

**Montgomery County Road Runners Club
Minutes of Board of Directors Meeting
Meeting of June 12, 2014**

Called to order: 7:00 PM

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

Staff: Ashley Zuraf, Director of Operations

Minutes Prepared By: Doug Watt

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

Ashley Zuraf, Director of Operations Report

Membership (as of 5/31):

	Total Members:	New Members:	Deletions:
4/30/2014	4,457	98	None
5/31/2014	4,406	104	Feb '14

5/31/2013	5,209	162	
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May:

- Deleted Feb expirations (there were 106)
- LC e-mail sent to Mar expirations on 5/20 (Final Notice)
- LC letters mailed to Mar expirations w/ no e-mail address on 5/20 (Final Notice)
- March expirations will be deleted by 6/30 (there are currently 130)
- Reminder e-mails sent to April expirations – twice: 5/20 & 6/3 (there are 138)
- Letters mailed to April expirations w/ no email address – 6/4 (there were only a few)
- Renewal emails sent to May expirations – twice: 5/20 & 6/3 (there are 198)
- Letters mailed to May expirations w/ no email address – 6/4 (there were only a few)
- Courtesy letters mailed to April & May expirations that are long-term members – 6/4 (~75)
- Renewal e-mails sent to June expirations – 6/3 (there are 282)
- Renewal letters sent to June expirations w/ no e-mail address – 6/4 (there were only a few)
- ~1 hour per day answering membership inquiries
- Updated the membership listing on Vertical Response for Ins & Outs on 6/10/14

Program Updates:

- Finalizing coaching rosters for summer programs (background checks & CPR)
- Updated 1099 spreadsheet for programs closing & coaches gifts (BWR)
- Made website updates & opened registration for the 10K Program.
- Worked through numerous e-mail & Yahoo Group issues for transferring the 10K Program.
- Made numerous website updates (combining the running and walking program) & opened registration for the Summer 5K Program.
- Managing the Stride Clinic including advertising to all programs and to the club – monthly
- Managing the CPR classes including advertising, instructions, etc. – monthly
- Updated website & notified program/weekly workout directors of track changes eff. 6/10

Race Updates:

- Assisted Halsey with permitting for Memorial Day and Stone Mill 50.
- Processed & mailed the awards for PP10K and Germantown 5 Miler.
- Updated the 1099 spreadsheet with the above
- Assisted with numerous issues & coordination for Run for Roses, incl. tracking shirt sales
- Updated web pages for Little Bennett, Riley's, and Candy Cane 5K
- Handled numerous issues relating to MCRRC race email accounts, changing passwords, login instructions, mail forwarding instructions, etc.
- Working on adding club races for summer & fall to the Signup Genius website in order to staff the timing team

RMS:

- Prepared, including edits and approvals, ~8 e-blasts in May-June for clients and/or MCRRC large races, including race advertising and runner instructions
- Handling all pre-race week coordination with RMS clients
- Handling post-race RMS duties including follow-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.
- Handled various equipment pickups/drop-offs during office hours
- Contracting for Fall 2014
- Continue to handle all staffing of equipment, cone & timing jobs – currently working out the Fall

Treasurer's Report – Becca

Significant Income:

- Race Entries \$85,627 (Pikes \$51,964, PHM \$27,108)
- Sponsorships \$9,525 (Pikes \$8,700)
- RMS \$18,123 (16 races)

- Training Programs \$23,744 (FTM \$15,840 , HMP \$5,980)

Significant Expenses:

