



Rochester Running Club Board Meeting Minutes

Date: March 18th, 2024

Start Time: 7:00 pm

Location: Centerstone Hotel

Last Meeting: February 19th, 2024

Next Meeting: April 15th, 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 (Kasey)	Called to order at: 7:04 PM Present: Anna, Henrik, Dave, John, Emily, Kasey, Dale, Rick, Jessie, Mike, Leah Absent: Toby, Jill Guests: Brock
Review and Approval of (Kasey)	February Minutes All in favor. Approved.
Review and Approval of Financials (Rick)	March Financials Discuss backup Treasurer position. Jessie will be the backup and is now on the Think Bank accounts for whenever Rick is unavailable. Race Roster payment profile. Rick is linked to the HHR. Brock has HHR, Douglas Trail and Spring Classic. Brock will add Rick. The goal is to make it much more fluid for any future treasurer changes. Rick now has full access to all tools, with Jean’s previous assistance, and Rick is ready to fly the coop. The club owes Jean Murray for the last RRC movie night because she inadvertently put the expenses on her own CC. Rick made motion, Dale seconded. Club will pay Jean back for RRC expenses.

Agenda Prepared By: Dave Fochs, Secretary

	<p>Venmo: now working however the QR codes are now different. We need to update our QR codes wherever they are out there.</p> <p>Edward Jones accounts: Rick now has online access with assistance from John. We put \$10,000 into a money market account, in which we have access to. We also have CD's with 1-year terms. CD's will mature quarterly so that we can replenish MM account when necessary.</p> <p>RRC paid Fast Signs for the All Comer's Banners and the Table skirts. Also, shed rental is going up \$20.</p> <p>For races: Spring Classic we have 37 registered as of 3/13/24. HHR is at 56, which is down from 100 at this time last year. We need to run advertising. We did not receive the \$4,000 from Scheel's yet. Brock will follow-up but Scheel's did approve it.</p> <p>All Comer's: We did receive funds from some consistent sponsors already thanks to Dale's assistance.</p> <p>Motion to approve – John Second – Dale All in favor.</p>
<p>Social Media Updates (Jessie)</p>	<p>Facebook: 1,404 followers. 24 new from past month. Instagram: Up 58 followers, 513. Discord: Over 100 members. There is a March Madness bracket. Winner will be provided a free race entry to an RRC race this season. Kasey motioned. All in favor.</p> <p>Reminder on taking photos and collecting throughout the year.</p>
<p>Strava Segment Competition (Jessie)</p>	<p>First segment closes out at 11:59PM on 3/18/24. We have had a great turnout at the first segment and it has been great for people to meet other RRC members. Jessie deserves a TON of credit. This has been a great addition to our RRC community. Kyle has done a ton of work as well setting up routes.</p>
<p>Race Director Update (Brock)</p>	<p>HHR is down in attendance to date compared to last year. We are going to focus on targeted ads on social media. We have to make a concerted effort to have the right ad and capture sign-ups. Jessie is considering creating a new social media page for the HH race.</p>

	<p>Ads are about \$50 for a two-week span on social media. We need to do that.</p> <p>Spring Classic: We are considering moving the race to our already certified course at Slatterly Park due to all the uncertainties and timeframes of the current course with the city changes ahead this spring/summer/fall at the current location. Brock is going to email Mike Nigbur tomorrow as we need an answer, he will include board members on the email. We need to know one way or the other, but at this point Soldier's Field doesn't seem like an option this year.</p> <p>Douglas is moving along well. Need to push hard for HHR. Advertising campaign. We are going to ask Scheels to see if there is a possibility that they would push out one advertisement on the HHR race since they are our biggest sponsor.</p>
Team Reports	
Diversity & Inclusion (Rick and Anna)	We are going to revisit this in April.
SMTR (Mike)	<p>February 17th was the start date. Discuss how things are going. Any changes? Things going well, things going poorly, etc.</p> <p>From the running perspective, things are going well. Routes are going well. There is some concern that we may not be getting the value that we pay for to have them run the SMTR and then ask for volunteers. TerraLoco is responsible to man 1 water station plus one additonal. The volunteers are most often the most active members who also would prefer to run. The issue is that Terraloco does not have the staffing to man another water station. We need Terraloco to push harder to staff volunteers and use their platform to pull more individuals. We did renew our contract this past winter. We need to revisit with TL. It should be their responsibility to try to push for volunteers each week. Mike and Leah, along with Rick, will plan to meet with TL.</p>
Annual Banquet/Meeting (Anna & Kasey)	<p>Discussion on potential venue/caterer/speakers.</p> <p>https://www.dropbox.com/scl/fi/5vujw2jxhlq1bapip7mvf/2025-Annual-Meeting_Banquet.docx?rlkey=aw2iv7nb00rwqf285q071vn2p&dl=0</p>

