



Rochester Running Club Board Meeting Minutes

Date: May 20th, 2024

Start Time: 7:00 pm

Location: Centerstone Hotel

Last Meeting: April 8th, 2024

Next Meeting: June 17th, 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: Present: Absent: Guests: Board Members: Anna, Henrik, Dave, Kasey, Dale, Rick, Mike, Leah, Toby, Jill, John, Emily, Jessie Guests: Brock, Cindy Morgan
Review and Approval of (Kasey)	April 2024 Meeting Minutes
Brock/Great Gobble claim or vote	
HHR RD Update (Cindy Morgan)	Cindy to provide HHR update.
Review and Approval of Financials (Rick)	RRC May 2024 Financial Report
Race Director Update (Kasey)	There were interviews on 4/30 and 5/2.
HHR (Kasey)	Proposal to pay Cindy Morgan and the committee for taking over the responsibility from Brock. Discussion on how much to pay Cindy and how much to give committee members.

Agenda Prepared By: Dave Fochs, Secretary

<p>Board Retreat Debrief and Action Items (Kasey/All)</p>	<p>RRC Retreat Report</p> <p>RRC Strategic Plan</p>
<p>Team Reports</p>	
<p>RRC Board Teams (Kasey)</p>	<p>Board Teams: https://docs.google.com/spreadsheets/d/12NGEEHmnmYMCToSBeYJR6UwgnE9OJwZ9jOQD98Y0h8/edit</p>
<p>Diversity & Inclusion (Kasey)</p>	
<p>SMTR (Jessie/Henrik/Kasey)</p>	<p>Jessie: We had some email communication recently confirming weekly mileage and dates (first week on July 6, last week on September 28) and weekends we will be foregoing the SMTR (Reggie Oeltjen Douglas Trail, Lance Pfrimmer Memorial 8K, Healthy Human Race) and Kyle is going to be working on adapting the schedule from last summer to meet those needs!</p>
<p>Annual Banquet/Meeting (Anna & Kasey)</p>	
<p>RRC Gear/Swag/Stickers (Henrik/Jill/Anna)</p>	<p>Jill - RRC store is now open! It has been posted on social media, discord and email went out with link to the store. it closes on Memorial Day and there is roughly a 10-14 day turnaround for items! Rochester Running Club Store - Pro Image (proimagerochester.com)</p> <p>Henrik - racing jersey update</p> <p>Anna – update on stickers with RRC logo</p>
<p>Social Media/Marketing Team (Jessie)</p>	<p>From Jessie:</p> <p>Social Media Update:</p> <ul style="list-style-type: none"> - Instagram is at 596 followers and facebook is at 1,553 followers - Social media advertising push brought in a handful of new registrations for the Spring Classic (and resulted in 108 link clicks and 3,800 views) - Cindy Morgan has been spearheading the creation and management of social media and advertising for the HHR (both on the HHR accounts and the RRC accounts). HUGE thanks to Cindy for stepping up and tackling some of this!

	<p>Print Advertising: Emily has been working on paper advertising for the RRC and has created a paper advertisement for SMTR and coaster advertisements to distribute around to bars, breweries, coffee shops that will have a QR code that brings us to a new landing page on the RRC website. Mike will be liaising with Derek to help create this update. Rick, let's liaise via email soon to get the print orders in for each of these options.</p> <p>Website: If everyone is okay with it, I'd like to work with Derek and Mike to do a bit of a redesign of our website. It's clunky to navigate through in that you have to guess which header you'll find information under and then scroll through that page in hopes of finding it. It would be much cleaner if, when you clicked on say the "Let's Run" tab, you saw a clickable drop-down with options like "SMTR," "Off Season Striders," "All-Comers' Track Meets," etc.</p> <p>Sponsors and Marketing: Who is sponsoring what? I'd love to be able to engage our sponsors to both highlight their sponsorship of our events and leverage their followings/supporters to raise awareness for our events...</p> <p>Other: Dave to work on spreadsheet of attendance for RRC races and SMTR by year/week. Will have ready for June meeting.</p>
Race Reports	
All Comers' Meets (Dale)	
Spring Classic	How did it go?
Women's Race (Anna)	Discussion on timing our own races and getting a feel for who would be interested in volunteering to do this. Would save cost and is manageable.
Old Business	
RRC Book Club (Dale)	RRC Book Club, Tuesday 5/21 6PM at Thesis discussing Steve Magness: Do Hard Things: Why We Get Resilience Wrong and the Surprising Science of Real Toughness. The Book Club list is on Discord.
High School Shoe Donations (Rick)	Any schools taking us up on our offers since the last meeting? Anything to discuss further?

Rochester Honkers (Dale)	Has a date been picked?
RRC Volunteer Shirts (Anna)	
TerraLoco \$5 5K for RRC	Jill - RRC raised \$210! very fun night
New Business	
July Move and Groove Challenge Event (Kasey)	<p>Good afternoon and happy spring!</p> <p>Summer is quickly approaching and with that comes Central Rock Gym's annual Move and Groove Challenge (used to be called the Human Powered Transportation Challenge) in which we challenge our members to get to the gym as often as possible without the use of a motorized vehicle! For distance travelled, they will receive a number of raffle tickets to put towards prizes at the end of the challenge. This year, we are organizing a mid-month event to continue to get folks excited about the months' challenge in July.</p> <p>We are hoping to organize a run around the city, come back to the gym for a climbing workout, and finish by running to one of the local breweries for a fun end to the day.</p> <p>We are hoping to have other vendors tabling here at the gym for after the running portion of the event. It would be similar to the participation in the Health and Wellness day we had back in January where a bunch of local organizations came by to show off their business and connect our community with them!</p> <p>The event would take place on July 13th in the afternoon. Specific timing is to be determined.</p> <p>We are also looking for prizes to raffle off to winners of the month's challenge.</p> <p>Let me know if you have any questions and if you are interested in being a part of this event or contributing an item to the raffle!</p> <p>Cheers,</p> <p>Jacinth McGranahan (they/them) Desk Supervisor Central Rock Gym Rochester</p>

Additional Agenda Items	
Parking Lot	
Google vs Dropbox	Storage options for the future - Drop box versus Google Drive. Tabled to another meeting.
RRC & Brighter Tomorrows partnership (Kasey)	For August meeting.
To Keep on the Radar	