



Gate City Striders eBoard Meeting Agenda

Meeting Date:
April 13, 2022

Start Time/Location:
7:15 pm -Zoom

Attendees:

<input type="checkbox"/>	Kristen MacWilliams	X	Amanda Naro
x	Trevor Ward	X	Tara Roark-Towle
X	Michelle Treworgy Robinson	<input type="checkbox"/>	Scott Rogers
X	Carolanne Donovan	X	Steve Rouleau
x	Rob Fiero	x	Phil Petschek
X	Brandyn Naro	X	Carolina Tumminelli
X	Johanna Lisle Newbold	X	Mark Furler
X	Diane Clifford	<input type="checkbox"/>	

Guests:

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- **Opening Remarks (Steve Rouleau) (5 minutes).**
 - **Secretary's Report (Carolina Tumminelli) (1-2 minutes)**
 - March Minutes - minutes accepted
 - Steve will get CKT the minutes from the annual meeting to get together and published
 - **Treasurer's Report (Kristen MacWilliams & Michelle Treworgy Robinson) (10 minutes)**
 - decent membership renewals,
 - Got the rest of the FYB receipts and expenses - net income of just over \$3,000. collected some stridewear income from Fleet feet
 - big expense was awards dinner, pack monadnock registration, final expenses for indoor track, and renewed constant contact
 - donation for Gate City Running Festival of \$500 and income from the awards dinner -
 - split the pot from awards dinner - half to PAL (\$162) and \$162 to Fit U.
 - Invoice from Pack Shirts - \$500 under budget.
 - Plan for transition - spent some time looking at free software re: accounting but it wouldn't allow us to keep the history of quickbooks. The best way is to go to the online version of Quickbooks and pay that monthly expense - only drawback - not quite as robust in the reporting.

Plan to get together with Michelle and Kristen for the 3 to do the transition plan and how to split the role. Diane will also reach out to the banks to see what needs to be done there. So hopefully by next meeting a lot will be handed over.

- **Committee Reports**

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

- Updates:

- trying to coordinate efforts. and not hit up the same places for different events without coordination

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

- Updates: Trevor will set up a “membership” table mid-track season to try and get members to renew etc.
 - Trevor needs the names for George from the Couch to 5K group so they can get added to the newsletter list, etc.
 - List of expired members to send notices - it is in the spreadsheet that Trevor sends out - “old members tab”

- **Communication (CarolAnne Donovan) (5 minutes)**

- Next email newsletter will go out tomorrow - Boston Bus, GCFestival, Trail series, welcome to new members from Couch to 5K, upcoming social events - spring track & best of Boston,
 - link to the race reimbursement page? We need to highlight this as one of our biggest perks and really advertise it, especially for people who aren't necessarily competitive but can still get the race reimbursement.
 - Subcommittee - to get a blurb together for new members when they sign up.
 - Do we need to make the website about the race reimbursement more clear - maybe include an example so that it is easier for people to understand the process. Will try to highlight it in the next competition email so try and explain it to members. Maybe also bring it up at the track announcements.
 - Rob can make some changes and work with Tara, Amanda, Michelle, Johanna and Steve to try and change some of the verbiage to make it easier for members/new members to understand.

- CA got email addresses from Mark F. re: past runners of the marathon and festival so she could email them about this year's Festival. If any RDs have email addresses from their races to include for emails to nonmembers. Don't email the nonmembers more than like once a month - just to try and get a list together to push out our events and info to to try and get new members and plugs for our events, etc.
- With Lightbox going away, Runsignup vs. RunReg - no email capability really on RunSignup whereas RunReg does. RunReg seems to have most of the other races like Millennium and Tarc races over there as opposed to RunSignup.
 - We use RunSignup for new memberships/renewals.
- **Competition (Johanna Lisle Newbold & Tara Roark-Towle) (5 minutes)**
 - Boston Marathon Application and Awarding Process- no updates
 - Boston Marathon Bus- no updates
 - Mountain Series- no updates
 - NHGP-
 - Organized NHGP 5K get togethers? Came up with some nights for a club get-together at Nashua North track - to do the 5K with the timing gear. to have a club event.
 - two possible dates: Saturday April 24th or Thursday evening May 12th. and may have more dates into the summer. Maybe once a month.
 - maybe also have Johanna's Chromebook available so members could immediately upload their results, etc.
 - Notes from Mark F.
 - make sure to tell people that it has to be 12.5 laps on the track - it needs to be that for it to count. (not what the watch said)
 - with the uploads, if you run more than the 5K, it will add the time so you might need to crop the data.
 - had about 20 people on the track at the same time last year.
 - maybe have a couple of different start times so there aren't that many people on the track at the same time.
 - Michelle can promote it out to the Couch to 5K to get them involved.
 - Budget of about \$35. for snacks, etc. **Passes unanimously.**
 - NEGP- Cross Country- no updates
 - Johanna trying to get the events updated on the website with the actual registration links

