



Montgomery County Road Runners Club Board Meeting

Date and Time: February 13, 2025, 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 (via Zoom); Shlomo Fishman—At Large; Deb Griffin—At Large; Eric London—At Large; Libby Miller—At Large

Staff:

Ashley Zuraf—Executive Director

Heather Sissan—Operations Director

Call to order

Brian called the meeting to order at 7:03 pm.

Meeting Minutes

Deb motioned to approve the January minutes, and Shlomo seconded the motion. The Board approved the minutes.

Executive Director Reports

Ashley distributed the report before the meeting. Membership as of February 10, 2025, is 3,695, an increase of 32 from the 3,663 reported in January. Topics included the annual awards banquet, registrations for winter and summer programs, track permits, and upcoming races.

Financials and Reserves

Michael distributed the Treasurer's update before the meeting. Topics included Club revenue through races and training programs, the Club's investments in cash, short-term, and long-term reserves, and

proposed updates to the Club's [Cash Management, Reserves, and Investments policy](#). The Board also discussed the Club's cash reserves and ways to use our reserves for the broader membership.

Gear Shop/Logo

The Board discussed the Club's gear shop inventory and gear shop ideas for 2025. Heather noted the best items currently selling, including gloves, seat covers, ear covers, visors, and hats. Heather offered to put together a list of best-selling standing and seasonal stock and wish list items. The Board also discussed possible new logo(s) and gear changes, including a recognizable and consistent brand kit. Deb offered to contact a graphic designer for possible new logo designs.

Medical Committee

Shlomo provided an update regarding the Medical Committee. The Club follows the RRCA guidelines for weather. Shlomo recommended the Club follow guidelines for a medical operation plan based on the Cherry Blossom 10 Miler template. The Board will review the template with this in mind.

Communication Committee

Libby discussed the Club's three ambassadors, noting that they started posting to their social media accounts in January and tagging the Club on related events. She also discussed the continued challenges of identifying and retaining help for the Club's communication needs. Eric suggested utilizing the services of a local digital agency to help with communications.

The Board also discussed the Club's social media presence and needs and determined to keep our current social media platforms.

Membership Metrics and Tracking

Eric noted that since Jim will be leaving the Board in April, he will take over the job of membership metrics and tracking. Jim explained how he would transition the tracking information to Eric. Jim currently tracks general membership trends, demographics, and race finishers, among other areas. The Board also discussed referrals.

Program Committee

Deb provided an update regarding the Program Committee. The Board discussed RRCA certifications (noting that all program directors and assistant program directors should be RRCA certified), the need for a stable list of program directors, succession planning, and mentoring. The Program Committee also recommended, and the Board approved launching a program directors training course with Larry Feidelseit taking the lead on design. Larry will instruct the course with guest program directors.

Membership Initiative

Deb is in discussions with the National Black Marathoners Association to develop a plan for a member event. The logistics are still being discussed, and a Q1 2026 date is possible.

Race Committee

Jim provided an update regarding the Race Committee. He noted the Club had 11,979 race participants in 2024, up 13% from 10,604 in 2023. He also stated the Club would hold another RD training session in February.

Commented [JH1]: Jim—do you have a specific number for 2023?

Adjournment

There being no further business to discuss, Brian adjourned the meeting at 8:52.

Addendum

On February 24, the Board approved updates to the Club's [Cash Management, Reserves, and Investments policy](#) by email.