

**Montgomery County Road Runners Club
Minutes of Board of Directors Meeting
Meeting of May 1, 2014**

Called to order: 7:00 PM

Board Members Present: Karen Kincer - President, Becca Kinney - Treasurer, Doug Watt - Secretary, Daneille Jones – At Large, Yvette Ju -- At Large, Don Shulman - At Large, Susan Lynch – At Large, Kimberly Price – At Large

Staff: Ashley Zuraf, Director of Operations

Guest: Daryl Hultquist – Co RD Stone Mill 50M

Minutes Prepared By: Doug Watt

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

Daryl Hultquist 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. They expect to need 60 participants. The idea is to prevent oxidation damage to muscles (post-race muscle soreness).

The board made some comments on the legal aspect of opening us up to liability and the process of how the study would be conducted. **Action Item:** The Board will review the material and provide feedback to Daryl.

Ashley Zuraf, Director of Operations Report

Membership (as of **4/30**):

	Total Members:	New Members:	Deletions:
3/31/2014	4,604	69	N/A
4/30/2014	4,457	98	Dec '13 & Jan '14

4/30/2013	5,042	92	
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April:

- Deleted Dec & Jan expirations (~225 records)
- LC email sent to Feb expirations
- LC letters mailed to Feb expirations w/ no email address
- Reminder emails sent to March expirations
- Letters mailed to March expirations w/ no email address
- Renewal emails sent to April expirations
- Letters mailed to April expirations w/ no email address
- ~1 hour per day answering membership inquiries

Program Updates:

- Tracking all end of winter program coaches gifts for 1099 - ongoing

- Manage the CPR classes, including advertising and filling the classes – ongoing
- Manage the Stride Clinic, including advertising to all programs and to the club – ongoing
- Assisting program directors with website updates, registrations & other issues – ongoing

RMS:

- Prepared, including edits and approvals, two client e-blasts in the last week
- Currently acting as pre-race coordinator for 5 RMS races this coming weekend + 1 MCRRC race
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 \$16,082 (Pikes \$14,629, Germantown \$797, KOTR \$280)
- Sponsorships \$1,200 (Pikes)
- RMS \$5,964 (7 races)
- Training Programs \$19,444 (FTM \$11,880 , HMP \$3,445, BWR \$1,380, 8K \$1,000, trails \$650, CPR \$450, Stride \$390)

Significant Expenses:

- Information Technology \$1,383 (websites)
- Awards Party \$8,692
- Race supplies
 - New equipment \$295
 - Consumables \$1,755 (\$1,190 PHM)
 - Food/Beverages \$3,189 (\$2,498 Pikes, \$691 Seneca)
 - Premiums \$1,871 (Pikes)
 - RMS Staff \$740
 - Permits \$632
 - Equipment Rental \$607
 - Service Rentals \$2,476 (\$1,210 Pikes, \$926 POC)
 - Race Awards \$639 (Pikes)
 - Race Proceed Distribution \$3,751 (RUTL)
- Program Supplies
 - Food/beverages \$98
 - Premiums \$1,270 (FTM hats, Strides shirts, Winter 5K bottles)
 - Banquet/dinners \$2,067 (WHMP, WMP)
 - Pace Coach Gifts \$325
 - Training/CPR Certification \$650
- Club awards \$2,064 (awards banquet plaques and gift cards)
- High School Runners \$2,000
- Postage \$611

UPDATE:

- **Completed Programs**
 - **Winter Trail Program**

- 100 registered. Cost \$75. Seneca Creek Greenway Goal Race. 2013 99 registered. Waiting on final expenses.
 - **Winter Half marathon**
 - 275 registered. Cost \$75. National Half Marathon Goal Race. 2013 248 registered. 2012 290 registered
 - **Winter Marathon**
 - 68 registered. National Half Marathon Goal Race. 2013 93 registered. 2012 290 registered
 - **Winter 5K program**
 - 86 participants registered. Piece of Cake 5K Goal Race. New Program.
 - **Speed Development** 302 participants registered. Pikes Peak Goal Race. 2013 309 registered . 2012 291 registered. Expenses not in.
- **Current Programs**
 - **Beginning Women's Program** 117 registered (Goal Race Run for Roses) 2013 131 registered. 2012 154 registered
 - **8k** 68 registered (Goal Race Rotary Twilight) 2013 113 registered
 - **FTM** 197 registered (Goal Race MCM) 2013 266 registered. 2012 294 registered
 - **HMP** 104 registered (Goal Race Parks) 2013 194 registered
 - **Spring into Trails** Brand new! 60 registered (6 weeks, no Goal Race)
- **Major Races**
 - **Parks** 9/14/14 – 412 registered (opened 4/5). 2013 2,420 registered. Aug 1 price goes from \$55 to \$60.
 - **Pike's Peek** 4/27/14 – PRELIMINARY 2,740 registered
- **Secondary Races**
 - **Greenway Trail** – 450 registered (sold out) 206 50K finishers, 83 Marathon finishers 2013 287 finishers. \$9,715 income. Waiting on final expenses.
 - **KOTR** 5/10/14 – 92 registered (opened 3/12, \$7). 2013 320 registered.
 - **Germantown 5 Miler** 5/17/14 – 85 registered (opened 4/1). 2013 156 registered. May 6 price goes from \$25 to \$30.
 - **Run for the Roses** 6/14/14 – 27 registered (opened 4/12). 2013 242 registered. May 17 price goes from \$15 to \$20. May 30 goes to \$25.
 - **Rotary Twilight** 7/19/14 – 571 registered (opened 3/24). 2013 1,737 registered. July 1 price goes from \$34 to \$39.
- **Club Races**
 - **Piece of Cake**
 - 69 - 5K finishers, 269 - 10K finishers . 2013 - 347 finishers . 2012 - 354 finishers

