

Frederick Steeplechasers Running Club
Executive Board Meeting
18 May 2018

Attendees

Jill Cameron - President	Roseann Abdu – Newsletter
Eric Cameron - Vice President, Public Relations	Billy Clem – Training Programs
Harriet Langlois - Treasurer, Women's Distance Festival, Signature Race Oversight	Nikki Martin – Membership
Nicole Davis - Secretary, Trail Running, Training Programs	Kerry McHugh – Membership
Lou King - Board of Directors, Technology, Community Liaison	Heidi Novak – Social, Coach
Mark Lawrence - Board of Directors, Race Services (6:09)	Anne Shubert – Communications
	Ruth Taylor - Competition
	Chris VanSant – Racing Team
	Rick Kern - Member

Call to Order - Jill Cameron
Meeting called to order at 6:05.

Treasurer's Report - Harriet Langlois

Reference File: *Board Meeting 2018-05-16 - Financial*
https://docs.google.com/presentation/d/1FQzZCiyJwjkk_HwJ-1rQAcX9FOEabS1IZEgserC4YRY/edit?usp=sharing

- No major deviations from budget.
- FSRC finances now fully at Frederick County Bank.
- Taxes for 2017 have been filed.
- Race revenue will likely be down from last year.

Approval of Minutes - Jill Cameron

Reference File: *2018-02-21 Board Mtg Minutes*
<https://docs.google.com/document/d/1OFzqR4EUR20pXVoskxZmbkmwys19AKOMakDVMm0zuNY/edit?usp=sharing>

MOTION: To approve the minutes from Feb 21, 2018

Made by: Lou King
Second: Eric Cameron
Result: Motion carried, unanimous

Last Meeting Action Items - Jill Cameron

- Tim O'Keefe booked Frederick High School track for July and August.
- **UNCOMPLETED ACTION:** Jill Cameron has not yet asked Bill Susa if he is interested in becoming certified to certify courses.
- Roseann Abdu has announced the name change of the newsletter to Intervals Blog

- Lou King and Chris Van Sant have re-evaluated the fairness of age-grading qualifications for the racing team.
- Eric Cameron and Jill Cameron have taken over planning and execution of the final details of the RRCA Coaching Certification Course.
- Jill Cameron followed up with Johnny Leonardis at Charm City regarding Athletes Serving Athletes.
- Harriet Langlois and Anne Shubert have exchanged ideas regarding a social media strategy.
- Harriet Langlois lead the organization of the Signature Races portion of the booth at the Frederick Running Festival Expo.
- Nikki Martin made reservations for Frederick Running Festival expo booth, post-race infield space, and handled the volunteer sign-ups for the event.
- Nikki Martin and Kerry McHugh lead the organization of the membership portion of the booth at the Frederick Running Festival Expo.
- Josh Roane lead the organization and sales of FSRC Store merchandise at the expo booth.
- **UNCOMPLETED ACTION:** Unclear if Josh Roane has developed a strategy to increase marketing attempts for the Store.
- Eric Cameron wrote an article about the Summer Solstice for the Frederick News Post.
- **UNCOMPLETED ACTION:** Eric Cameron will write an article about the Spires for the Frederick News Post when the current season is over.
- Crista Horn will co-lead the Memorial Scholarship Committee, and has asked John Stuart to assist.
- Lou King has stepped up to lead the Market Street Mile.
- Jill Cameron has emailed Pam Geernaert regarding Active Physical Therapy wanting to do an Education Night.

For the remaining items, full details can be found at:

Reference File: *2018 05-16 Status Reports - Summary*

<https://docs.google.com/document/d/1WCqVmJ4id7wqBA8wOsH-iuBVCCcU1WMpljyJREqRsWj4/edit?usp=sharing>

Newsletter - Roseann Abdu

Roseann Abdu will be on vacation until May 11th. Next Intervals Blog issue may be a bit delayed.

