



Montgomery County Road Runners Club Board Meeting

Date and Time: July 20, 2023, 7:00 pm – 9:00 pm

Location: MCRRC Clubhouse

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

Staff: Ashley Zuraf—Executive Director

Call to order

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

Meeting Minutes

The June Board meeting minutes were approved.

Code of Conduct

Brian discussed the Club's Code of Conduct, noting how it fosters a sense of community among Club members and promotes a positive and supportive environment for everyone involved. To this end, he recommended that program directors share copies of the Code with participants to help prevent conflicts and misunderstandings and set expectations regarding conduct and interactions.

Executive Director Report/Donations/Membership

Ashley distributed the report before the meeting. Membership as of July 17, 2023, is 3,215, an increase of 15 from the 3,200 reported on June 6, 2023.

The Board discussed the successful 2022 Club happy hour at the Lone Oak Brewery. Deb volunteered to spearhead efforts to schedule another happy hour at the exact location later this fall.

The Board discussed the various summer programs, noting, in particular, that the shorter-distance programs were thriving. The Board also discussed why various programs seemed more or less popular this year.

Brian noted that registration numbers for most upcoming races were up (from the previous couple of years). Ashley said that they are closely watching the numbers for Stone Mill.

Financials

Ashish circulated the financials before the meeting, noting that the Club's cash flows were stronger than expected. He also said that the Executive Committee will make a series of investments to move the Club's short- and long-term reserves per the revised Cash Management, Reserves, and Investment Policy once account access is secured for the Committee members.

Communications and Marketing Committee/Advertising

Libby discussed the Committee and the Club's strategic program communications plan, which she circulated before the meeting. As discussed at the June meeting, the committee seeks to ensure more consistency regarding all Club social media accounts and develop a marketing and communications playbook tailored for specific programs and races.

She noted how uniform branding and a style guide, including a recognizable logo, font, and color scheme, help create a visual identity that makes the Club easily recognizable. She also noted that a well-designed style guide should outline the Club's tone, voice, and messaging to ensure consistency, efficiency, and adaptability across various platforms. To this end, she explained the benefits of using a social media platform like Hootsuite to manage the Club's social media presence on multiple platforms.

Brian recommended that the Committee identify the Club's annual Journalism award winner. Libby noted that the committee's charter would be revised and recirculated for board review and approval.

Race Committee

Jim discussed the Race Committee and noted that he would be recirculating a revised version of the Committee's charter. He discussed succession and transition plans for various races that are or will be undergoing leadership changes and noted that the Committee plans to finalize the 2024 race schedule in September.

Concerning the 2024 races, Jim and Brian noted that the cross-country race series will be rebranded as the trail race series to more accurately reflect what runners should expect when participating in one of these events.

To help with succession planning, Brian noted that he and Danny Walker just held the first round of assistant race director 101 training for 20 participants, with another round scheduled for the following week.

Program Committee

Deb noted that the Committee is working to finalize its charter and the program handbook. The Board discussed program participant surveys and the importance of having a succession plan for program directors.

Given the recent air quality concerns stemming from the Canadian forest fires, Deb noted that the RRCA has added an air quality index (AQI) recommendation to its safe events guidelines. Since the Club already follows the RRCA's recommendations regarding heat, the Board agreed that the Club should consider the AQI recommendations for club programs, races, and other events.

Marketing

Jim and Deb discussed the digital ads in MoCo 360's newsletter promoting races, including Suds and Soles and the upcoming Parks Half Marathon. The Board discussed various outlets that could be used to market and promote MCRRC, including Source of the Spring, and debated whether paid advertising is as helpful for races of longer distances, such as Parks.

Roundtable/Other Business

Roundtable topics included revamping the Club's gear inventory and the new pub run in Gaithersburg.

Adjournment

There being no further business to discuss, Brian adjourned the meeting at 9:00 pm. The next meeting is scheduled for September 7.