

**Montgomery County Road Runners Club**  
**Minutes of Board of Directors Meeting**  
**Meeting of July 10, 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, Don Shulman - At Large

Minutes Prepared By: Doug Watt

**Review Agenda, assign timekeeper** - Don volunteered to keep time.

**Ashley Zuraf, Director of Operations Report**

Membership (as of 6/30):

	<b>Total Members:</b>	<b>New Members:</b>	<b>Deletions:</b>
<b>5/31/2014</b>	4,406	104	Feb expirations
<b>6/30/2014</b>	4,299	33	Mar expirations
<b>6/30/2013</b>	4,792	35	

**June:**

- Deleted March expirations (there were 130; 9 of which were long term members)
- LC e-mail sent to April expirations on 6/25 (Final Notice)
- LC letters mailed to April expirations w/ no e-mail address on 6/25 (Final Notice)
- April expirations will be deleted by 7/31 (there are 132)
- Reminder e-mails sent to May & June expirations on 6/26 (there are 378)
- Letters mailed to May & June expirations w/ no email address on 6/30
- Courtesy letters mailed to May & June expirations that are long term members on 6/30
- First renewal e-mails sent to July expirations on 6/26
- Renewal letters sent to July expirations w/ no e-mail address on 6/30
- Updated the membership listing on Vertical Response for Ins & Outs on 6/30
- ~1 hour per day answering membership inquiries
- Created a new Member Benefits page on the MCRRC site to alleviate answering questions.

Program Updates:

- Processing coaching rosters for summer programs (background chks & CPR)
- Assisted 10K program with additional start-up issues & orientation/ food
- 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:

- Working on adding club races for summer & fall to the Signup Genius website in order to staff the timing team
- Assisted several late summer/ fall races with Enterprise vehicle rentals & website updates

- Continuing to assist with Run for Roses close-out issues

**RMS:**

- Prepared, including edits and approvals, 2 e-blasts in June for Twilighter & Autism Speaks
- Acted as pre-race coordinator for Oy Vey 5K
- Began pre-race coordination for the MVF 5K on the 4<sup>th</sup> of July
- 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: Income (June 2014):**

- Membership Dues \$13,450
- Race Entries \$18,956 (PHM \$9,285, Germantown \$4,240, Roses \$4,228)
- RMS \$8,340 (6 races)
- Training Programs \$30,531 (XMP \$18,000 , FTM \$5,400, HMP \$4,225)

**Significant Expenses (June 2014):**

- Information Technology \$2,365 (website, Kids track database)
- Travel \$1,883 (RRCA Convention)
- Race supplies
  - o Food/Beverages \$1,503 (Various)
  - o Premiums \$3,092 (Roses)
  - o RMS Staff \$1,006
  - o Equipment Rental \$2,981 (\$996 Roses)
  - o Service Rentals \$2,715 (\$1,116 Riley's)
- Program Supplies
  - o Premiums \$4,573 (\$3,958 HMP shirts)
  - o Certification/Training \$1,416 (RRCA, CPR)
- High School Runners \$2,000

**UPDATE:**

## Completed Programs

- o **Beginning Women's Program**
  - \$3,420 income, awaiting final expenses.
  - 114 registered (Goal Race Run for Roses) 2013, 131 registered. 2012, 154 registered
- o **Spring into Trails Brand new!**
  - \$1,925 income, awaiting final expenses
  - 77 registered (6 weeks, no Goal Race)

## Current Programs

- o **8k** 92 registered (Goal Race Rotary Twilight) 2013 113 registered
- o **HMP** 173 registered (Goal Race Parks) 2013 194 registered
- o **FTM** 267 registered (Goal Race MCM) 2013, 266 registered. 2012, 294 registered.
- o **XMP** 194 registered (No specific Goal Race, Fall), June 14 start. 2013, 183 registered. 2012, 196 registered
- o **10k** 31 registered (Goal Race Rockville 10K), August 19 start. 2013, 176 registered. 2012, 154 registered
- o **5K Run/Walk** 19 registered (Goal Race Rockville 5K), August 13 start. 2013, 123 registered. 161 registered

## Major Races

- o **Parks** 9/14/14 - 969 registered (opened 4/5). 2013 2,420 registered. Aug 1 price goes from \$55 to \$60.

## Secondary Races

- o **Rileys Rumble** 8/3/14 - 62 non-members registered. 2013, 147 non-members registered.
- o **Run for the Roses** - 274 finishers. 2013, 242 registered. Awaiting final income and expenses.
- o **KOTR**
  - \$3,163 income, \$3,238 expenses, \$115 Net Loss, improvement of \$596 over 2013.
  - 310 registered. 2013, 320 registered.
- o **Germantown 5 Miler**
  - \$8,897 income, \$5,758 expenses, \$3,139 Net Income, improvement of \$1,249 over 2013.

