Montgomery County Road Runners Club Board Meeting

Date and Time: January 8, 2026, 7:00 pm – 9:00 pm

Location: MCRRC Clubhouse

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

Staff:
Ashley Zuraf—Executive Director
Heather Sissan, Operations Assistant

1. Call to order

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

2. Meeting Minutes

Michael moved to approve the November meeting minutes, which Bruce seconded. The Board unanimously approved the motion.

3. Executive Director Reports

Ashley distributed her written report in advance of the meeting. As of January 6, 2026, Club membership totals 3,959 members, which reflects a decrease of 1 from 3,960 in December. Ashley provided updates on the 2026 Annual Meeting, track permits, and upcoming races.

4. Bylaws Project Update Discussions

Jane led a discussion on the ongoing bylaws project, focusing specifically on proposed revisions to the annual budget approval process. The Board reviewed several potential updates designed to preserve membership feedback and maintain transparency, while also enhancing operational efficiency.

Following discussion, Matt moved to advance the revised bylaws to the next step—a member vote. Monica seconded the motion, and the Board unanimously approved proceeding.

5. Race Committee

Monica provided an update on the Committee's recent meetings and discussions.

The Board engaged in a broader discussion regarding race marketing, race director involvement, and implementation of the new Club logo.

The Board discussed the importance of early collaboration with race directors, noting that effective marketing requires coordination well in advance of each race. To support this, the Board suggested that the director of each key race attend a Board meeting a couple of months before their event to review plans, and align marketing and communications strategies.

The Board also discussed the Club's logo usage and enforcement. It was noted that the Club has adopted new logos, and the Board expects all race directors to use the new branding across promotional materials, race websites, and merchandise. The Board underscored the need for consistent application to strengthen the Club's recognition and unified identity.

6. Club Gear

Heather led a discussion regarding the Board's interest in refreshing the Club's gear. The Board reviewed a variety of gear options, considering seasonal preferences and member needs. Following the discussion, Heather will begin ordering the selected items and will update the Board as the process moves forward.

Bruce then led a discussion on using a portion of the Club's reserves to provide a technical racing shirt to every Club member. The Board evaluated potential designs, brands, and price points. It was noted that, during the 2026 annual budget process, the Board had already agreed to dedicate part of the Club's reserves to initiatives that give back to the membership.

Bruce and Monica will coordinate with RnJ Sports to finalize proposed shirt options for the Board's review.

7. Club Goals and Communication Strategy

Brian led a discussion on the Club's overall communications strategy. The Board reviewed the Club's current communication goals and discussed how the Board can more effectively support these objectives. The discussion also focused on opportunities to strengthen member engagement and retention through improved messaging and outreach.

As part of this discussion, the Board assessed the effectiveness of the Club's internal communications channels, including the weekly *Ins & Outs* newsletter, the quarterly *Intervals* publication, and the Club's social media presence. Board members exchanged ideas on how each platform could be enhanced to improve clarity, reach, and consistency.

The Board agreed to continue brainstorming and refining communication strategies at future meetings.

8. Adjournment

There being no further business to discuss, Brian adjourned the meeting at 8:55 pm.