

## **Agenda January 9, 2018 Board of Directors Meeting**

Call to Order: Jon Guthrie called the meeting to order at 7:03 p.m.

Board Members Present: Regina Sooeey, Bill Page, Bill Krause, Ann Krause, Jon Guthrie, Kathy Murray, Sara Guthrie, George Hoskins, Kim Lundy, Tabitha Williams, Jamie Williams, Jennifer Cowart Harper, Mike Mayse. Quorum: Yes.

Review and approval of December, 2017 meeting minutes: A motion was made, seconded and passed to approve the minutes of the December meeting.

### Officer Reports

President-Jon Guthrie: He is monitoring the likes on our FB page. We have had an increase of 1057 to 1161 likes since the end of October. We should have more likes on our page.

Start thinking about whether you want to stay on the board for the next year. Also, please work on recruiting new board members.

Treasurer-Bill Krause:

- Beginning Cash Balance as of December 1 was \$36,554.63.
- December Income was \$4,403.00 and included: credit card rebate, memberships, running team, donations, reimbursements from race accounts for pre-paid expenses, Pinch-A-Penny sponsorship (\$1500), Kohl's check for the Jingle Bell Run, and a reimbursement check from the Shannon Miller Foundation.
- December Expenses were \$6,164.35 and included: newsletter, RRCA dues and liability insurance, USATF dues, monthly storage fee, deposit for River Run Expo, shirts for the half marathon class, St. Johns track lighting, Children's Running, and advances to race accounts for pre-paid expenses.
- Ending Cash Balance as of December 31, 2017, was \$34,793.28

YTD income/receipts as of December 31 reflected a net gain of \$7,802.31 for the year. This compares to net loss of \$756.60 for the same time last year. The main reason for the difference continues to be increased race revenues this year.

- The club's net worth as of December 31, was \$102,341.02 compared to \$98,777.06 last year.

Social and 40<sup>th</sup> Anniversary: Jon has added Amy and Dave Bonnette to the committee.

Kathy would like to think of some fun runs for members only as a social event. We should integrate the old logo.

Membership-George Hoskins:

He passed out his new member survey. Most people learned about our club from a fellow runner or from our races. The number one reason given by new members to join is to meet new running friends and partners. The other reason people joined was for race discounts.

Strideright: Submissions due by Mid February.

Media Coordinator / Facebook, Instagram, Twitter-Jon Guthrie: Scott Hershey is new in this role to keep our various forms of communication in sync. All the club events need to be on both the website and all social media.

Marathon High activities-Regina: It would be nice to see the Striders volunteer at some of our events, and/or run with our kids.

Running team: We took photos of the running team at the race and they are posted on our FB page.

Scholarship Committee-Kim Lundy: Applications were just posted and are due 3/9. The committee will select winners in April.

#### Old Business:

Sponsoring partners-Bill Krause: Heartland Rehabilitation is back as a sponsor to the tune of \$4000 spread out over three years. Orange Park Medical Center sponsored \$1000: \$500 each for the RTTS and the Hog Jog. Discussion about featuring our sponsors on social media.

Resolution Run recap-Bill Krause: We had about 550 total registrants, over 600 in the fun run. The numbers were down from last year, probably due to weather. We got \$500 in memberships from pre-registration, plus a total of \$210 in donations.

Christmas holiday party recap: We had 62 people in attendance. The social committee did a great job, and everything went very well. Thanks to Jim Connell for DJ services.

#### New Business:

Gate RR expo and hospitality tent 3/10/18-Mike Mayse: We need to have the same crew lined up, rent the tent and speak with Doug Alred. Amelia Island Runners will share the expense for the expo and the tent.

George will have the volunteer schedule for the expo booth at the February meeting. We also need to decide on membership renewal/sign up gifts for at the expo.

#### Upcoming Events:

Angry Tortoise 2/25/18

Run to the Sun 4/28/18. Annual picnic is on 4/29/18.

Corporate Run 5/3/18: It would be great to get a team this year.

MD 5k 5/28/18

Hog Jog 2018 / RD and date: We need to choose the race date as soon as the football schedule comes out.

General discussion / race day shirts – Tabitha: We now have Nancy Harms designing our logos on a contract basis. Perhaps we should have a contest for kids to design logos for our race shirts.

Mike Mayse: Idea to implement collaborative race management, so that it is easier for our race directors.

Adjournment: A motion was made, seconded and passed to adjourn the meeting at 8:28 p.m.