**SPACE COAST RUNNERS**

**MINUTES OF November 20, 2017 BOARD MEETING**

**VIERA Pro-Health 7:00pm**

**Board Members / Officers Present:** Lisa Hamelin, Bob Rall, Carol Ball, Nancy Foresteire, Bob Alexander, Keith Dutter, Shelley Williams, Howard Kanner

**Board Members / Officers Absent:** Cyndi Bergs, Harry Prosser, Loran Serwin

1. **Meeting Call to Order:** 7:03 pm
2. **Review / Modify Agenda:** None

# **Changes to Last Month’s Minutes:** Accept Oct minutes. M/S/P - Carol/Keith.

# **Treasurer’s Report** (Carol): RRCA insurance to be paid in Dec. and a membership roster submitted. Treasurer’s Report M/S/P Bob/Keith

Savings Account $63,720.36

Cash Balance Sept 30 $17,350.53

Total Deposits in Oct $3,806.50

Total Disbursements in Oct ($762.85)

Cash Balance Oct 31 $20,394.18

**Total All Accounts** **$84,114.54**

# Guests: Brittany Streufert, Mike Acosta

# Committee Reports

* 1. **Communications Committee** (Shelley)

### Website (Brittany) Members can log their volunteer hours on website. SCC & medal unwrapping volunteers notified. After events, chair should send thank you email with reminder to log their hours. Brittany asked Driven to work on reporting features.

### Newsletter (Brittany) Design work takes time and help is needed. Brittany retiring at end of this season. Need to decide how to proceed.

### Social Media (Brittany) Checking into requirements for new RRCA combined awards for website, newsletter, social media.

### 4. eBlasts Club News (Brittany) Need to send exact content you want sent out with picture if needed to Brittany.

## Community Committee (Bob A)

## Coaching (Bob A) John Wall submitted plan that SCR members pay $60 (covers EMC entry), $40 to trainer. (Full plan attached at end of minutes.) He may not be able to execute. 5K training plan should start in January. Sending out eBlast for certified coach.

## Membership (Brittany): October: 9 renewals (6 family, 3 individuals); 4 new memberships (1 individual, 3 family).

* + 1. **Racing Team** (Carol) Reindeer Run Practice 12/2. Carol reminded volunteers at medal unwrapping how economically important to volunteer for marathon duties.
    2. **Shoebox Recycling** (Lisa)4 boxes of shoes (120 lbs) sent from CB half & SCC.
    3. **Community Events** (Brittany) Nothing currently planned. FYI Avenues renting space to fit 100 to 200 – could do pot luck & run or event there.
    4. **Early SCM Registrations** (Carol) Set for Jan 13 at RZ. There will be 3 time slots set again to sign up: 11-1, 1-3, 3-5. Will need volunteer slots set up.

## Marketing Committee:

* + 1. **Swag/Club Branding** (Carol) Luggage tags and lights ordered for branding for new member packets.
    2. **On-Line Store** (Brittany/Carol) Driven discontinued their online store. We can

look into on-line options (Shopify) 19 shirts sold. Price $16 (includes tax

* 1. **Planning Committee (**Bob R**)**

**Strategic Planning –** Bob will restart

* 1. **Race Committee**: (Keith)
     1. **ROY Series Committee Members**: Keith Dutter, Matt Mahoney, John Wall, Lori Kruger, Shelly Williams, Molly Kirk. Carol will send POC to Keith to inquire about Turtle Krawl date. Committee will report their recommendations at December meeting.
     2. **Tooth Trot:** Birds will run it this year (20th Anniversary) They have 3 dentists who want to take it over.
     3. **Youth Series (Alysson)** Need new lead. Shelley interested.
     4. **Space Coast Classic** (Brittany & Mike) (Total recap attached at end of minutes)
        1. **General:** Went off as planned. SCR profit $137.46. Money spent

for investment into future (video, signage). Detailed financials were reported. $486 spent for insurance for runners and spectators. Carol will check if this can be covered under SCR insurance. No course record money paid out this year. Brittany talked with Don before race about long course last year. Town manager & police chief want meeting to discuss good and bad that happened.

* + - 1. **Sponsorship**: Mike reported sponsorship challenging, especially with Hurricane Irma. Hard to get cash after natural disaster. Procured one 3-yr sponsor. POP Charities donated $1,000.
      2. **Next Steps**: Certify course. Make sure IHB allows next yr. Brittany on Windover Farms 12/6 agenda to inquire about that venue and is scouting other possible locations. Race date tough with other races same weekend.
    1. **Race Report**: (Keith)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Race** | **Date** |  | **M** | **F** | **Total** | **F / M** |
| Pumpkin 2 Miler | 21-Oct |  | 48 | 90 | 138 | 65%/35% |
| Sprint for Shade 5 K | 22-Oct |  | 55 | 77 | 132 | 58%/42% |
| Sprint for Shade 1 Mile | 22-Oct |  | 62 | 72 | 134 | 54% / 46% |
| Run , Walk, Roll against Bullying | 21-Oct |  |  |  |  |  |
| Fall into Winter | 28-Oct |  | 138 | 264 | 402 | 66% /34% |
| Ghostly Gecko | 28-Oct |  | 468 | 594 | 1062 | 58% / 42% |
| Cocoa Beach Half Marathon | 29-Oct |  |  |  |  |  |
| Space Coast Classic 2 Mile | 5-Nov |  | 46 | 57 | 103 | 55% / 45% |
| Space Coast Classic 15K | 5-Nov |  | 127 | 154 | 281 | 55% / 45% |
| FIT Homecoming | 2-Nov |  | 261 | 225 | 486 | 46% / 54% |
| Turkey Creek Trail Run | 11-Nov |  | 62 | 84 | 146 | 58% / 42% |
| Represent 321 5K | 11-Nov |  | 35 | 46 | 81 | 57% / 43% |
| Space Coast LightFest | 19-Nov |  | 265 | 354 | 619 | 58% 42% |

* + 1. **SC Marathon Task Force**: (Carol/Keith) Road Cleanup North side filled. South side needs 7 pickup volunteers and truck driver. Expo: Volunteer slots filled. Carol, Bob R, Nancy to set up. Will sell 40th Anniversary shirts – $16, includes tax, cash or check only.
  1. **SOCIAL COMMITTEE**: (Howard)
     1. Winter Social - CCV Sunday Jan 7, 9:00 am. Howard will get bagels and coffee. Will also contact EB and Virtual Strides about participation. Shelley will see if we can get access to VIP for electric. $2,000 budgeted for winter & summer socials. Howard will get content to Brittany to send out.

.

1. **OTHER BUSINESS**:
   * 1. Lisa will schedule SCR meeting space with ProHealth
     2. Calendar ordering brochures and Run all Races awards early to promote award ahead of time.

1. **ACTION ITEMS:** 
   * 1. Bob will restart Strategic planning.

## Need youth lead – Shelley interested

* + 1. Carol will check on insurance coverage for races
    2. Everyone – Need SC Marathon cleanup help still.
    3. Nancy to calendar ROY brochure ordering and Run All Races awards early
    4. Howard planning Winter Social. Will finalize and get content to Brittany to send out eBlast
    5. Lisa to decide location and Christmas agenda for December

1. **Next Meeting** – Monday, December 18, 2017, 7pm. Location & Christmas agenda TBD. Lisa will notify board.
2. **Adjournment** – M/S/P Howard/Keith 8:49pm.



*Minutes prepared by Nancy Foresteire*