



## Gate City Striders eBoard Meeting Agenda

Meeting Date:  
February 10, 2021

Start Time/Location:  
7:15 pm in Zoom (*link sent via email*)

Attendees:

X	Jeremy Berger	<input type="checkbox"/>	Adam Goldstein
<input type="checkbox"/>	Mary Brundage	X	Christy Kervin
X	Diane Clifford	X	Amanda Naro
X	Mark Crane	X	Steve Rouleau
<input type="checkbox"/>	Emily Cunha	X	Carolina Tumminelli
X	Rebecca Dorr	X	Trevor Ward
X	Rob Fiero	X	Beth Whipple
X	Mark Furler	X	Lori Vance

Guests: Scott Rogers, Tara Rowle, Phil Petschek

- **Opening Remarks (Steve Rouleau) (5 minutes).** Thank you to Emily Cunha for all her work on the board.
- **Secretary's Report (Carolina Tumminelli) (1-2 minutes)**
  - January 2021 Minutes accepted.
- **Treasurer's Report (Diane Clifford) (10 minutes)**
  - Updates - no reports. Nothing has happened since last time, Did get a check from FYB today but not reflected in the most recent numbers.
  - On track to file 2020 taxes.
  - Expenses will be car magnets for FYB. Awards for awards night.
  - Mark Furler - if we do move forward with the marathon, expenses will trickle in pretty fast.
  - Report on Budget -
    - Monthly budget review for 1/2021?
    - Monthly budget review for 2/2021?
    - Race reimbursement policy - typically released at Awards Dinner.

- **Committee Reports**

- **Sponsorship/Outreach (Jeremy Berger) (5 minutes)**

- Updates –

- Update on Home Lite corporation? - New sponsor. Real estate company. Steve and Jeremy met re: monetizing . \$250 for 8 months to have logo on website and if marathon moves forward they want to be a higher level sponsor for the marathon. Considering sponsoring some of our other races series but want it to not be virtual. We will put their logo on the site, get their approval. What about monetizing our newsletters, etc.
      - If anyone wants to sponsor races (virtual or in person), will be coordinated with each race director.
      - Colin @ Peak sent an email to Jeremy and Steve - everyone who had received the RoTM has not reached out to him...he wants to reach out to them directly . Rob - we had agreed that we would reach out to our RotMs but not give COLin the emails. Want to make sure they get redeemed. Jeremy will write something up to send out to the runners to follow up.

- **Membership (Trevor Ward) (5 minutes)**

- Updates Membership – got some renewals - was blasting out emails for renewal notices. over \$█. Not getting any new members though. still about 70 or so expired members from November last year who haven't renewed. Have been removing stale members that are more than 3-4 months old.

- **Communication (Mary Brundage/Rob Fiero/Mark Crane) (5 minutes)**

- Updates – reminder that eblast this week so please get it to Mary by Thursday.
    - Website - youth track and field - needs to get updated for 2021 even if it says “no decision”we don't have coaches right now for track and field.

- **Competition (Christy Kervin & Adam Goldstein) (5 minutes)**

- Updates – beyond the email sent to the club re: status of various series, next thursday a zoom meeting for NH grand prix so will have more of an update as to what 2021 will look like after that.
      - Tara still interested in the competition stuff.
    - Boston Marathon Application & Awarding Process (Christy Kervin) - no information yet re: bibs.

- Boston Marathon Bus: still looking for someone to take over Dan's role. Steve did reach out to Marcos re: potential hotel location downtown to start getting that stuff in place. In the event that the race does happen.
- **Social (Amanda Naro) (10 minutes)**
  - Updates
  - Awards Dinner (Amanda Naro) – all nominations are in. working with subcommittee to go over nominations and to finalize how the awards will be presented.
  - Hall of Fame – Dave Salvias working on it.
  - Annual Meeting (Amanda Naro) - 3/22/2021
    - **Virtual or in person - Doesn't make sense to have an in person event. Voted - no in person meeting.**
    - Since not in person - do like what we did last year - heads write reports, have voting similar to last year, and then send it all out as an email.
    - **Race Directors and directors please put together verbiage by March 1st. and then we can start piecing it together by email. Will work on writing an email to convey this to the club and will work with Mary and Carol Anne letting them know how it will work this year.**
- Best of Boston/Henri Renaud Awards (Amanda Naro)
- Scholarship Night/Health & Wellness Night (Amanda Naro)
- Ultimate Runner Night
- **Training (5 minutes) -**
  - Winter Track
  - Spring/Summer/Fall Track
  - Couch to 5k -there is a date for the Hollis Fast 5K - can we start thinking about doing a couch to 5K. Still up to George LeCours.
  - Phil: Millennium has been doing training runs - can Phil get more info re: training runs to see if we can incorporate some of those ideas and offer more to our members
    - Steve has been talking to Greater Lowell to see what they are doing, to try and exchange ideas to try and motivate members.
- **Events/Races**
  - Freeze Your Buns (Rebecca Dorr): nothing new to report. passed 50 registered runners, so will be taking in a little over \$█████ minus postage and car magnets. We do have the permit if people felt that holding an in person race the last

weekend in February but it is two weeks away. If it is going to be another weekend, we need to go through the insurance and permitting process for something in march. Separate event with separate registration. not an extension of FYB.

