



Montgomery County Road Runners Club Board Meeting

Date and Time: May 14, 2026, 7:00 pm – 9:00 pm

Location: MCRRC Clubhouse

Board Members: Brian Murphy – President, Eric London – Vice President, Michael Patrick - Treasurer, Deb Griffin – Secretary, Monika Schneider – At Large, Bruce Lemieux – At Large, Matthew Von Hendy – At Large, James Jalandoni – At Large, Gordon Li – At Large

Staff: Ashley Zuraf – Executive Director; Heather Sissan

Guest: Danny Talmage

1. Call to order

Brian called the meeting to order at 7:10 pm.

2. Meeting Minutes

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

3. Executive Director Reports

Ashley distributed her report in advance of the meeting. As of May 14, 2026, Club membership totals 4051 members, which reflects an increase of 109 from 3,942 in March. There was no formal meeting in April. Ashley provided updates on the [2026 Annual Meeting, track permits, and upcoming races.]

4. Financials

Michael circulated his financial report to the Board in advance of the meeting. He noted that the Club continues to demonstrate strong financial performance and reserve levels. Expenses for Pikes were paid earlier than last year so on a year-over-year snapshot we are behind, however this is a timing difference that will resolve in the coming months and not an indication of concern.

5. Parks Half

Danny Talmage

Brian welcomed Danny to the meeting to discuss the Parks Half Marathon race and related race-director activities. Danny provided an overview of planning efforts and current priorities. The discussion was intended to provide the Board with greater visibility into race planning and potentially inviting race directors to present updates to the Board four to six months before their events. Parks is ahead of last year's numbers. Reaya Reuss and Craig Roodenberg are ARD's for the race this year. Danny discussed marketing ideas for this year and is evaluating ideas for a greater experience to include a possible course change in future years.

6. Tech Proposals for Membership

James led a discussion about digital upgrades to the member experience. The main motion is to have a role of a Digital Steward over data and digital systems. Brian motioned to approve and Eric Seconded. The Board approved the motion to approve the role of the Digital Steward.

The Board discussed revamping the "Join Us" and "Low Key races" pages of the club's website. James also discussed embedding Google Analytics into the club's website. This will allow him to monitor the performance of the website to ensure its engagement metrics are consistent with the expectations of the Google Ads Grants for Non-Profits (\$10,000/month) prior to beginning to use that grant.

James discussed a drip campaign to non-members who participate in club races. This is to raise awareness and target potential members to the Club. This drip campaign will include personalization as well as pictures. We would need to have an opt-in.

Gordon proposed we start a Technology Committee. Deb Seconded. The Board approved, and James will be Board Liaison and Chair.

7. Gender Identification within the club.

The Board unanimously approved the motion to support non-binary athletes in registration for membership, programs and races. We will work with the timing team for implementation. We will add language to our club policy to reflect.

8. Committee Updates

Deb provided an update on the on the Program Committee. The Program Committee will host a Program Director Networking Meeting on May 18, 2026

9. Adjournment

There being no further business to discuss, Brian adjourned the meeting at 9:00 pm.