- 273 finishers. 2013, 195 finishers

### Club Races

- o **Little Bennett XC 10K** - New Race! 95 finishers. Awaiting final income and expense.
- o **June Bugs**
  - \$285 income, \$470 expense, \$185 Net Loss, improvement of \$65 over 2013.
  - 145 finishers. 2013 - 107 finishers. 2012 - 195 finishers.
- o **Memorial 4 Miler**
  - \$820 income, \$1,127 expenses, \$321 Net Loss. Decline of \$990 over 2013.
  - Expenses up \$768 - New permitting fees \$472, rental truck \$239. \$200 decrease in income.
  - 277 finishers 2013 - 368 finishers 2012 - 240 finishers.
- o **Run Aware**
  - \$469 income, \$807 expenses, \$338 Net Loss. Decline of \$632 over 2013.
  - Expenses up \$527 - Rental truck \$160, MNCPPC fee \$150, food increase \$152.
  - 203 finishers 2013 - 201 finishers.
- o **Capital for a Day**
  - \$750 income, \$758 expenses, \$8 Net Loss. Decline of \$332 over 2013.
  - Race entries down \$410.
  - 238 finishers 2013 - 250 finishers 2012 - 308 finishers.
- o **Firebirds Mile**
  - \$230 income, \$592 expenses, \$362 Net Loss. Decline of \$122 over 2013.
  - MCG CUPF increased \$240.
  - 175 finishers 2013 - 225 finishers. 2012 - 108 finishers.
- o **Spin in the Woods**
  - \$203 income, awaiting final expenses. Emailed final notice to submit expenses.
  - 85 finishers. 2013 - 103 finishers. 2012 - 104 finishers.

### Misc. Updates:

- o **Purchase Order (PO) Policy enforcement:** The PO process is not always getting used properly. For major expenses that require a PO; the PO needs to be obtained first before a commitment on behalf of the club is made. **Action Item:** A reminder will go out to Race Directors and Program Directors about the process. Race Directors and

Program Directors should also make sure they understand how much is in their budget before they start accumulating expenses for their race or program.

- o Race Accounting Template: Race directors are encouraged to look at the template before their race and let Becca or office management know if there are any questions.
  
- o We have been seeing higher permit fees for some of our races. This is causing a reduction in revenue.

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

#### **New Business:**

Twilighter update: Registration is up for this year. The club is looking for a replacement race director for 2015.

Gaithersburg Sportsfest: Kimberly will speak to the Gaithersburg city about being more involved in next year's event.

Evolution of Race Schedule: The Board discussed the need to look at our races and evaluate them from a participation and cost perspective. We would like to get suggestions on how the club could make our races more exciting and encourage more participation. **Action Item:** The club will create a poll which will be highlighted on "Ins and Outs" to get club feedback.

Staffing Resources / Priorities: The club's administrative needs have been growing over the past few years and the Board is looking at determining what the proper configuration of paid employees and volunteers are necessary to continuing the future success of MCRRC. Becca has reached out to several consultants to potentially help us figure out our staffing needs and governance of the Board. Our approach would be to do a staffing needs assessment. From there, it could be determined if changes to the size and skill sets of the board should be reconfigured.

**Action item** Becca will look into costs. A local soccer club has recently made a transformation and had a similar configuration to the club. **Action item:** Becca will set a meeting with them to get a better understanding of the issues they faced and what they have done to improve their operations.

#### **Old Business**

Membership Management: Danielle spoke to three different companies who can do registration for events. Most of the companies can do database work for membership tracking and have lower fees than our current vendor. The Club is looking for more functional aspects such as email conformation for participants and membership. **Action Item:** Danielle will continue to research costs and functionalities to see if these organizations can provide the services the club needs. Office management will get involved to see if the systems are usable and easy to navigate.

Webmaster/ Website Executive discussion.

Dinos will do a security review of our systems. Dinos needs a point of contact as a person who has final authority of changes. That will be Doug and Yvette.

Volunteer requirement for personalized bibs: Personalized bibs can also be obtained as a pace coach who has completed a training program. **Action Item:** Yvette will change the web page to reflect this.

Background Check Policy: The board has voted to retain the background check policy. Susan has revisited the authorization form and has made the suggestion to include other methodologies for verification of their background such as a current security clearance. **Action Item:** Susan will redraft the text of the policy to include other methods to verify current security clearance plus revisions to deadline dates for returning the completed forms.

Planning Calendar FY15 Budgeting process: Budget: The Board will meet on September 22, at 7 PM to discuss budgets for 2015.

**Announcements:** This is the last year of the Comus 5k which has been run on the Bachman private land. We would like to thank the Bachman's for their patronage. Karen spoke to the group doing the study that MORE is creating for the Northern trails. Karen supplied data on our Club's needs and usage. The Board will attend the annual Maryland RRCA meeting in Columbia, Maryland, on September 7th. This is a meeting of local running clubs where current trends and club issues are discussed. Karen is continuing her involvement with Healthy Montgomery which is looking to improve the fitness and health needs of children in Montgomery County. Next board meeting is Thursday, August 7, 2014 at 6:30 PM at the MCRRC Office. 14672 Southlawn Lane Bay I/J, Rockville, MD. Karen will bring food. Meeting adjourned: 10:31 PM  
Respectfully submitted,

Doug Watt,  
Secretary MCRRC