



Montgomery County Road Runners Club Board Meeting

Date and Time: June 5, 2025, 7:00 pm – 9:00 pm

Location: MCRRC clubhouse

Board Members: Brian Murphy—President; Eric London—Vice President; Jane Heinrichs—Secretary; Michael Patrick—Treasurer; Deb Griffin—At Large (virtual); Bruce Lemieux—At Large; Sharon Raszap—At Large; Monika Schneider—At Large; Matthew Von Hendy—At Large

Staff:

Ashley Zuraf—Executive Director

1. Call to order

Brian called the meeting to order at 7:01 pm.

2. Meeting Minutes

Deb moved to approve the March meeting minutes, which Matthew seconded. The Board unanimously approved the motion.

3. Executive Director Reports

Ashley distributed her written report in advance of the meeting. As of June 4, 2025, Club membership totals 3,794 members, which reflects an increase from 3,778 members in May. Ashley provided updates on fall programming, track permits, and upcoming races. She announced that the Little Bennett 10K has been rescheduled to July 19. The Board discussed the idea of forming partnerships with businesses that offer benefits to Club members. Eric volunteered to draft a formal Club policy to govern these types of partnerships.

4. Financials and Reserves

Michael provided a financial update based on materials shared before the meeting. He reported that year-to-date financials are on track, with strong revenue from races and a slight decrease in program income. Overall, the Club's financial position is favorable. Michael also noted that the Club had previously designated reserves for items such as eastern county track permits, advertising initiatives, and portable track lighting. The Board discussed the opportunity to invest excess cash resulting from recent revenue increases.

5. Club Logos and Branding

Bruce presented several updated designs for the Club's primary logo. The Board discussed each option and ultimately agreed to refresh the existing "sunrise" logo. The revised version removes certain design elements to improve its effectiveness across digital, print, and merchandising platforms. Bruce made a motion to approve the revised Sunrise logo. Jane seconded the motion. The Board voted to approve the design changes.

The Board then reviewed options for a new secondary text logo. After reviewing color and monochrome versions, the Board selected the final designs for both. Jane motioned to approve the new secondary text logo, and Deb seconded the motion. The motion was approved.

The Board discussed the need for a branding guide to offer consistent rules and guidelines for logo use, especially for program and race directors. Bruce noted he would draft an email communication that describes the new logos and provides guidelines on how we'll use them going forward. Brian and Eric will review and modify the communication as necessary and then send it to all race and program directors.

Bruce proposed forming a branding and merchandising committee/working group to ensure consistency across all applications and to begin evaluating merchandise vendors based on quality, cost, and sustainability. Monika and Deb, among others, offered to help.

The Board briefly discussed creating a new website landing page for the Club but decided to table the conversation for a future meeting.

6. Ambassador Program

Sharon provided an update on the Ambassador Program, which currently includes three ambassadors. She shared engagement metrics before the meeting and raised key questions for discussion, such as whether the program is meeting its goals, effectively attracting new members, and how the Club should define success. Sharon noted that in her experience, group photos tend to perform better than selfies and help build a sense of community. Eric stated that the Communications Committee should meet to evaluate the program and prepare recommendations regarding its future.

7. Communication Strategy

Brian emphasized the need for a comprehensive communications strategy, as the Club's current efforts are fragmented. Eric added that the Club should first clarify who it is trying to reach, what methods should be used to reach them, and how to allocate limited resources of time and money most effectively. These topics will be addressed at the next Communications Committee meeting.

8. Open Discussion and Roundtable

The Board held an open discussion to share updates on several topics, including the Program Committee, the ongoing bylaws revision project, and planning for upcoming races, such as Run for the Roses.

9. Adjournment

There being no further business to discuss, Brian adjourned the meeting at 8:57.