

Frederick Steeplechasers Running Club
Executive Board Meeting
15 Aug 2018

Attendees

Jill Cameron - President	Roseann Abdu – Newsletter (6:05)
Eric Cameron - Vice President, Public Relations	Billy Clem – Training Programs
Harriet Langlois - Treasurer, Women's Distance Festival, Signature Race Oversight	Heidi Novak – Social, Coach
Nicole Davis - Secretary, Trail Running, Training Programs	Josh Roane – Store, Coach
Lou King - Board of Directors, Technology, Community Liaison	Syble Roane – Coach
Mark Lawrence - Board of Directors, Race Services (6:05)	Robert Hall - Coach

Call to Order - Jill Cameron

Meeting called to order at 6:03.

Last Meeting Action Items – Jill Cameron

- **UNCOMPLETED ACTION:** Jill Cameron will check with Anne Shubert about promoting the Store.
- **UNCOMPLETED ACTION:** Eric Cameron will check with Louis Shiavone about writing an article about the Spires for the Frederick News Post. If Louis isn't interested, Eric will write the article.
- **UNCOMPLETED ACTION:** Jill Cameron will speak with Bill Susa regarding course certification.
- Chris Van Sant advertised on FaceBook the opening of the application period for new racing team members in early June.
- Billy Clem and Anne Shubert advertised "hold that date" for the fall marathon program.
- Nicole Davis followed up with coaches regarding CPR training. All coaches are in currently certified through 2018.
- **UNCOMPLETED ACTION:** Harriet Langlois and Anne Shubert continue to work on details of a social media strategy.
- Jill Cameron modified the language in the Officer Nomination Process to reflect extension of Officer Nomination Committee membership to committee chairs.
- Lou King and Mark Lawrence have formed the Officer Nomination Committee.
- Victor Cretella rented porta-johns for Indy 5000.
- Heidi Novak booked Urbana District Park for the Annual Picnic.
- Heidi Novak booked Saturday, January 19th for the Year-End Celebration Banquet.
- **UNCOMPLETED ACTION:** Spires track meet was canceled due to weather. Jill Cameron will connect with Trevor regarding future meets.

Treasurer's Report – Harriet Langlois

Reference Files: Treasurer's Report - [Board Meeting 2018-08-15 - Financial Budget vs. Actual](#) - [2018 Q2 Budget vs Actual](#)

- Approximately \$19000 was raised for Blessings in a Backpack.
- Race Services will be short for the year.
- Approved budget proposals for traffic cones and race registration kiosks have been added to the budget.

Approval of Minutes - Jill Cameron

MOTION: To approve the minutes from May 18, 2018

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

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

Reference File: [2018.08.15 Status Reports - Summary](#)

Race Scheduling – Harriet Langlois

Harriet Langlois would like to shift race scheduling to another volunteer. Lou King's software should automate the process significantly. Mark Lawrence volunteered to do race scheduling. Single point of contact for race directors will be a bonus.

ACTION: Harriet Langlois will show automated tool to Mark Lawrence when it is finished.

Intervals – Jill Cameron

- Fall edition submissions are due Sept 1.
- Word count for articles has been increased from 500 to 750.

Decathlon - Jill Cameron

Going well.

Ed Night - Pam Geernaert

- Julie Harris will present on nutrition for runners on Wednesday, August 22nd.
- Pam Geernaert is in communication with Mad Fitness to host an Education Night.

ACTION: Jill Cameron will talk to Pam Geernaert to insure Mad Fitness will not be advertising.

Communications - Jill Cameron

ACTION: Jill Cameron will touch base again with Louis Shiavone to see if he is interested in helping with FaceBook.

Technology - Lou King

- Chromebooks for race registration were used at the Indy 5000 and Women's Distance Festival and worked out well.
- Two extra Chromebooks are being loaned for use at Market Street Mile.
- The Race Support Contracts System - Racebiztility - is on hold for the moment until after the Market Street Mile.

Competition - Jill Cameron

Grand Prix, Equalizer, and Trail series are going well.

Store - Josh Roane

ACTION: Josh Roane will bring samples of shirts to training programs.

- Car seat covers are the best seller. The Last order had a defect issue which was resolved by the manufacturer.
- Seeking ideas for new items. The unofficial training program logo is popular.
- Discussed "coach" shirts to help participants identify coaches at training programs.

ACTION: Josh Roane will follow through on coach shirt.

Race Support - Mark Lawrence

- Discussion of current process for advertising for races. Race directors are responsible for putting details onto the FSRC website calendar. Not all race directors do however. The definitive race list is in the spreadsheet, not the calendar. Currently Harriet Langlois is checking for differences between the spreadsheet and web calendar and following up with race directors to be sure the calendar entry gets made.
- Current city race courses are problematic - overly expensive for local races due to new requirements to hire traffic control officers.

ACTION: Lou King is working with Director of Parks and Recreation (Bob Smith) to design a new course for the City of Frederick that is fully on public streets.

- The current City of Frederick race permitting process is problematic, particularly for small races.

ACTION: Mark Lawrence and Lou King are working with the City of Frederick to improve the process for race permitting.

- In general, numbers are down for smaller local races, perhaps due to other larger races saturating the market. This affects FSRC positively - race services schedule more manageable - and negatively - reduced income.
- Stone Mill and JFK are on the same day in 2018. Usual JFK aid station volunteers may be running Stone Mill.

