

**Montgomery County Road Runners Club  
Minutes of Board of Directors Meeting  
Meeting of April 3, 2014**

*Called to order: 7:00 PM*

**Board Members Present:** Karen Kincer - President, Lori Kaleikau – Vice President, Becca Kinney - Treasurer, Doug Watt - Secretary, Yvette Ju – At Large, **Susan Lynch**– At Large, Danielle Jones – At Large, Kimberly Price– At Large.

**Staff:** Ashley Zuraf, Director of Operations

**Guest: Guest:** Dave Magill - Mid-Atlantic Off-Road Enthusiasts (MORE) biking club

Minutes Prepared By: Doug Watt

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

Dave Magill, Patuxent Trail Project: He represents the Mid Atlantic Off Road Enthusiasts (MORE) 1500 members, Trail Riders of Today (TROT).

They maintain 42 trails in MD, VA and DC. MORE has obtained \$250k in grants from the Department of Natural Resources (DNR). His groups organized 659 rides last year. This year they are working to build more trails which are longer. An example of this is in the Patuxent River State Park. They want to add a connector to create a 100 mile loop. Dave asked the club for assistance to pay for a trails study analysis. He also asked we highlight this project with our club members so they can express interest in trails back to DNR. Also MORE wants to fund a study to look at walking/running trails for the whole park. This will provide the field data and user inputs needed by DNR just to design the trails. Dave asked if MCRRRC can make a donation. They are looking for \$2-3K for the study. Dave will check the timeline for this. This may give us the ability to add runs in the eastern part of the county.

**Ashley Zuraf, Director of Operations Report**

Membership (as of 3/31):

	<b>Total Members:</b>	<b>New Members:</b>	<b>Deletions:</b>
<b>2/28/2014</b>	4,564	55	October & Nov '13 exp
<b>3/31/2014</b>	4,604	69	N/A

March:

- Have sent last chance notices for Jan, Feb, March expirations
- Have sent reminder notices for March expirations
- Have sent renewal notices for April expirations
- Need to delete December 2013 expirations (there are approx. 140)
- Answering membership questions can take up to an hour every day on email and phone – likely much more following a blast of renewal notices.

Program Updates:

- Tracked all end of winter program coaches gifts for 1099 purposes
- Opened 8K program – did all the website updates & built registration, incl. merchandise
- Built new webpage and new registration site for the Intro to Trails Program
- Assisted new 10K directors with Yahoo Group & website access and editing issues
- Continue to update coaching rosters/ CPR certifications & conduct background checks for all new coaches in the spring/ summer programs
- Continue to manage the CPR classes, including advertising and filling the classes – the next class is this Saturday
- Continue to manage the Stride Clinic, including advertising to all programs and to the club
- Have gained access to several program Yahoo groups for purposes of advertising CPR and Stride Clinic and any other important club announcement – still need access to the rest.

#### Race Updates:

- Assisted with some aftermath issues from Seneca Greenway Marathon
- Assisted Piece of Cake with some logistical issues including purchasing food and Facebook announcements
- Assisted RD on some questions for Spin in the Woods
- Built and edited registration for PHM (opens this Saturday) as well as put together an e-blast through imATHLETE.
- Assisted KOTR with an e-blast including logo and ensured registration opened on time.
- Was responsible for a series of e-blasts for Rockville Twiligher kick-off party and one-day registration rate. Also built and opened Twiligher's registration, including a series of edits, as well as prepared the initial contract for the race.
- Built non-member registration for Riley's Rumble.
- Assisted Pike's Peek in various areas, including ordering items, approving proofs for items, receiving materials and other items, sponsors, discount codes in imATHLETE and general questions and issues.

#### Other:

- Assisted Debbie with the webpage for the new Tues/Sat Run/Walk workout, including loading all the content.