- Information Technology \$1,677 (websites)
- Race supplies
 - Equipment Consumables \$2,897 (\$1,190 Parks, \$652 Pikes)
 - Food/Beverages \$2,845 (\$1,764 Pikes)
 - Premiums \$43,226 (\$38,867 Pikes, \$2868 Germantown, \$1490 KOTR)
 - RMS Staff \$7,617
 - Police/EMT \$6,300 (\$5820 Pikes, \$480 Germantown)
 - Equipment Rental \$8,645 (\$4,380 Pikes)
 - Service Rentals \$6,353 (\$5,410 Pikes)
 - Race Awards \$7,220 (\$5595 Pikes, \$1480 Germantown)
 - RD/TC Gifts \$2,875 (Pikes)
- Program Supplies
 - Premiums \$2,800 (FTM hats, BWR shirts)
 - Banquet/dinners \$1,050 (Speed Development, Trails)
- High School Runners \$4,000
- Club Communications \$1,399 (Intervals)

UPDATE:

- **Completed Programs**
 - **Winter Trail Program**
 - \$7,205 income, \$2,195 expenses, Net income \$5,010. Consistent with 2012.
 - 100 registered. Cost \$75. Seneca Creek Greenway Goal Race. 2013, 99 registered.
 - **Speed Development**
 - \$13,680 income, \$6,219 expenses, Net income \$7,461. Down \$2,118 from last year.
 - 302 participants registered. Cost \$50. Pike's Peek Goal Race. 2013, 309 registered. 2012, 291 registered.
- **Current Programs**
 - **Beginning Women's Program** 114 registered (Goal Race Run for Roses). 2013, 131 registered. 2012, 154 registered
 - **Spring into Trails** Brand new! 77 registered (6 weeks, no Goal Race)
 - **8k** 92 registered (Goal Race Rotary Twilight). 2013, 113 registered.
 - **HMP** 173 registered (Goal Race Parks). 2013, 194 registered.
 - **FTM** 263 registered (Goal Race MCM). 2013, 266 registered. 2012, 294 registered.
 - **XMP** 161 registered (No specific Goal Race, Fall), June 14 start. 2013, 183 registered. 2012, 196 registered
 - **10k** 5 registered (Goal Race Rockville 10K), August 19 start. 2013, 176 registered. 2012, 154 registered.
 - **5K Run/Walk** 5 registered (Goal Race Rockville 5K), August 13 start. 2013, 123 registered. 2012, 161 registered.
- **Major Races**
 - **Parks** 9/14/14 – 672 registered (opened 4/5). 2013, 2,420 registered. Aug 1 price goes from \$55 to \$60.

- **Pike's Peek – Preliminary results** \$53k net income before donations. An improvement compared to 2013 due to the following factors: \$18k more revenue (race fees and sponsors), \$10k less prize money (now at the same level as Parks), \$9k less postcards, \$8k less premiums, \$7k less food.
- **Secondary Races**
 - **Run for the Roses** 6/14/14 – 243 registered (as of 6/11). 2013, 242 registered.
 - **Greenway Trail** – 450 registered (sold out), 206 50K finishers, 83 Marathon finishers. 2013, 287 finishers. \$9,715 income. Awaiting final expenses – deadline 6/12.
 - **KOTR** - 310 registered. 2013, 320 registered. \$3,163 income, awaiting final expenses.
 - **Germantown 5 Miler** –273 finishers. 2013, 195 finishers. \$8,897 income, awaiting final expenses.
- **Club Races**
 - **Memorial 4 Miler** – 277 finishers. 2013, 368 finishers. 2012, 240 finishers. \$820 income, awaiting final expenses.
 - **Run Aware** – 203 finishers. 2013, 201 finishers. \$469 income, awaiting final expenses.
 - **Capital for a Day** – 238 finishers. 2013, 250 finishers. 2012, 308 finishers. \$750 income, awaiting final expenses.
 - **Firebirds Mile** – 175 finishers. 2013, 225 finishers. 2012, 108 finishers. \$230 income, awaiting final expenses.
 - **Spin in the Woods** - 85 finishers. 2013 103 finishers. 2012 104 finishers. \$203 income, awaiting final expenses.
- **Misc. Updates:** Need to keep an eye on the programs and club races. Registrations are down!