ACTION: Jill Cameron will advertise for JFK aid station.

Training Programs - Jill Cameron, Nicole Davis

- *Half Marathon* - Josh Roan, Anne Shubert
 - Going well. 20 participants showing up.
 - Using other coaches as needed for substitutes.
- *Women's Distance Festival 5K* - Syble Roane, Marti Grib-Kachman, Casii Dodd
 - Went well. Feedback is positive.
- *Coed 5k* - Robert Hall
 - Starts September 5th.
 - Working with the race director, Margaret Osborne, to cross promote.
 - Mark Lawrence volunteered to assist with the Coed 5k program.

ACTION: Harriet Langlois will follow up with Margaret Osborne about information for marketing.

ACTION: Nicole Davis to substitute for Robert Hall on Wednesday, October 3rd.

ACTION: Billy Clem to substitute for Robert Hall on Saturday, October 6th.

- *Marathon* - Heidi Novak, Crystal Tressler
 - Going well.

Community Liaison - Lou King

Lou King attended a presentation about the Frederick Nonprofit Economic Impact with the Chamber of Commerce.

Reference File: [frederick_nonprofit_economic_impact_results](#)

Officer Nomination - Lou King

The nominating committee is currently Mark Lawrence, Lou King, and Kerry McHugh.

ACTION: Board members to start asking people they think would be appropriate for officer positions.

ACTION: Eric Cameron will join nominating committee.

Membership - Jill Cameron

Current membership at 920.

Social - Heidi Novak

Picnic planning on schedule and going well.

Panthers - Jill Cameron

Everyone is excited for start of fall program.

Spires - Jill Cameron

On track for 46+ participants for fall XC program.

Public Relations - Jill Cameron

ACTION: Louis Shiavone to write article about Women's Distance Festival.

Summer Solstice - Jill Cameron

- Feedback in general was positive.
- Raised \$19114 for Blessings in a Backpack.
- Primary issues were rain and ran out of beer.

Women's Distance Festival - Harriet Langlois

- Race went well except for timing. Sponsorships, registrations, and net revenue all hit all-time highs.
- 2I Timing out of Gettysburg performed poorly. Primary timing system had 100% failure on start chip reads, 75% failure on finish chip reads. Backup system missed over 100 runners. Many results were filled in as gun time from the video. The company didn't explain how bad the situation was at the race. Lack of honesty is a deal breaker for next year.

ACTION: Harriet Langlois will find a new timing company for the 2019 Women's Distance Festival 5k.

- Netted approximately \$24400.
- Having non-profits set up at expo worked well.

Market Street Mile - Lou King

The donation button on RunSignUp is being utilized and netted and additional \$500.

ACTION: Jill Cameron and Lou King will push advertising for volunteers for Market Street Mile.

Rick's Run - Jill Cameron

- John Stuart and Crista Horn will take over Memorial Scholarship for 2019.

RECOMMENDATION: Advertising for the scholarship is most likely to reach the students by going through the coaches.

- Thank you notes from 3 of the 4 2018 recipients were read.

ACTION: Jill Cameron to contact Crista Horn for biographies from 2018 winners.

ACTION: Nicole Davis will post biographies on the website.

Little Bennett 12-Hour Ultra Run - Jill

Due to a concern of race participation by the race directors of Rick's Run, the race directors of Little Bennett 12-Hour have decided to cancel their trail event in October to ensure maximum participation with the FSRC signature race.

Miscellaneous - Jill Cameron

- Committee representatives need to attend board meetings. Those unable to attend need to read both the minutes and the status reports summary to stay informed of club business.

ACTION: Jill Cameron to push for attendance at board meetings.

ACTION: Jill Cameron to send minutes and status reports out to all - board and committee chairs - after the meeting

- All board members and committee representatives should remember that they represent FSRC leadership when posting on social media.

ACTION: Jill Cameron to remind FSRC leadership about social media etiquette.

5K Trail Training Program - Jill Cameron

Via the Suggestion Box, a request was made for a 5k Trail Training Program in the summer of 2019. A training program for the 5k distance may not be feasible due to the logistics of trail locations. However, a 10k program may be possible. Roseann Abdu and Robert Hall expressed interest in coaching the program.

ACTION: Nicole Davis will talk to Angela Papillo about the possibility of a trail training program.

ACTION: Nicole Davis and Billy Clem will work with Roseann Abdu and Robert Hall to explore the possibility of a 10k Trail Training Program for summer 2019.

Signature Races Advertising - Eric Cameron

Signature race advertising cards seem to have excess leftover. A single card advertising all four races rather than four separate cards was proposed.

RECOMMENDATION: Consider other strategies for efficient use of advertising materials.

Rick's Run

Participant numbers are down compared to this time last year (83 versus 125). This may be due to a number of factors. There are several locally popular races on the same weekend including Patapsco and the Women's Half Marathon by VHTRC. Also, Kevin Sayers hosted a new ultra race in Spring 2018 that used the identical course.

General Meeting:

ACTION: Eric Cameron to book location for General Meeting in November.

Upcoming:

Aug 22	Education Night
Aug 25	Picnic
Sep 8	Market Street Mile
Sep 16	Rick's Run
Nov 14	Board Meeting

Adjournment - Jill Cameron

Meeting adjourned at 7:54 by President, Jill Cameron.

Recorded by: S. Nicole Davis, FSRC Secretary