- **Social (Amanda Naro) (10 minutes)**
 - Updates
 - Hall of Fame – no updates
 - Best of Boston/Henri Renaud Awards (Amanda Naro) - 5/16 - proposed budget: \$1800 (estimate of 30 people, pizza buffet, plaques, and stipend for Andy, no alcohol/no bar). **passes unanimously**
 - Scholarship Night/Health & Wellness Night (Amanda Naro): no updates
 - Ultimate Runner Night - no updates
 - Candlelight relay/Bell Lap celebration (no updates)
 - Annual Meeting, April 7th - also under budget for the event. sparsely attended event. 20 people attended in total.
 - Awards dinner - March 11th - 45 people signed up for the dinner (lower than previous years). did have some people come after dinner for just the awards portion. Under budget for the event.
 - First night of Spring track - Amanda needs help with getting the tent there, etc. Steve will figure out how to make that work. Amanda will bring tables.
 - Steve forwarded an email to Amanda from a yoga student - expressing interest in a possible yoga/core workout after track nights? willing to volunteer her services. Amanda is still looking into it to work with her. Amanda will send out an email once she hears back from her.
 - New member gathering - maybe just pick a local downtown pub/restaurant to get a table or two and invite current new members from that quarter to meet with members/board members for a meet & greet etc. ?
 - Invite new members to the best of boston event to make sure new members feel included.

- **Training (5 minutes) -**
 - Winter Track -
 - Spring/Summer/Fall Track - starts 4/20 - Tara asked Richie that the workouts be more time-based so that everyone can feel included and able to do the workouts. Instead of having different pace groups. Rob also asked Richie to get Rob the workouts so they can be included on the website. Opening lap - pizza and beverages.

- Couch to 5k - starts 4/6 - about 18 runners.

- **Events/Races**

- Freeze Your Buns: no updates
- Gate City Marathon/Gate City Running Festival (Mark Furler) (5 minutes) -
 - Registrations: 70 people registered as of today.
 - We have told people that this is the last year they can defer registration because of COVID - remaining registrations about \$12,000 - had only given reimbursements if people had asked for them.
 - We are at a loss currently. People won't give Mark quotes because he hasn't spent any money.
 - Might get a spike from Southern NH registrants because they are going to be a title sponsor.
 - might get a lot of late sign-ups but no way to predict. Classically we are in the 100-200 range for registrants by this time of year.
 - Most popular event for people actually paying money is the 10K.
Everyone who is deferring is picking the half.
 - 35 - 10K
 - 31 - half
 - 3 for the 1 mile
 - Changing the time of the 1 mile means we might have to have the ambulance there for longer which could be a problem. Mark needs to check with Melissa Wu.
 - **In favor of continuing to move forward with the event: 8 in favor. no opposed, no abstentions.**
- Pack Monadnock 10 Miler - 115 registered, currently in the black. doing a marketing push, t-shirts ordered. There will be shuttle service this year and Ben's Sugar Shack signed up as a title sponsor so all awards will be donated as part of that.
- PAL Track & Field **(1-2 minutes)**
 - ***Follow-up: Still have a need for coaches for Spring 2022.***
 - Johanna talked to Jen Jordan last night - and Johanna is willing to take over as the director.

- Johanna will have to do a background check - **all in favor of reimbursing Johanna to do that.**
 - Will also talk to Mark Crane re: updating website.
- PAL XC - no updates.
- Summer Trail Series (Rob Fiero)- (1-2 minutes).
 - Budget sent out earlier -
 - 2022 Mine Falls Summer Trail Series Budget Revenue (Based on 2021's Revenue)\$20,000
 - Costs
 - T-shirts for Running 8 of 10 Weeks\$2,400
 - Volunteer T-shirts/Mugs\$650
 - New Signage/Equipment\$600
 - Reusable Cups (swag)\$500
 - Water Stop Water\$450
 - Porta Potty Rental\$425
 - Ice Cream/Treats\$350
 - Can Kozies (swag)\$300
 - Custom Bibs\$200
 - Photographer\$250
 - Marking Chalk - 2cases\$150
 - Misc\$150
 - \$6,425
 - Profit\$13,575
 - Inflated the numbers a little bit because of inflated costs etc.
 - Ken is going to look into the signage and has offered to donate those.
 - Offered discount cards to the Couch to 5K participants to try and encourage new members. Give them to Michelle and she will hand them out.
 - **10 in favor of budget, 1 abstention. Passes.**
- Fitness University (Carolina Tumminelli) - (1-2 minutes). -all set to open registration 5/2, have started reaching out for volunteers. Have about \$2,000 in raised money. Will do cotton drawstring bags instead of tshirts this year for the swag. Still reaching out to other potential donors for donations.
 - port-opotty for Nashua North for track and Fit U - **passes unanimously** and Trevor will handle.
- Mill Cities Relay - (1-2 minutes) No updates

- Novemberfest no updates

- **Community Outreach (Scott Rogers) -**
 - Roadside cleanups? Steve will check with Deb re: roadside cleanups.

- **Other**
 - Boston Cheering tent?

 - In person meetings? option to still be remote if you feel comfortable with that.
 - Waiting to hear back from Erinn at the Y to confirm space is available.
 - Would still have a zoom link for anyone who doesn't feel comfortable.
 - Try for in person in May - **passes unanimously.**

 - postcards to put together for membership recruitment/advertising- Rob, Johanna, Steve and Carolanne to work on the cards.

 - Need for support for our slower runners for our races, etc. Tara will bring it up with the series captains so we can try and be there to support all of our runners.

- **Adjourn Meeting - motion: Trevor Seconded: Steve**
- **Next Meeting: May 11, 2022 @ 7:15pm IN PERSON!**