



## Rochester Running Club Board Meeting Minutes

**Date:** August 21, 2023

**Start Time:** 7:00 pm

**Location:** LTS Patio

**Last Meeting:** July 17, 2023

**Next Meeting:** September 18, 2023

The Rochester Running Club (RRC) empowers runners of all ages, abilities, and levels of fitness, through organized group runs, community events and activities, and information to keep runners moving. Whether running for fun, to improve or maintain health, or for the love of competition, RRC helps runners achieve goals from a first 5k to completing a marathon and beyond.

Agenda Item	Action/Discussion
Call to Order and Roll Call (Dale)	Called to order at: 7:05 Present: Jessie Wilburn, Rick Fishburne, Branda Anderson, Anna Sanchez, Jean Murray, Jill Tacl, John Soucheray, Dale Pfrimmer Absent: Toby Hatlevig, Ann Noser, Dave Fochs Guests: none
Review and Approval of <a href="#">July Minutes</a> (Dale)	Kasey made a motion to approve the minutes, Dale seconded, minutes were voted approved by all.
Review and Approval of Financials (Jean)	August Report <a href="#">HERE</a> The IRS deductibility issue is solved! TerraLoco has been paid for the 1 <sup>st</sup> half of the season. The inflatable and fit socks have been paid for. HHR registrations are still down, but we will still make money. Race registrations seem to be down in general this year (also true for Med City Marathon) John made a motion to approve, Kasey seconded, financials were approved by all.
Social Media Updates (Ann and Jessie)	<b>Facebook:</b> 1.3 K followers  <b>Instagram:</b> 339 followers, Jessie will make a QR code to put out at SMTR for new people to follow.

**Minutes By:** Anna Sanchez, Secretary

<p>Race Director Update (Brock)</p>	<p>Gearing up for HHR! The course is not going to be certified. The city made us change the route at the last minute due to construction at Soldier's Field when it was too late to get certified without paying an exorbitant price (the quote was \$1,500). We would like to send a letter expressing our frustration. Our races also benefit Rochester as they bring money into the city through hotels and restaurants. Dale, Rick, and John will write a draft of a letter and we all sign it.</p> <p>The Great Gobble registration is open.</p>
<p><b>Team Reports</b></p>	
<p>Lance Pfrimmer Nonprofit Update (Dale)</p>	<p>Chris Coon has agreed to work with RRC to create Lance Pfrimmer Foundation, separate from the RRC. Chris is working to get the 501c3.</p>
<p>Diversity &amp; Inclusion Committee (Rick, Anna)</p>	<ul style="list-style-type: none"> <li>● The Boys and Girls Club running camp was a great success! The kids were divided by age into 2 camps. Ruth had a great lesson plan! There was an Olympics for the kids at the last day.</li> <li>● Tour de Essex has a non-binary category.</li> </ul>
<p>Saturday Morning Training Runs (Jean)</p>	<p>As of Aug. 16th, 57 waivers (Spring season: ~165 waivers)</p> <p>We hypothesize that people think they signed up for the whole year and that's why our fall waivers are down. Next year we will give an option for a whole year sign up.</p>
<p>Sponsorship Committee (John)</p>	<ul style="list-style-type: none"> <li>● Scheels approached Brock to see if they could be a title sponsor for the Great Gobble.</li> <li>● This brings up the question of title sponsors – it would make sense to have different levels of sponsorship with naming rights.</li> <li>● We should spend more money on advertising. We need to invest more in targeted ads on social media. There is a whole community of runners out there who are not coming to our races or coming to our SMTRs!</li> <li>● We need something fun at the end for our races! Donuts, ice cream. Maybe apple cider donuts?</li> </ul>
<p>Annual Banquet/Meeting (Anna &amp; Kasey)</p>	<ul style="list-style-type: none"> <li>● Speaker is finalized. Will revisit again next month.</li> <li>● Teams, continue to meet as needed</li> </ul>
<p><b>Race Reports</b></p>	

Douglas Trail	84 participants; Net income: \$1924.39. The 21-mile challenge really boosted participant numbers.
Women's Race	57 participants; Net income \$340.34
All Comer's	415 parent/guardians; 769 kids Volunteer pizza party was a success. It was held on Tuesday, August 1st with 30 volunteers/family in attendance.
<b>Old Business</b>	
Equipment update (Jean)	Inflatable arch will be here for HHR!
Supporting High School Runners	<ul style="list-style-type: none"> <li>• Clothing drive is underway</li> <li>• 1 coach has added a request of volunteers to the website (but the deadline is past)</li> </ul>
Fit Socks	<ul style="list-style-type: none"> <li>• Ordered, will be here in time for the banquet. All new and renewing members will be given a pair.</li> </ul>
<b>New Business</b>	
New Grand Prix Age Category (Anna)	Anna made a motion to add an 80+ category for the Grand Prix. Branda seconded, it was approved by all.
Grand Prix Black Friday Registration Deal (Kasey)	Black Friday Promo Deal - run a special to sign up for all Grand Prix races at a low cost. Advertise all the Grand Prix races the year before (Black Friday for example) and promote it for registering for all the races at one time. Alternatively, we could advertise a grouping of 3 or 5 of the RRC ones or all the RRC ones. Because there are non-RRC races, this will take a bit of offline work. Kasey and Branda will work on a proposal and bring it back to the board.
Movie Night Update (Dale)	Attendance and next 2 dates: 102 reservations and 72 people showed up for the Steve Prefontaine movie. Jessie got an Instagram request for a get together afterwards – we will plan on an informal gathering afterward to discuss the movie next time. The next movies will be October 22 and January 14. Dale will pick the top 3 movies to vote on and Jessie and Ann will put the polls out on social media.
Constant Contact Summary (Jean)	In past year, RRC has generated 72,552 emails through 130 campaigns (excludes CC's FB social media posts and campaigns sent to 5 or fewer recipients)

	<p>The most-opened campaigns:  HHR What you need to know  HHR Reminder: Post race info &amp; thank you  RRC Logo wear &amp; updated list of member-only discounts</p> <p>#1 performing email (ie most clicked):  Ballot Link Attached:...</p> <p>Constant Contact provided other data points, such as `average open rate: 0.62%`, but I am not including those data points that were skewed by the large but infrequent HHR campaigns.</p>
Equipment Discussion	<p>There is a lot of stuff we can part with – the overall sentiment was that anything we don’t need, we should get rid of. There is a propane heater that we haven’t used in several years</p>
<b>Additional Agenda Items</b>	
<b>Parking Lot</b>	
SMTR Liaison to TerraLoco in 2024	<p>Identify a SMTR liaison to Terra Loco for 2024. The liaison would</p> <ul style="list-style-type: none"> <li>● Clone/review/revise the XLS training schedule &amp; route links each season. Print /laminates new route maps</li> <li>● Take 1<sup>st</sup> stab at responding to TL questions/issues/requests and/or TL referred runner feedback</li> <li>● Periodically replenish TL’s SMTR supplies (from shed, &amp; Sam’s/Costco)</li> <li>● Periodically pick up &amp; deposit tip jar cash &amp; TL reimbursement receipts</li> <li>● Periodically pick up &amp; enter paper waiver info for entry in JotForm (few)</li> <li>● If willing, clone/revise SMTR volunteer SignUp Genius and update RRC www links prior to each season</li> </ul>
<b>To Keep on the Radar</b>	