#### RMS:

- Prepared, including edits and approvals, two client e-blasts in the last week
- Coordinated (and staffed a partial) two cone rental jobs last week/ weekend
- Currently acting as pre-race coordinator for 3 RMS races next Saturday, April 12<sup>th</sup>
- Coordinate equipment to make sure all 4 races (3 RMS and 1 club) have their needs fulfilled next Saturday & oversee the vehicle arrangements for the races as well as the timers prep of data and client label pickups

- Post race duties include following up on any issues, dealing with post race questions from the client, sending out thank you to the clients, invoicing, paying staff and ensuring payment is received.

## Treasurer's Report – BECCA

### Significant Income:

- Race Entries \$18,485.85 (Pikes \$16,775.00, Seneca Greenway \$795.00, Germantown \$494.00, Piece of cake \$530.00, KOTR \$7.00)
- Sponsorships \$6400.00 (Pikes)
- RMS \$2,941.01
- Training Programs \$11,429.75 (WHMP banquet \$2,392.00, FTM \$4,800.00, Stride \$210.00, CPR \$374.50, BWR \$2,070.00, HMP \$910.00, 8K \$23.50, trails \$650.00)

### Significant Expenses:

- Office expenses \$640.00 (office cleaning)
- Information Technology \$1,479.96
- Liability insurance \$4,815.00
- Race supplies
  - New equipment \$654.24 (clock stand)
  - Consumables \$2,219.54
  - Food/Beverages \$349.51
  - Premiums \$0
  - RMS Staff \$0
  - Permits \$0
  - Equipment Rental \$579.03
  - Service Rentals \$664.00
- Program Supplies
  - Food/beverages \$613.20 (for all WHMP and Winter Trails)
  - Premiums \$516.70 (Speed Development \$5,100.00 Neck warmers)
  - Banquet/dinners \$1,077.47
  - Pace Coach Gifts \$830.00
  - Training/CPR Certification \$932.00
- Club awards \$9,851.00
- Youth running \$194.70
- Club Communications \$1,387.97
- Team Programs \$14.48
- RRCA dues \$112.00
- Postage \$50.00

### UPDATE:

- **Completed Programs**
  - **Winter Trail Program** 100 registered – program Long sleeve tech shirt included (Seneca Creek Greenway goal race) 2013, 99 registered
  - **Winter Half marathon** 275 registered – program Long sleeve Tech shirt given (National Half Marathon) 2013, 248 registered. 2012, 290 registered (programs were combined)
  - **Winter Marathon** 68 registered – program Long sleeve Tech shirt given (National Half Marathon) 2013, 93 registered. 2012, 290 registered (programs were combined)

- **Winter 5K program** 71 registered – headband/gloves (Goal Race, Piece of Cake 5K) program / New Program
- **Current Programs**
  - **Speed Development** (filled) 303 registered, (Pikes Peak Goal Race) also shirt if you completed the program 2013, 309 registered. 2012, 291 registered.
  - **Beginning Women's Program** (open) 106 registered started 3/18 (Goal Race Run for Roses) – program shirt given. 2013, 131 registered. 2012, 154 registered.
  - **FTM** (open) 88 registered so far. – program shirt, technical program hat given (Goal Race MCM) 2013, 236 registered. 2012, 294 registered. 2011, 255 registered.
  - **HMP** (open) 51 registered – program shirt given (Goal Race Parks) 2013, 129 registered. 2012, 140 registered. 2011, 127 registered.
  - **Summer Trail** (open) BRAND NEW! 45 registered – no frills (no goal race)
- **Major Races –**
  - **Parks 9/8/13** – ~2750 registered.
  - **Pike's Peek 4/27/14** – 1645 registered (opened 11/24) Sponsorship (plus food from Mama Lucia's) Budgeted \$7500 for sponsorship, so with the additional sponsorship money, we are still in budget.
- **Recent Secondary Races -**
  - **Greenway Trail** - 450 registered/max 450 50K – 206 finishers (1<sup>st</sup> 4:51:32/final 9:50:56) Marathon 83 finishers (1<sup>st</sup> 4:41:11/final 10:02:01) Last year 2013- 287 finishers - All expenses are not in yet.
- **Recent Club Races**
  - **Piece of Cake** –
    - 2014 P&L for race 69 - 5K finishers (1<sup>st</sup> 20:16/final 54:22) 269 - 10K finishers (1<sup>st</sup> – 35:07/final 1:38:02) 2013 - 347 finishers (1<sup>st</sup> – 36:12/final 1:39:12) 2012 - 354 finishers (1<sup>st</sup> 34:22, final 1:34:46)
- **Misc. Updates:**
  - Need to keep an eye on the programs, registration is down!