Action Item: Becca will be looking at how RMS is currently run from an expense and billing perspective and she will be looking for ways to improve our revenue forecasts.

Motion to accept the Treasurer's report: Kimberly moved, Danielle seconded. Carried unanimously,

Strategic Planning

Board Structure Discussion: Alignment to mission: Karen contacted past club presidents to get their feedback on how the Board is currently structured from a size and functional perspective. The goal was to look at how the administration is serving the needs of the club and if there are ways to improve. A concern was voiced that the Board may be too close to the issues of day-to-day operations to be objective in determining our strategic direction. The Board will look at the possibility of bringing in an outside consultant to look at the club and make recommendations on how the current and future administrations can better serve the needs of the members.

Action Item: Becca will investigate potential consultants for their qualifications and costs and report back on possible next steps.

New Business:

Kimberly pointed out that if members are using Gmail on their smart phones, then "Ins and Outs" may go to a "social" folder instead of the main Gmail "in" folder so there is a chance they may miss it.

Action Item: A message will be added to the web page to alert members to look in this folder.

RRCA Convention update: Lori went to the RRCA convention and reported back on some of the sessions she attended such as insurance needs, governance issues, and disaster planning for races.

Action Item The club already has policies in place for security, but as requirements change we need to be looking at what else can be included to add security with the race directors. We also need to look at backup plans if there is inclement weather or other potential issues.

Membership Management: IMAthlete was contracted to set up an online membership database and they have not delivered. We have a membership system that was developed several years ago by a club member and we need an online system with more functionality. The Board will create a list of needs and expectations and determine if there is a better solution.

Action Item: Danielle will start looking at options.

Overall Policy review: Lori would like to make sure the Club's policies and practices are up to date and in line with the current needs of the members. The club has been in existence since 1978 and she outlined several examples of policies which are in need of modification or out of date.

Action Item: Lori will make a list of policies and potential actions that need reviewed so they can be individually discussed at the next meeting.

Formal Exception Process: **Action Item:** Lori and Susan will look at seeing if exceptions to policies are needed when there are grey areas. If so, a formal process would need to be developed with standardized guidelines.

Background checks: We will continue with our current policy of requiring background checks for our coaches, but we will add language to our application that the club can accept current high level clearances which can be easily verified.

Old Business

KOTR wrap-up: Kimberly Price has recruited a new assistant race director, Krista Zanetti. For next year, we will get bibs and supplies added into the budget to give the race a more professional feel. Kimberly will request an exception for a different shirt vendor who can provide better children's sizes. Kimberly had issues with IMAthlete on the database for the children who ran multiple races. We have a policy for supplying a credit card to the race directors for "out of normal" purchases which are not covered by purchase orders. Karen will work with her on this issue for next year.

Action Item: Karen will add the purchasing policy into the race directors Yahoo group.

Training Program footprint request: There have been issues where multiple groups have shown up to the same location to do a workout or race. At times, this has created a parking issue.

Action Item: Yvette will coordinate with the program directors to let each other know where they will be running on the weekends and where their weekday practices are.

Daryl Hultquist is the race director for the Stone Mill 50 mile race. He would like to include a study on muscle soreness and the effects of riboflavin on ultra marathon runners who would consent to be test subjects during the Stone Mill 50 mile race. Runners would do a survey to track their results. The idea is to prevent oxidation damage to muscles (post-race muscle soreness).

The Communication Committee met and discussed pursuing some revamped, fresher language on all Program pages plus updating the pictures on the Home page. New pictures will be selected and submitted for inclusion on the website.

Announcement: Next board meeting is Thursday, July 10, 2014 at 6:30 PM at the MCRRC Office. We will return to a regular schedule in August.

14672 Southlawn Lane Bay I/J, Rockville, MD. **Lori** will bring food.

Meeting adjourned: *10:31 PM*

Respectfully submitted,

Doug Watt,
Secretary MCRRC