consistency regarding all social media accounts for the Club and develop a strategic marketing and communications playbook for programs and races. Before the meeting, she circulated a draft committee charter for the Board's review. Libby also noted that the committee is looking for a potential chair.

Shlomo discussed working with the committee as a youth coordinator to encourage and empower local youths to work towards personal goals through running, community building, and volunteer opportunities.

Race Committee

Brian provided an update on the Race Committee, noting that Jim is taking over as chair. Jim and Brian discussed the Club's use of the app, What3words—a geocoding system designed to identify any location within 3 meters (about 10 feet) using three permanently fixed dictionary words. The committee plans to use What3words to help with race logistics. Brian also noted that Dan Difonzo is writing an article for Intervals that will discuss different uses of the location app, including its application for emergencies and runner safety.

Brian discussed plans to host a training course (with both virtual and in-person sessions) for assistant race directors later this year.

Brian noted that former board member Rob Palmer has agreed to continue as medical coordinator, ensuring club races have the necessary medical supplies.

Jim noted that the committee plans to finalize the 2024 race schedule by September and have it ready for the Board's approval by the October meeting. The committee is also reviewing each race course to have all road courses eventually certified by USA Track & Field.

Program Committee

Sherene provided an update on the new Program Committee. The committee has identified a potential chair among its program director members. It intends to include at least one pace coach among its membership (for five committee members). The committee plans to draft a charter, finalize the draft program handbook, and coordinate with the Race and Communications and Marketing Committees to ensure consistency in communications and advertising/marketing.

Committee, Task Force, and Working Group Policy

Jane provided an update on the new MCRRC policy for Board committees, task forces, and working groups, noting that the Board approved the new policy before the meeting.

Bylaws

Over the next year, Jane and Sherene discussed a plan to review the club's bylaws comprehensively. This will involve examining each provision, understanding its intent, and assessing its relevance and effectiveness in the present context. They noted that identifying gaps, ambiguities, or outdated practices will help determine the areas requiring modification. After their review, they will seek input and feedback from the Board and outside legal counsel. Any updated bylaws will go through the necessary approval process as outlined in the bylaws.

Marketing

Deb discussed the digital ads in MoCo 360's newsletter promoting upcoming races, including Parks Half Marathon. The Board discussed various outlets that could be used to market and promote MCRRC, including publications such as Source of the Spring and Prince of Petworth that would reach other areas of Montgomery County.

Financials Look Ahead

Brian noted that the Club had purchased a van that would be used for race logistics and other Club activities.

Brian noted that the Executive Committee would make investment recommendations for moving the Club's short- and long-term reserves per the revised Cash Management, Reserves, and Investment Policy.

The Board approved the transition of the Club's Bank of America checking account to the new 2023-24 Board of Directors. All former Board members will be removed, and the new Board—Brian Murphy, President; Sherene Sepehri, Vice President; and Ashish Gupta, Treasurer—will be added. Ashley Zuraf, Executive Director, will remain as the signer/owner of the account. Ashley has the full authority of the Board to dictate all related changes to the account.

Roundtable

Elliott mentioned opportunities to help the Cancer to 5k training program.

Adjournment

There being no further business to discuss, Brian adjourned the meeting at 9:04 pm. The next meeting is scheduled for July 20.