**Motion** to accept the Treasurer's report: Lori moved, Susan seconded. Carried unanimously,

### **Strategic Planning**

**Volunteer Committee:** The club is looking for a couple types of volunteers. The first type is volunteers with specific skills that can serve on committees to improve our skills and bring guidance to help us achieve our strategic goals. Examples of this may be accounting experience, marketing and outreach, or different types of technical knowledge. The second type of volunteer is people who can help out on race day and general planning. The club really needs this group and we need to figure out how to attract more participation. Susan Lynch will be heading up this committee and is looking for ideas on how to make volunteering more satisfying and fun.

**Prioritize Audit Preparation:** The board has been working very hard for the last few years to institute appropriate and repeatable accounting practices. Some of the areas we have concentrated on have been cash disbursements for race and program expenses, and new guideline for budgeting. We want our membership to see we have the proper processes in place so that our finances are being well handled. This has been an ongoing process which will move us closer to being ready for an audit.

### **Ongoing Business:**

Areas of responsibility: The board has identified specific areas of responsibilities for the board members to take to responsibility on. This will help on building depth and aid in the transference of skills as members move in and out of positions.

Calendar Review: June 12, July 10, meetings were shifted due to scheduling conflicts . Then we go back to the first Thursday of the month starting in August.

Review of Cash disbursements. Bill and Paula have drafted a plan for cash disbursement procedures.  
**Action Item** Becca will review and provide comment before acceptance.

Track use for workouts: MCRRC has been incredibly fortunate over the years to have had consistent permits provided to us by the City of Rockville and through the generosity of Montgomery College. Unfortunately, several things have changed in a short period that has impacted our track use. Montgomery College is under construction and hopefully will be done by year end. With youth sports becoming more and more popular not just at the scholastic level but also in private teams, the demand for field space has increased. At the same time security concerns have increased dramatically. ICB has really tightened access to school facilities (even as they are increasing prices) and many schools are simply opting not to rent their tracks. We have spent a great deal of time trying to secure a consistent space for track workouts.

We are continuing to work with local governments, school ADs and coaches and even private schools to find better solutions for our members. We will be back at Rockville for most of June and July and then at Richard Montgomery in August and September.

Seneca 50k Race: Karen has created a race plan and it has being reviewed by several race directors. We will need a new race director.

Awards/Annual meeting post mortem: It was felt the event went well except for the rain. Instead of the stage at the end, we will look at putting the stage on the side for next year so more people will be able to hear well. It was also discussed considering putting cakes at one end of the tent while food was at the other end.

Coaching/ Race Director continuing education reimbursements It was felt that if a higher level course improves our capabilities and helps the club provide better services to our members, then the club should absorb the cost. The Board is looking at some additional coaching certifications and a race director class. We will look at the possibility for a trial person to take the courses and check the value.  
**Action item** Yvette will ask Jordana about some of her experiences.

#### **New Business**

Race Team has lost some members due to injury, moving out of the area, etc. The team will bring on provisional members to fill out the team until the next official selection. It was discussed that the racing team work to provide exposure and encouragement to new runners by additional participation in volunteering at club events. For next year, the Board would like to see all of the team have met two volunteer requirements by the end of the calendar year. At least one of their volunteering requirements must be accomplished before June.

**Announcements:** Karen has reviewed a book, *What Makes Olga Run* by Bruce Grierson, for Washington Independent Review Books

**Announcement:** Next board meeting is Thursday, May 1, 2014 at 6:30 PM at the MCRRC Office, 14672 Southlawn Lane Bay I/J, Rockville, MD. **Yvette** will bring food.

Meeting adjourned: *9:31 PM*

Respectfully submitted,

Doug Watt,  
Secretary MCRRC