	<p>We need to decide if we want appetizers or a sit down dinner, which will determine the potential caterers. We had 75 people this year.</p> <p>We are considering the Chateau Theater and making it an hors d'overes event with beer/wine. We want to have a goal to go downtown for the event and make it more lively and fun without the sit-down feel. We are going to move forward with Chateau Theater.</p>
<p>Race Reports</p>	
<p>All Comers' Meets</p>	<p>The dates for the 2024 All Comers' Meets are reserved at Soldier's Field Track: June 4th, 11th, 18th, and July 2nd, 9th, and 16th</p>
<p>Old Business</p>	
<p>High School Shoe Drive and/or donations to schools (Rick/John)</p>	<p>We do have a sheet to provide to all high school coaches in which the coaches can let us know who needs shoes and what size. We need to devise a new system to get shoes to the kids who need them.</p> <p>RRC will donate up to \$1,000 total to area high schools to get kids who are in need shoes.</p>
<p>Race bib donations (Kasey)</p>	<p>75 bibs donated to Mary Bell of Kasson-Mantorville school for a race. Race on April 27th with children from ages 3-6. We provided them with old HHR bibs. We should consider bringing the All Comer's information to this race. Dale will spearhead this effort.</p>
<p>Booth at MCM Expo (Rick)</p>	<p>Med City Marathon weekend. RRC will be having a table at the Expo and will also be managing the 5k Aid Station (both are on Saturday May 18th this year).</p> <p>We are looking for volunteers to help cover these positions. A SignupGenius link has been created for interested volunteers to help at either position: https://www.signupgenius.com/go/20F0F4AAAA923A3FE3-48573588-2024.</p> <p>Evan reached out about a booth. MCM is graciously allowing us to have a booth for free. We now have a table for this event.</p>

	<p>We will send out the ask for volunteers to the RRC membership after the board meeting, but Board members can volunteer too if interested and available.</p> <p>Jean will dig out all excess merch out of storage. We will have available as giveaways at MCM event. We will also consider using the socks since they have a misspelling and we should be getting them replaced.</p>
Dog Policy (Jessie)	<p>SMTR, Terraloco, etc. RRC will allow dogs at SMTR events but not openly advertise it.</p>
New Business	
RRC & Brighter Tomorrows partnership (Kasey)	<p>Go For the Gold 5K run & 3K walk. We may target October for a race partnership in 2025.</p>
Google vs Dropbox	<p>Storage options for the future - Drop box versus Google Drive.</p> <p>We will discuss at April meeting.</p>
RRC Volunteer Shirts (Anna)	<p>We are considering having a promotion where you get a t-shirt if you sign up for 3 volunteer shirts. We will give them the shirt for their first volunteer event to wear. Free RRC advertising. We will ask for sizes for volunteers when they sign up. Spring Classic would be the first event we would roll these out. We will have to update Spring Classic and All Comers. Dale will reach out to Derek.</p> <p>Motion to order 100 volunteer shirts by Dale? Anna seconded. All in favor. Anna will place the order. RRC logo with volunteer on the back.</p> <p>Sidenote: We need to get Jill to open up another link to sell RRC merchandise.</p> <p>Henrick will also reach out to Nike to do an RRC logo singlet order.</p>
All-Comers' Banner and table covers (Kasey)	<p>Kasey brought to the meeting to show the RRC board.</p>
RRC Board Retreat (Kasey)	<p>Proposal from Julie Brock to do an RRC board retreat over 3 hours to put together a 3-year strategic plan and ensure we are all</p>

	<p>on the same page as a unit so we can push forward toward our strategic plan. Would be about \$2,000.</p> <p>Mike will send out a survey monkey to the board to see which Sat or Sun that we could all make it.</p>
Sock Distribution	No changes. Will be at SMTR and MCM expo. TBD on new socks or if we will get reimbursed for the errors.
Ka Chava Protein Powder (Kasey/Jessie)	We will give out free samples at races.
Constant Contact/ Domain-based emails (Rick)	Tabled to April meeting.
Purchases	See Treasurer section.
TerraLoco \$5 5K	<p>RRC will get Monday, April 29th for a \$5 5K at TerraLoco.</p> <p>RRC Responsibilities:</p> <ul style="list-style-type: none"> ● Promote the event ● Provide at least two volunteers during the event, including one person willing to speak about your organization ● Bring promotional materials, volunteer opportunities, upcoming event flyers, etc. ● Provide snacks for approximately 40 people (see Snacks & Beverages, below) ● Provide at least four Prizes ● Assist with clean up <p>Jill will be one of the RRC board members to run this. Dale will also be there.</p>
Additional Agenda Items	
Chiropractors on race day	<p>Discuss email RRC executive team received from Dr Ryley Layden DC. Treating racers at finish line. Partnerships?</p> <p>We are going to allow them to be there but we won't accept any payments nor will we provide advertising. Jessie will reach out to Evan on how they structure this and avoid any liability going forward.</p>
Parking Lot	

To Keep on the Radar

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