



Montgomery County Road Runners Club Board Meeting

Date and Time: July 11, 2024, 7:00 pm – 9:00 pm

Location: Deb Levy's house

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, Eric London—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

Jim motioned to approve the June minutes, and Deb seconded the motion. The Board approved the minutes, as amended.

Executive Director Reports/Donations/Membership

Ashley distributed the report before the meeting. Membership as of July 4, 2024, is 3,452, a decrease of 29 from the 3,481 reported on June 4, 2024. Topics included the RRCA's guidance on heat, the Club's new Constant Contact account (which replaces Vertical Response), increased use of RunSignup, bib chips, recent race numbers, and historical membership numbers.

Financials

Michael distributed the Treasurer update before the meeting. He explained that the Club is performing better than last year, and expenses are tracking behind revenues. He noted that the Club is moving its working cash from Bank of America to Schwab, and the Executive Committee will begin investing the Club's surplus funds per the Club's [Cash Management, Reserves, and Investments policy](#).

Communications

Libby provided an update regarding the Communications Committee and its various workstreams. Before the meeting, she sent analytics regarding the Club's social media, including IG and FB. Libby noted that the Committee is planning additional IG live events. She also said that she has been in contact with the DC Road Runners Club, and they have expressed an interest in doing something together with the Club (e.g., a dual track meet). Finally, Libby noted that the Committee would like to work with Shamrock or another spring marathon as target races for the winter and half marathon programs.

Email Strategy

Ashley and Libby discussed the Club's new email strategy for Ins and Outs, which will streamline Club member communications. As discussed at the June meeting, the new plan will 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. The first edition will be released on Monday, July 8, and on Constant Contact. Individual email blasts will still be used as necessary for specific programs, weekly workouts, board member spotlights, etc.

Program Committee

Deb provided an update regarding the Program Committee, including updates regarding the half and full winter programs. Concerning marketing, she noted that races tend to benefit more from digital ads/marketing than programs. She also discussed the Committee's continued efforts regarding program director succession planning.

Race Committee

Jim provided an update regarding the Race Committee, noting that the 2025 race schedule will be finalized in August and ready for the Board's approval in September. The Board discussed the new Fee Transparency Law, which makes it illegal for businesses to advertise or list a price for a good or service that does not include all required fees or charges other than certain government taxes and shipping costs, and the law's impact on event pricing in RunSignup. Other topics included upcoming RD 101 training (scheduled for August and October) and registration numbers for the Park Half Marathon.

Membership Ideas/Survey

The Board discussed implementing annual member surveys to gather feedback about races and programs. Results would be shared with the membership during the annual meeting or every two years. The Club conducted a similar survey in 2018.

Club Reserves/Assets

Eric led a discussion regarding the Club's assets. Topics included how much a non-profit should carry over from one year to the next, whether the club should target a surplus, long-term asset replacement goals, and the need for capital expenditure wish lists.

Medical Committee

Brian and Shlomo discussed the Medical Committee and its plans to meet soon to discuss guidelines (especially summer heat challenges) and equipment. Shlomo noted the Committee would also work on a charter.

Round Table/Other Business

Topics included the Club's participation in the Takoma Park parade, the by-laws project, Club gear, and potential venues for the 2025 Awards meeting.

Adjournment

There being no further business to discuss, Brian adjourned the meeting at 9:02 pm.