- re: magnets - can we have pick up of them at FF...instead of mailing them out? Rebecca will look into it.
- Any objection into a potential in person race for 3/14? no objections to look into it. Rebecca will look into the permit and Diane will take care of the insurance. But needs to make sure that the vaccine site is not up and running on Sunday. Rebecca will have to reach out to the high school anyway.
- Gate City Marathon (Mark Furler) - updates **(15 minutes)**
  - Mark tried to design a course that would lower the police bill as much as possible - and to try and run the numbers to break even. Start single runner every 15 seconds or so...and try to pull off the marathon in May.
    - 187 registrations that carried over (deferrals from 2020)...assumed \$1500 in sponsorship in cash (right now we have zero) - relatively achievable goal. cut out most marketing just left in place facebook ads and website expenses, no printing, no posters, no NE runner ads, etc. stripped down to reusing the ribbons from 2 years ago. cut out most water stops because the route would not need more than 2 water stops, Route is more or less loop 1 in reverse of the original course - 6 loops. Only one street crossing. food would just be the finisher's bag, nothing extra, cut down on shirts, including volunteer shirts, We will still need some police detail...will be down to about \$2,000 (down from \$10,000). still need to permit the course with USATF.
    - we need roughly 365 new registrants to break even.
    - have removed the relay from this year's event. relay seems like a bad idea for this year.
    - **Vote on Moving forward: 7 in favor, 4 opposed, 1 abstention**
    - Mark will talk to the city first before moving forward with advertising and pushing registration.
    - What about volunteers? it will be a long day if we are sending out runners re: staggered start. will we have enough people for volunteers.
    - Cost of PPE for medical tent - will be an added cost.
    - officer cost will go up because of length of race because of staggered start.

- Pack Monadnock 10 Miler -updates? **(1-2 minutes)** - two individuals who have stepped up - Brian Ruhm and Brandyn Naro with Brian taking lead on it. Will be looking at a fall date for it.
  - PAL Track & Field **(1-2 minutes)**
    - *Follow-up: Still have a need for coaches*
    - Should we be looking outside the club? Steve will reach out to PAL to see if they have any ideas.
  - PAL XC -
  - Summer Trail Series (Rob Fiero)- (1-2 minutes). Still early to work on it.
  - Fitness University (Carolina Tumminelli) - (1-2 minutes). School is being used as vaccine site. Maybe look at north if we can have in person
  - Mill Cities Relay - (1-2 minutes)
  - Fall Foliage 5 Miler - (1-2 minutes)
  - Fall XC Race - (1-2 minutes)
- **Other**
    - any other matters?
- **Adjourn Meeting - motion: Christy Seconded: Mark**
  - **Next Meeting:** March 10, 2021

Notes after the meeting- Email from Mark Furler, February 12, 2021

## Mark Furler

to me, Lori, Amanda, Beth,  
Christy, Diane, Emily, Jeremy,  
macdaddy025, Mary,  
rebecca.dorr, Rob, Stephen,

Trevor, carolannel.donovan,  
Scott, Johanna, Tara, Phil

Hi Carolina,

I do not know whether they belong in the minutes per-say as they were not part of the meeting but felt the board should know Vylett, Steve and myself had a follow-up meeting after yesterdays voiced concerns and split vote regarding moving forward with the Gate City Marathon. Despite the support of the majority, the concerns voiced and the split decision on the matter continued to weigh on how the event should unfold prior to May 16th.

What is known at this time:

The Gate City Marathon HM & Relay (at those distances) will not occur in 2021 and any entries from 2020 will be receiving a deferment notice for 2022 for their respective event.

Furthermore in listening to discussions last night regarding members not renewing membership. While also trying to expand our base had me rethinking an idea that we explored in the fall of 2019, and I must give credit to Brandyn Naro for advocating it as an alternative for this year. We will keep the date of May 16th as our event date, though shift the event to an extremely small city footprint and demand for volunteers. We are looking at staging a race or possibly two (any and all, being short distance events) along the Broad Street Parkway.

If you want to be involved in planning the event or have questions I will be happy to invite you to our next meeting regarding designing the event. However with so much in flux at the moment I'd encourage you to simply get involved with the "marathon" rather than start what would likely become a long e-mail thread of issues which may soon be obsolete.

While I can not say with certainty that the 7 votes for the event were all driven by the same motive, or even what I predict as the motive. My feeling and best guess is that the primary motive of the "for" votes, is at its core a desire for the club to begin tackling the new normal, as

mass events even when they come back, will never return to the 2019 style. So we will take this event to work on learning how to host an in person event. Hopefully we all agree that the distance of a marathon or half is not the most significant factor and we'll use this event as a stepping stone for how our future events will look.

Best Regards

Mark T. Furler