

2016 August Minutes

Members Present:

Charlie
Norm
Chip
Pam
Hal
Omar
Katherine

Guests:

Michie Pitts
Cristian Rios

Meeting called to order at 6:24

Equipment and Staging - Nothing to Report

Finance - Hal reviewed the incomes and expenses. No major changes in incomes from last month. We are up about \$2,300 between our incomes and expenses. We have raised our race fees. Norm spoke with Ted Hooper for the financial compliance review. We want to get this completed in the next couple months. The review will be through year end 2016. Ted will send out a letter of engagement.

Marketing - Eric put together a mail chimp for the Endless Summer race. Eric went through the results of the survey. 100% of those who responded to the survey had enjoyed participating. Kiwanis was the highest rated. Rose Mofford was the least favorite course. Everything ranked well except for the bathrooms and t-shirts. Course markings rated second highest with unfavorable rankings. The age/gender start was low ranked. We are going to drop the age/gender start in future Summer Series. There were suggestions on improving the Series (i.e. earlier start, better water station management, better course marking, problems with registration). About 38% of those surveyed liked the medal for all 5 races, however, the results are skewed because not all those surveyed qualified for the medal. About 50% of the medals were picked up.

It would cost \$55 for 500 postcards to promote our races and place in cars. It takes about a half hour to an hour to distribute postcards. Will take a week to order them and will start distributing them for the Thanksgiving race. Eric will look into the possibility of having a sponsor for the postcards. We will be marketing the Marathon and Thanksgiving on the first postcard.

Eric has started a weekly Featured Member post on Facebook.

Muscle Milk would like to come to the Endless Summer to give samples away.

Membership - We have been doing initiatives to increase membership. However, there has been no significant increase in membership.

Race Day Clothing - Eric will work on getting the design of the Thanksgiving Day t-shirt.

Race Timing - Omar suggested to finalize the results. It will be the responsibility of the runners to check the results on the race day before it is posted online. Changes will not be made after they're posted online. At Endless Summer, we will announce that runners are responsible for checking and correcting time before the awards ceremony.

Race Venues - Hal will have first meeting on the Thanksgiving race venue.

Registration - Pam recruited Janet Foote to take over as the Registration VP. Pam will train Janet for this position.

Social – Katherine is coordinating with Ron to organize the End of Summer Trail Run. Fleet Feet would like to do a Halloween social run with us and have vendors join the event.

Volunteers - We're doing well for Endless Summer, but we don't have aid station volunteers for Jerome. We need 6 volunteers for the aid station.

Upcoming Races

Jerome - Charlie will load up the van just like he did last year.

Endless Summer - Hal and Charlie will coordinate the truck arrival, signage, and cones. Cristian and Hal will bike the course ahead of time.

Ragnar Proposal - If a captain signs up for Ragnar, they are willing to pay for their Summer Series and membership fee. Ragnar is willing to pay the \$500 fee for each race to set up a booth. We would basically be promoting their events. Eric will work with Hal to clean up the proposal.

Race Calendar on our Website – We will have links for other race calendars instead of listing every race on a calendar.

We would only feature ARR events as featured events starting in 2017.

Re-certify Thanksgiving Course - Norm will contact Joe to get the course re-certified.

Meeting adjourned at 8:14 pm.