



Rochester Running Club Board Meeting Minutes

Date: December 18, 2023

Start Time: 7:00 pm

Location: Centerstone Hotel

Last Meeting: November 20, 2023

Next Meeting: January 15, 2024

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: Present: Kasey Kuker, Branda Anderson, Ann Noser, Rick Fishbune, Jean Murray, Dale Pfrimmer, Jessie Wilburn, Toby Hatlevig, Jill Tacl, Dave Fochs (Anna Sanchez joined us mid-way) Absent: John Soucheray, Anna Sanchez (see above) Guests:
Review and Approval of November minutes (Dale)	Dale presented - All approved
Review and Approval of Financials (Jean)	Dec. 14 th : Jean is transferring responsibilities. She will be missed. Rick moved to approve – all approved. Here
Social Media Updates (Ann and Jessie)	Facebook: 1, 378 followers, 2.7k reach, 2.2k engagement Instagram: 411 followers, 469 accounts reached, wants to connect IG and FB
Race Director Update (Brock)	Budgets for the 2024 events? 36 registered for Polar Bear 5K
Team Reports	
Diversity & Inclusion	No updates

Minutes By: Ann Noser, RRC Director

SMTR	Registration is open. Ann Noser working with Tiffany. Routes might be modified. Ann will contact Kyle.
Annual Banquet/Meeting (Anna & Kasey)	<p>Team Updates</p> <ul style="list-style-type: none"> ● Please review the Punchlist and update as needed ● Team updates: <p>Meeting Team (Dale, Jessie, Rick) Awards Team (Anna, Jean, Jill)</p> <ul style="list-style-type: none"> ● Will provide suggestions for volunteer awards at the meeting with data collated by Rick – ● Dwight Pearson Award – Rick Fishbune ● Outstanding Service Awards - Kyle Sevits and Teresa Fox ● Please see attachment for ROY and Resiliency nominees – the board will vote on the winners. ● ROY – Kasey Kuker (she will record an acceptance) ● Resiliency award - Dale and Megan Pfrimmer ● Grand Prix awards have been distributed. A slide with the winners to be acknowledged at the banquet has already been provided to the Meeting Team <p>Door Prize Team (Lin and Rick)</p> <ul style="list-style-type: none"> ● Lin will solicit race entry donations from RDs in December. ● Rick will use the Excel random drawer to draw names. ● If anyone thinks we need prizes other than race entries, they are welcome to seek donations (there is nothing other than race entries being pursued right now). <p>Banquet Team (Branda, Ann)</p> <ul style="list-style-type: none"> ● Final headcount due by January 6th – about 30 so far <p>Trivia (Anna)</p> <ul style="list-style-type: none"> ● Contract has been sent to RRC. Discounted price is \$175. Mike Schmitt is volunteering his time - we are comping his meal. ● Need trivia prize - John will check with Little Thistle about pints. <p>Does any team need any help? Our January meeting is the Monday before the banquet. John Soucheray to be the emcee</p>
Race Reports	
Polar Bear Prediction Run	<p>Last year we had 54 online registrations for \$1087.76 in revenue. As of 12/18/22 (same reporting date), we had 14 online registrations.</p> <p>As of right now, we're at 36 registrations and \$825 in revenue. Although that's a 257% increase for same reporting cycle, it will start to calm down, but I have no questions that we'll achieve much stronger numbers than last year.</p>

Old Business	
Lance Pfrimmer Memorial Run 8K	<p>The Pfrimmer family is very appreciative of the RRC BOD support of the Lance Pfrimmer Memorial Run (8K), Sat Aug 10th , 10AM at the Eagles, and the time sensitive request that was sent out after our last board meeting.</p> <p>We greatly appreciate the inclusion of the race as a Grand Prix event, the use of the equipment, and the promotion and advertising of the event.</p> <p>With deep gratitude. Dale</p>
GroupMe (Jessie & Kasey)	GroupMe, Slack, and Discord are the options. We had a group conversation and decided that that the Slack platform will best serve our running community.
Movie Night (Dale)	Next movie night is planned for Sunday, January 28 th at 6:30 pm. Film is Breaking 3 Hours – trail blazing African American women might be the movie.
RRC Clothing (Jill)	Jill picked them up today. She will contact people to distribute them.
New Business	
TerraLoco \$5 5K	<p>TerraLoco is beginning the application process for our 2024 \$5 5Ks! Our \$5 5K season runs from April to October, Monday nights at 6:00pm. If you would like your organization to be considered for one of the \$5 5K spots in 2024, please complete the application form below by February 1.</p> <p>https://forms.gle/FbmHVgzDnQedeM9Z6</p> <p>Need to choose a cause and need a point person. Dale will be the point person. Sorrelina's also donates to the 5k organization that night.</p>
Spring Classic Plans	<p>Is RRC taking back full control of Spring Classic 2024 with Brock as RD?</p> <p>If not, will it be Cami/Rochester Montessori again? They made \$3,750 on the race last year</p> <p>Will RRC retain any income from the Spring Classic to help offset the RD expense?</p> <p>2023, mostly RRC members volunteered</p> <p>Montessori did bring in more runners to the race.</p> <p>We need to make sure RRC costs are compensated.</p>

	We will make the terms that they provide 50% of the volunteers and \$1500 to cover our costs. Dale offered to contact Cami.
Great Gobble RD expense	Should RRC retain some income from 2024 Great Gobble to help offset our RRC's RD expense? Yes, this makes financial sense. We will donate the proceeds minus expenses. A discussion with Brock will determine estimated expenses.
Follow up from TCM Stakeholder Meeting (Toby & Jessie)	Toby attended small group meeting. They welcomed us to have a team competing in their races. They are encouraging early sign up with discount. They have made race tickets transferable to other runners.
Helping High School Athletes	Track and Field is around the corner - should we hold another clothing drive? Is anyone interested in reaching out to the coaches to see if there is interest? We could hold the clothing drive on the movie night.
Financial Outlook of the RRC	<p>By the end of 2023, RRC's cash assets will have dropped by nearly \$20K.</p> <ul style="list-style-type: none"> • Most of the \$\$ is the RD expense • Some is SMTR Captain expense • Early purchase/release of Gran Prix prizes & banquet expenses • Movie nights, member gifts, etc. <p>BOD or retreat strategy session: talks about having a RRC board retreat early 2024</p> <p>What can be realistically done to make HHR and/or other RRC events/programs generate sufficient net income to pay for RRC's free/or `at loss` activities</p> <p>Set a BOD/Board budget?</p> <ul style="list-style-type: none"> • formally prioritize /plan for generosity & recognition for 2024-2029 (includes RD assistance in events benefiting other organizations; free & net loss programs/events; member gifts, etc) • Determine the amount of cash the club wants to have in the bank/CDs (minimum & maximum \$, adjusted annually for inflation) • Prioritize the activities/changes that occur if/when actual cash is below or above that range. • Potential new expense? Volunteer burnout: club administration support
Additional Agenda Items	

Parking Lot	
	Board Retreat – early 2024
	Storage options for the future - Drop box versus Google Drive
	Weather plans for SMTR for TerraLoco to be able to communicate plans
To Keep on the Radar	
TerraLoco Resolution Night	<p>Thursday, January 11th, 2026</p> <p>6:00 Resource Open House</p> <p>7:00 Guest Speakers (Jennifer St. Amand & Kasey Kuker)</p> <p>8:00 Prize Drawing</p> <p>We have been asked to be a local vendor and provide something for the prize drawing. Dale has offered to staff the table. We will donate an RRC membership and a SMTR for a season.</p>