Decathlon - Jill Cameron

- Facility and race directors for events are secured.
- Baker Park 5k route certified.

Race Support Services - Mark Lawrence

- Both the number of races requesting timing services as well as event participant numbers have been trending downwards. The trend is likely multifactorial. Runners are pushing for chip timing. New regulations from the City of Frederick are increased operational costs for races - e.g. can no longer use volunteer police officers.
- Historical perspective - Years ago there was a debate regarding the direction the club would take in regards to races - hosting a few races a year versus offering timing services as an income generator. At that time, membership was considerably lower and revenue from races/race timing covered approximately half of FSRC expenses.

RECOMMENDATION: If the downward trend in races and race participants continues, FSRC should re-evaluate the entire financial and race services picture to balance the budget, including but not limited to, raising membership dues, hosting a race to generate club revenue, increasing funds received from Signature races, discontinuing timing services, etc.

Racing Team - Chris Van Sant

- Age-grade percentages are now the same for men and women.
- Applications for new racing team members will be accepted beginning July 1st.

ACTION: Chris Van Sant will advertise on Facebook the opening of the application period for new racing team members beginning in early June.

Trail Running - Nicole Davis

- Trail group assisted with trail clean-up at Little Bennett after recent storm. Considering adding more community service events in the future.
- Inaugural Lil'B 5k-ish was a success.

Training Programs - Nicole Davis

- Half Marathon Training Program is wrapped up.
- Women's 5k Training Program is ready to start.
- Target race for Fall Marathon Training Program will be the Marine Corp Marathon. MCM is giving FSRC a number of guaranteed entries.
- Planning for fall programs - Full, Half, Coed 5K - is underway.

ACTION: Billy Clem and Anne Shubert to advertise "hold that date" for the fall marathon program.

ACTION: Nicole Davis to follow up with coaches regarding CPR training.

Competition Committee - Jill Cameron

Decathlon starts May 30th.

Communications - Anne Shubert

New newsletter format is working well.

ACTION: Harriet Langlois and Anne Shubert to continue working on details of a social media strategy.

Education Night - Jill Cameron

Pam Geernaert is looking for ideas for upcoming Education Nights.

Technology - Lou King

- Developed tool to remove individuals with expired memberships from the MailChimp distribution list.
- Nicole Davis and Kerry McHugh reorganized the website.

Race Registration Kiosk Proposal

MOTION: **to approve the Race Registration Kiosk Budget Proposal**

Made by: Eric Cameron
Second: Mark Lawrence
Result: Motion carried, unanimous

Market Street Mile - Lou King

- Planning is ongoing and on schedule.
- Bri and Marc Heisel have stepped on as committee members, along with Peggy Waxter, Jill Cameron, and Harriet Langlois.
- Mattress Warehouse has signed on as premier sponsor.

Officer Nomination Process - Lou King

Reference File: *Officer Nomination Process*

https://docs.google.com/document/u/1/d/10DHJRk5r-2C1LOxII-sTy_ZMgo-KnA_0Xr59o7S6Vw/pub

Currently, eligibility to be on the Officer Nomination Committee is extended only to current and past officers. A recommendation has been made to also extend eligibility to past and present committee chairs.

MOTION: to allow active and past committee chairs to serve on the nominating committee, in addition to active and past officers

Made by: Lou King
Second: Harriet Langlois
Result: Motion carried unanimous

ACTION: Jill Cameron to modify language in Officer Nomination Process document to reflect above motion.

ACTION: Lou King and Mark Lawrence to have Officer Nomination Committee formed by August board meeting.

RRCA Convention - Lou King, Jill Cameron

Reference File: *2018 Convention Slides*

<https://drive.google.com/open?id=1VBW2ANIIPjLA6sOGK0ktdjdP5CWt-yh1>

- Lou King presented on “Using Technology to Effectively Lead Your Club”
- Lou King’s presentation, as well as slides from other select presentations can be found in above referenced folder.

