

**Montgomery County Road Runners Club  
Minutes of Board of Directors Meeting  
Meeting of August 12, 2013**

*Called to order: 7:00 PM*

**Present:**

Board members: Karen Kincer (President), Susie Kinnecome (Vice President), Paula Knutson (Treasurer), Doug Watt (Secretary), Paul Foster (Member at Large) Robert Gherman (Member at Large), Ashley Zuraf (Director of Operations)

Minutes Prepared By: Doug Watt

**1. Review Agenda, assign timekeeper – Robert** volunteered to keep time.

**2. Director of Operations Report – Ashley** submitted report:

Membership (as of **7/31**):

|                  | <b>Total Members:</b> | <b>New Members:</b> | <b>Deletions:</b> |
|------------------|-----------------------|---------------------|-------------------|
| <b>6/30/2013</b> | 4,792                 | 35                  | Jan/ Feb/ March   |
| <b>7/31/2013</b> | 4,831                 | 44                  | N/A               |

August:

- Deletions for April & May 2013 expirations (approx. 350)
- Paper “Last Chance” notices for June & July 2013 expirations
- Paper “Renewal” notices for August & September 2013 expirations
- Paper notices are working better.
- We will make signs to encourage people to sign up for membership at race day sign up.

**RMS:**

- Summer Race Calendar:
  - Kentlands/ Lakelands 5K – Saturday, August 31<sup>st</sup> in the Kentlands
- Fall Race Calendar:
  - Poolesville Day 5K – Saturday, Sept. 21<sup>st</sup> in Poolesville, MD
  - Sprint Four the Cure – Saturday, Sept. 21<sup>st</sup> at the Four Seasons, Washington, DC
  - Cade Race for the Family – Sunday, Sept. 22<sup>nd</sup> in Seneca Creek Park
  - Marriott TakeCare 5K – Sunday, Sept. 22<sup>nd</sup> in Bethesda
  - Oktoberfest 5K – Saturday, Sept. 28<sup>th</sup> at the German School in Potomac
  - Home Run 5K & 10K – Sunday, Sept. 29<sup>th</sup> at Federal Plaza
  - Halloween Hustle 5K – Saturday, Oct. 26<sup>th</sup> in Mont. Village **\*\* NEW**
  - Rockville 10K/ 5K – Saturday, November 3<sup>rd</sup> in King Farm
  - King of the Road 5K – Sunday, November 17<sup>th</sup> at Shady Grove Hospital
  - YMCA Turkey Chase – Thanksgiving Day Thurs. Nov. 28<sup>th</sup> – Bethesda

**Race Updates:**

- The new webpage for the Rockville 10k/ 5k is up & running and registration is open.
- Registration is open for the Stone Mill 50 Miler – it is ¾ full.
- Run Under the Lights at Seneca Park registration will open October 1.

### **3. Treasurer's Report – Paula**

#### **Significant Income:**

- Race Entries \$57,812.25 (Parks ½ \$54,190.00; Riley's \$2,920.00; Midsummer Mile \$414.00; Stone Mill \$315.00)
- RMS \$1,690.00
- Training Programs \$13,785.40 (FTM \$720.00; XMP \$1,400.00; Stride Clinic \$276.50; CPR class \$600.00; Summer Trails \$525.00; 10K \$7,370.00; 5K/walking \$2,868.90; 8K \$25.00)

#### **Significant Expenses:**

- Scholarships \$2,000.00
- Advertising \$1,500.00 (Parks)
- Race supplies
  - Food/Beverages \$2,550.05
  - RMS Staff \$817.00
  - Permits \$143.87
  - Equipment Rental \$467.21
  - Awards \$950.00 (PP10K)
- Program Supplies
  - New Equipment \$47.74 (Water sign for XMP)
  - Food/beverages \$910.22
  - Tee Shirts \$548.23 (\$262.50 Stride clinic shirts; \$285.78 water bottles for XMP)
- Printer \$5,561.80 (post cards for Parks)
- Club Communications \$1,051.03 (Intervals)
- Outreach \$2,000.00 (One fund Boston)

#### **Misc. Updates:**

- Budget is started. Requested budgets from program directors, race directors, team coordinators
- Completed the roll-out of the registration procedures using Square.com and having a registration coordinator complete the race revenue form.
- Race directors need to be better in getting receipts into the drop box as fast as possible
- We will have additional expenses showing for the year due to the new office space rent and construction.

**Motion** to accept the Treasurer's report: Suzie moved, Paul seconded. Carried unanimously, three abstentions

### **4. New Business**

Trail Programs: Barry would like to continue the winter trail program with Greenway marathon as a goal race. He would like to make the program more centered on distance trail running.

Club will look into creating an intro trails running program that would be shorter in duration and the distances covered. The purpose would give new trail runners a taste of trail running.

**Brooks Night:** Brooks will bring their bus to a Wednesday track night October 9<sup>th</sup>. The bus will have prizes, fittings and mini-workshops on running issues and training. We will look into inviting some other companies to see if they want to show their services or products. Club is looking to providing snacks for participants. We will put out a call for volunteers to help, and we will have our own marketing material available to highlight club activities.

**Race Committee Direction:** Every year the board provides guidance to our race committee on the creation and scheduling of races for the upcoming year. Some of the suggestions are:

Can races be created that cover new areas of the county?

Is it possible (in Montgomery County) to find some flatter courses to improve times.

As the club gets more participants in some of our more visible races, we may want to look at having two race directors to share the work load.

The Championship series may want to look at a higher variety of distances and geography

Youth committee needs to have a conversation with race committee to discuss age requirements.

**Budget Priority Roundtable:** The board went into executive session for a preliminary planning discussion on potential budget priorities.

## 5. Old Business

**Construction Update:** Construction on the new office is moving forward. It should be done early September. We would like to have an open house shortly after the Parks race to show off our new facility. As part of the open house, we will have a flea market for unused premiums.

**Action item** Ashley and Yvette will help out.

**Website Contract Update:** Dinos Papoulias has created a backup plan for when he is unavailable and we will continue with his services which keeps our web site running.

**Privacy Policy Update:** We will adopt the policy and post this on the web site.

**6. Strategic Planning:** "Promote the long term continuation of running as a sport." Board discussed our current tactics and will make recommendations on possible changes to these guidelines.

The Board tasked the outreach committee to look at our current logo "A place for every pace". Does our logo need some updating? Do we need a new or additional tag line? **Action Item:** Paul will call a meeting with the outreach group to discuss possibilities.

**Announcements:** The Marine Corps hospitality room needs a new director. Volunteer will need to manage the room and logistics.

Pikes Peek will have two race directors. Jim Farkas and Paula Knudson. We still have to find a new finish area since White Flint is under construction

Next board meeting is Thursday, September 12, 2013 at 6:30 PM at the MCRRC Office, 14672 Southlawn Lane Bay I/J, Rockville, MD (pending construction).

Meeting adjourned: 9:30 PM

Doug and Paula will bring food

Respectfully submitted,

Doug Watt  
Secretary