Motion to accept the Treasurer's report: Don moved, Yvette seconded. Carried unanimously,

Strategic Planning

Point 5 of our club mandate is to continually invest in and improve existing programs and services, develop new programs and services that are beneficial to our members, and to seek maximum participation and volunteerism in our programs and services by our members.

Our programs keep people in the club and races are the face that opens new runners to the club. The Board is concerned that participation is down. It is understood there is more competition from other groups in the DC metro area and runners have more choices on where they race and how they train. The board discussed the creation of a plan to keep our current members and how to attract additional runners to our races and programs. The first plan of action is to get an understanding of current trends, which also competes in this sector and how they are marketing their services. We will

then build a baseline from which the club can make decisions on how best to remain the preeminent provider of running activities. From there a strategic plan can be implemented to support these efforts. The club is looking at what other running clubs and non-profits do to see how they are governed and run. There are clubs that do only one race or cater to only one group. There are other clubs that do many things. The Board will do research on size, offerings, staffing, and focus to see where we fit.

Action Item Don will look at other clubs.

Action Item: Kimberly will look at our current offerings to make sure they are in line with the growing needs of the participants.

To assist in the creation of this baseline, we will look at the data we currently have, such as previous surveys for races and club programs. We will also look at our current registration data to see if we can mine data to help us with our direction.

Action Item Danielle will look at creating a survey to be sent to the total membership to get a better understanding of member needs and expectations.

The Board discussed the issue of that MCRRC has grown in size and complexity over time. There is additional work that needs to be done to continue our growth and the current size and makeup of the board is not sufficient to handle this additional work. We would like to restructure the board to better define the areas of service of the club. The Board discussed having board members or subject matter experts who could concentrate on particular areas such as general membership needs, determining our current and potential market, creation of an outreach program to new runners, information technology specialists, accounting expertise, etc. The club has all of the functional aspects of a business and needs people to handle these parts.

Action Item Findings and recommendations will need to be defined by July 1 so we can look at potential changes. A rough draft will be completed by September and November so we should have final answers on our next steps. This will be presented to the general membership for a vote at the December and March club membership meetings.

New Business

Kids Run Issues: We do not have a blanket policy across the board. We need to make sure we are consistent on races and championship. The board addressed application of previously-agreed-to guidelines about the age limits. **Action Item** The board voted on and had a majority vote in agreement clarifying its previous decisions regarding Youth Running for the record:

1. The age requirement for MCRRC training programs is 18 and over
2. The championship series will provide more age groups for youth runners
3. Youth runners under the age of 18 cannot participate in MCRRC races that are of half marathon length or longer. We will also update our web pages to reflect this policy.

Kimberly met with Road Runners Sports and they are looking to help by offering "team night." They are trying to get people into the store and they are offering cash donations to the club if we get club members to show up. Kimberly suggested the tax-free week in August to get kids to show up and help support MCRRC. **Action Item:** Kimberly will speak to the store about how to proceed on this.

Old Business

Dave McGill from Mid-Atlantic Off-Road Enthusiasts (MORE) has requested a political and financial endorsement for the study of creating trails in the north portion of the study in the Patuxent River State Park. Trail runners are becoming more of a part of the club and MORE has built the Greenway and Seneca Trails. We are already using these trails. It was suggested that Stone Mill proceeds make a contribution or donation.

Don Motioned to provide \$500 to MORE for the study. Susan Seconded. Carried unanimously.

USATF certification follow-up: Yvette did research on RRCA and USATF training programs to see which would best meet the training needs of the club. Yvette's research showed the RRCA training for coaching was more in line with the needs of the club. MCRRC has reimbursed coaches in the past for the cost of this training and it was agreed that we will only reimburse costs for the RRCA training program.

Capital Crescent Trail: We were asked to donate to the Capital Crescent Save the Trail race. We have donated in the past. We will continue our standard donation.

Announcements City of Rockville Kids track program runs every Wednesday night through June. We need volunteers.

Announcement: Next board meeting is Thursday, June 12, 2014 at 6:30 PM at the MCRRC Office. July's meeting is July 10th. We will return to a regular schedule in August.

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

Meeting adjourned: 9:31 PM

Respectfully submitted,

Doug Watt,
Secretary MCRRC