



## Montgomery County Road Runners Club Board Meeting

**Date and Time:** June 6, 2024, 7:00 pm – 9:00 pm

**Location:** MCRRC Clubhouse

**Board Members:** Brian Murphy—President, Sherene Sepehri—Vice President, Jane Heinrichs—Secretary, Michael Patrick—Treasurer; Jim Dahlem—At Large, Shlomo Fishman—At Large, Deb Levy—At Large (virtual), Eric London—At Large (absent); Libby Miller—At Large

**Staff:** Ashley Zura—Executive Director

### Call to order

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

### Meeting Minutes

Sherene motioned to approve the May minutes, and Shlomo seconded the motion. The Board approved the minutes.

### Executive Director Reports/Donations/Membership

Ashley distributed the report before the meeting. Membership as of June 4, 2024, is 3,481, an increase of 35 from the 3,446 reported on May 7, 2024. Topics included recent races, the MCRRC awards banquet and possible venues for 2025, and new gear shop items.

## **Financials**

Michael provided an update on the Club's financials, noting the Club's is performing better than last year so far. He also said that the Club's new Schwab account is fully open, and the Executive Committee will begin investing the Club's surplus funds in accordance with the Club's [Cash Management, Reserves, and Investments policy](#).

## **Communications**

Libby provided an update regarding the Communications Committee and its various workstreams. She noted that the committee continues to work with the summer programs and race directors to help with marketing. She also discussed initiatives such as the recent series spotlighting award winners from the Awards Banquet and live Instagram events highlighting shorter-distance program directors and new race captains.

Libby noted that Eric has agreed to take over as chair of the committee. The Board thanked Libby and Eric for their continued efforts to improve the Club's communication methods and strategies.

## **Email Strategy**

Libby discussed a potential new email strategy to streamline Club member communications. The new strategy would include one weekly email that consolidates all relevant information for that week, including upcoming events, calls to action (e.g., volunteers), program news, race team news, and upcoming races. Libby motioned to implement the new strategy, and Jim seconded the motion. The Board approved the new strategy, which is tentatively planned to roll out mid-summer.

## **Race Committee and Membership**

Jim provided an update regarding the Race Committee, noting that race registrations are strong for upcoming races. Jim also led a discussion regarding MCRRC membership and race finisher demographics. Although Club membership is increasing, the Club is losing younger members. The Board discussed these trends and possible reasons. He also noted that trail races tend to attract more male runners.

## **Bylaws**

Sherene and Jane discussed the ongoing project to update the Club's bylaws to reflect the Club's mission and values better. The next steps include outside counsel review. Sherene noted that we hope to wrap up the project by fall and seek a member vote by year's end.

## **Medical Committee**

Brian discussed the Medical Committee, which is responsible for current policies and medical equipment. Shlomo volunteered to be the Board's point person for this committee.

## **Round Table/Other Business**

Topics included Kemp Mill Community Day, which attracted interest in Club membership and volunteering; more community events to increase volunteers; and the ambassador program for 2025.

**Adjournment**

There being no further business to discuss, Brian adjourned the meeting at 8:58 pm.