



Rochester Running Club Board Meeting Agenda

Date: March 16, 2021

Start Time: 6:00 pm

Location: Zoom Meeting

Last Meeting: February 16, 2021

Next Meeting: April 20, 2021

Agenda Item	Action
Call to Order and Roll Call	Called to Order at: 6:02 Present: Gwen Jacobson, Ray Gladkowski, Dale Pfrimmer, Ruth Brennan Morrey, Branda Anderson, Anne Sill, Anna Sanchez, Rick Fishbune Absent: Brian Hunn, Cindy Morgan, Chris Coon, Mitch Felton, Kasey Kuker Guests: Randy McKeeman, Jean Murray
Review and Approval of Minutes	Gwen made a motion to approve the February minutes. Dale seconded the motion, the minutes were approved by all.
Review and Approval of Financials	March Financial Report Mitch inquired if we need a new line item for the Venmo account. We do not because the money goes into the THINK checking account, not a different account. There was an additional website expense for 3 new pages. The budget is on target. The Financials were voted approved by all.
Guest Reports	
Spring Into Fall Classic Race Update	Randy McKeeman has been the co-race director for the Spring Classic for the last 4 years, along with Scott Robinson from Bolder Options. Bolder Options is a non-profit that matches mentors and mentees. The mentors and mentees train to run a 5-K race together. The Spring Classic is a fundraiser for Bolder Options. It was not held last spring or this spring due to the pandemic, but it will be held this fall called Spring "into Fall" Classic. Randy shared that he would like to certify the 15K race. It will be good timing for those running fall marathons. He is working on the permit with the city and reserving the shelter. This will be Randy's last year as co-race director. He is willing to mentor someone into the role as a co-race director. Ruth shared that Bolder Options needs mentors as well (especially men). This request can be put into social media, Constant Contact, a news item for the website, and announced on Saturday morning. Registration will be on the RRC website. Gwen shared that the RRC Jones Counter is missing. We will need to replace it. Gwen made a motion to purchase a Jones counter, Rick seconded, motion was approved by all.



Membership	<p>Guest Jean Murray shared current membership numbers and compared to previous year trends.</p> <p>Expired Member Analysis</p> <p>Membership #'s: 1/1/2018=147 1/1/2019=124 1/1/2020=139 1/1/2021 = 154</p> <p>Jean explained the history of the RRC membership. At one point, membership was up over 300. She shared major events that occurred the same year as that number of members. The chart showed how many years people were members, comparing the year they joined with the number of active years. While overall membership is down, it has turned around in the last couple of years. Dale shared that he is proud that we are not a high-pressure to join club – we are welcoming to members and non-members. Jean shared that we have more family memberships than we used to. Jean asked the board to clarify if a family membership is limited to one membership discount for races offering a discount to RRC members. Ruth shared surprise that the membership is as low as it given the size of our city. Gwen questioned if the community is aware of the contribution RRC makes to the running community (for example, help people put on races safely). Anne shared that we should have more distance options on Saturday mornings other than a full or half. Is there a possibility for a more social aspect along with more distance options? Jean brought up the issue of team pride – how do we create that? Could All-Comers be a way to get more parents involved in running? We need to work on better promotion of the value of club membership.</p> <p>Post Meeting electronic motion made: Each member of a RRC family membership will receive the applicable Grand Prix or RRC membership race discount. Motion was approved by a majority.</p>
Committee Reports	
Diversity and Inclusion Committee	<p>March Profile posted.</p> <p>Equity and opportunity for athletes of all ages and abilities presentation by Ruth Brennan Morrey title Reimagining Sport in Rochester: Community effort in providing sport equity and opportunity to underrepresented youth. Youth sports is becoming an experience for the “haves/have nots” and now is the time we should consider this trend and intervene to reverse it. This needs to be a collaborative effort between clubs, organizations, and government. There will always be “pay to play” options, but how can we provide kids with an opportunity to play sports and achieve greater wellness? Reasons to pursue this now is because of ongoing racial inequality and family priorities are changing due to Covid-19, making the youth sport industry less appealing. The cost of youth sports is high, and so is the stress that goes with it. A key reason this is important to address is that kids are being left out of sports, especially the kids who need it the most (low-income kids, BIPOC, kids with disabilities, average kid who wants fun competition).</p>

When adults are physically active, they have kids who are 6x more likely to be active. Kid-driven free play has given way to adult-driven costly play. Adults are predicting their child's sport success. This results in less participation and less access, leading to an 11% drop in sport participation. Families making over \$100,000 are 4 times more likely to have child sport participants than families making less than \$25,000. Kids are forced into 2 pathways – the REC program where growth is limited or Competitive where the cost is high and involves traveling.