Community Outreach - Lou King

At the April meeting of the Westside Regional Park Task Force, there was an outpouring of support for an indoor track. By the end of the meeting the Task Force seemed to have decided to add an indoor track to the plan and remove a water park.

Women’s Distance Festival - Harriet Langlois

- Planning ongoing and on schedule.

- Registrations, sponsorships, and donations are all ahead of 2017.
- With sponsorships going so well, the committee has decided to offer booth space to invited nonprofits at no charge.

Race Coordination - Harriet Langlois

Frederick Running Festival Expo Flash Sale was successful using promo code.

RECOMMENDATION: Shirts from past races are not selling, even at bargain prices.
Consider donating.

Summer Solstice 8k

Planning is going well under new race director, Alex Young, despite lots of new challenges. Will likely hit 300 registration cap.

Indy 5000

Permit has been issued.

ACTION: Victor Cretella to look into renting porta-johns for Indy 5000.

Traffic Cone Budget Proposal - Harriet Langlois

Reference File: *Traffic Cone Budget Proposal - May, 2018*

<https://docs.google.com/document/d/1pm56AzbtXd26-IExRSVxXZyBS9O1GikZNI6UScpsy9o/e/dit?usp=sharing>

New requirements from the City of Frederick require significantly more cones to mark courses. Summer Solstice course will need approximately 200 more cones than FSRC currently owns.

MOTION: to approve Traffic Cone Budget Proposal as written

Made by: Harriet Langlois
Second: Lou King
Result: Motion carried, unanimous

Race Contracting - Lou King

Race Services currently has a multi-step, manual process for contracting. Bringing the process fully online via technology magic from Lou King would significantly reduce the volunteer workload for the process.

ACTION: Lou King to proceed with automating the race contract process.

Membership - Jill Cameron

792 members

Panthers - Jill Cameron

Panthers had a successful spring season with 60 runners. Special thanks to Chad Ahalt for coaching every session.

Social Committee - Heidi Novak

Frederick Running Festival Post-Race Celebration

Sign-up process worked well for food.

RECOMMENDATION: Less food for FRF Post-Race Celebration in 2019.

Annual Picnic

Utica Park is undergoing construction which has closed our usual location. Heidi Novak is currently looking at other options including Pine Cliff Park and Urbana District Park. Kemptown Park was also suggested.

ACTION: Heidi Novak to book location for Annual Picnic.

Banquet - Heidi Novak

Usual date is booked. Upon discussion, Saturday, January 19th was settled upon.

ACTION: Heidi Novak to book Saturday, January 19th for the Celebration Banquet.

Scholarship - Mike O'Grady

Four students have been chosen. FSRC did not give out the full balance of money available for scholarships. Number of awards given were based on the quality of the applicant pool in comparison to past years.

RECOMMENDATION: As Rick's Run grows, FSRC will need to re-evaluate how much money is awarded to prevent a significant amount of funds being held over from year-to-year by FSRC.

Running Events - Rick Kern

Via the Suggestion Box, then attendance at the board meeting, member Rick Kern proposed having a "featured event" each year in which members would travel to an out-of-town race (e.g. Runner's World Half Marathon in Bethlehem, PA or The Great Race in Pittsburgh, PA, etc.)

Those in attendance were generally in favor of the idea. Nicole Davis noted that the Trail Steeps are headed as a group to the Yeti 50k in Abingdon, VA in early June, and provided details on how the trip was organized.

Spires - Jill Cameron

Spring track season is going well.

ACTION: Jill Cameron to verify time of Spires track meet and post on Facebook group.

Upcoming

June 23rd	Summer Solstice 8k
May 30th	Decathlon
May 31st	Social Hour - Alive at Five
June 30th	Independence 5000
July 21st	Run for the Pie
August 4th	Women's Distance Festival

August 25th Picnic

Adjournment - Jill Cameron

Meeting adjourned at 7:29 by President Jill Cameron.

Recorded by: S. Nicole Davis, FSRC Secretary