Vision:

- 1) Make sport accessible, affordable, and sustainable to every kid
- 2) Access to high quality sport experience

15/17 elementary schools have a run program. The All-Comers' races are well attended. But kids are pushed out, burned out, run out of high-cost, travel sports. Cost is a major barrier. The highly competitive nature of sports means that kids need to start young or start never. Transportation is a huge issue. Food insecurity is an issue. Certain populations are attracted to certain sports because of what that means in the media/how populations are represented by the media. Only 5% of kids get the CDC recommended amount of exercise of 60 minutes/day. 41% of teens are obese by 16-19 years old. Sports participation as a youth is a significant predictor of participation as an adult. For kids, sport participation is more desirable than "exercise". Youth with disabilities are 4.5 time less active and more likely to be obese. Rochester has one of the highest income disparity rates between Black and white families. Based on RPS Free & Reduced Lunch data, the areas of town with the greatest need can be predicted. Ruth shared the costs of 6 months of basketball, soccer, swimming, ballet (all very expensive). Youth sport access and opportunity is a public health issue and social justice issue. Data showed increased GPA and decreased crime – sports are a good investment. The data on the short and long-term benefits of investing in youth sports are impressive, including less disability and longer life. The New York Runners Club intentionally made a push to increase access to youth sports for everyone. They find champions for each school to give kids access. They have had free run programs for over 20 years, donated over 20,000 free shoes, and have given opportunities to 125,000 underserved runners, including runners with disabilities. The Aspen Institute's goal is to promote sports through 8 "Plays" (1. Ask kids what they want, 2. Reintroduce free play, 3. Encourage sport sampling until age 14/15, 4. Revitalize in town leagues, 5. Think small, 6. Design for development, 7. Train all coaches, 8. Emphasize prevention). There needs to be a collective impact – connect with other organizations. Appleton, WI also had a success story with the Park and Rec league going from 236 to 2600 kids from 2014-2020 with 4 Core Values: Inclusive, Intentional Skill Development, Family Balance, Promoting Lifelong Enjoyment in Sport. Project Play has a 2nd phase from 2020-2025, focusing on low-income



youth and especially girls. Kids with physical disabilities are often the most neglected group. They need to be presented with opportunities to be athletes. Ruth presented some first step solutions, including starting a running club with Boys and Girls Club (see slides for additional ideas). Project Play has an online toolkit for how communities can go about implementing youth sports projects in their community. There was enthusiastic support from the board to move forward with this effort.

Grand Prix Sponsorship Committee
 Ray shared progress of the Grand Prix Sponsorship Committee. Active PT, Quarry Hill Animal Hospital, Little Thistle Brewery will sponsor us. Little Thistle was incredibly supportive, signing on for a 3-year sponsorship, and will be a fun place to meet for runs. Taco Lab and Total Care Eye Vision have been asked to sponsor the Grand Prix, awaiting an answer. Final Stretch and VanDerHeyden Law are likely to return but it is not official.

Website Committee
 HHR Website Update: None
 RRC Website Update: Gwen Jacobson has been keeping the RRC website up to date. Aubri was paid for 3 new pages.

Saturday Morning Group Run Committee
 We had 37 runners the first Saturday and 39 the second Saturday. We still need pace leaders and aid station volunteers. Marissa will be a great fit. We are off to strong start. Branda has been intentionally running with new people.

Old Business

Equipment Shed Schedule
 We really need a shed contact for August! We will put this on the agenda for next month again.
[Shedmeister contact list](#)

New Business

RRCA Runner Friendly Community
[Runner Friendly Community Designation \(rrca.org\)](http://rrca.org)
 The application is just about done, and the letters of support are in. The huge last step will be the video, but the group is on track to submit for approval this summer.

RRC Race/Events

- HHR Registration Update – No update provided
- Hal Martin All Comers' Track Meets Update – track is reserved
- Tour De Essex – Race date will be 10/23/2021 – RRC website is updated for this race
- Reggie Oeltjen Douglas Trail 11 Mile Run – registration will go live this week; we will be able to run within Covid guidelines



Girls on the Run	<p>Too late for spring chapter. Need to start in April to start a chapter this fall.</p> <p>https://www.runnersworld.com/news/a35795403/girls-on-the-run/?source=nl</p> <p>https://www.gotrtwincities.org/Rochester</p> <p>https://kttc.com/2019/05/23/running-group-helps-local-girls-develop-their-inner-qualities/</p> <p>https://k-m.cr3.rschooltoday.com/public/costoption/class_id/4911/public/1/</p> <p>Form committee and name a committee chairperson</p>
Adjourn	<p>Before we adjourned, Dale gathered input/thoughts from all present. There was a lot of support for the movement for inclusive youth sports.</p>

Parking Lot / Future Meetings	
Save the Track Fundraising	<p>Slated for April Meeting</p> <ul style="list-style-type: none"> Form committee and name a committee chairperson
Equipment Rental Discount	<p>Slated for April Meeting</p> <p>Non-owned RRC Grand Prix races (5 races) – should we give a discount on equipment rental, if so, how much. This has been done in the past, but the amount of discount has not been documented.</p>
Medal4Mettle	<p>Home Medals4Mettle Your race medal becomes a message of compassion to a brave patient</p> <p>Dave Copeland suggestion</p>
Equipment Shed orientation/cleaning	<p>Need to clean shed and inventory all equipment</p>
Race Director Training	