



## Hill Runners of Hunterdon

Attendance: Erin Fulton, Cyrena Terricone, Ron Pawlikowski, Dave Brown, Valerie Mathews, Becca Mazzolla

### 3Q19 Board Meeting Agenda, September 14, 2019

1. Review and approval of 2Q19 minutes
  - a. Approved minutes
2. Volunteering Events
  - a. Main Street Half, October 13 – promo and expo plan
    - i. VM submitted COI
    - ii. Expo is 10/12 – Set up starting at noon
    - iii. Attending: Erin, Cyrena, Ron, Dave
    - iv. Action Item: RM Email Blast membership for volunteers for expo**
    - v. One person to manage the applications and fees
    - vi. Items: Table: Cyrena, Banner: Dennis; Tent: Ron; Green Tablecloth (GREEN): Becca; Hats, etc: Cyrena; Chairs: Dave, Cyrena;
  - b. Other – Turkey Trot, GOTR...
    - i. GOTR: Bucks County is end of November, Cyrena will send something out
3. Social Events
  - a. Member-hosted runs
    - i. None right now
  - b. Guest runner days (Oct 5, Nov 2, Dec 7)
    - i. Oct 5<sup>th</sup> – Cyrena will be traveling for Wineglass Marathon – Erin to cover.
    - ii. Nov 2<sup>nd</sup> – Cyrena has it covered
    - iii. Dec 7<sup>th</sup> – Dave will cover
  - c. Additional HRH social runs - Pie Run
    - i. November 23<sup>rd</sup> – Saturday; Alternative Date: November 16<sup>th</sup>;
    - ii. Action Items:**
      - 1. Valerie to reserve Echo Hill Room for event**
      - 2. RM to send email blast**
      - 3. EF to get pies**
      - 4. RM and RP to do timing**
4. Cross-club Relations
  - a. Rose City/HRH USATF team
    - i. Participation has been low this year; however...
    - ii. Kathy Hale continues to reach out and organize

- b. BC-AC – HRH teams in BC-AC races
    - i. It does not appear we have a team for Main Street, but had one for Beautiful Beast
- 5. Marketing
  - a. Aid stations – future locations/dates
    - i. Table until spring
  - b. Logo gear
    - i. **Action: VM to open store this fall, second half of October**
    - ii. **Action: RM then to send email blast once shop is open, include note to members about hats (beanies, baseball hats and visors) available from CT**
  - c. Member communications – email/newsletter, survey feedback
    - i. New members emails sent out
    - ii. Newsletter: lots of positive feedback,
      - 1. **Action Item: EF to send end October**
      - 2. **Action Item: RM to give EF new members list to include in the newsletter**
    - iii. Survey Results Discussion:
      - 1. General theme was lack of communication; which is something we have been working on and improving this year. We will continue to improve communications:
        - a. **Action Item: EF to do a quarterly newsletter to club members**
      - 2. Several members renewed as a result of a survey
      - 3. Consider resending yearly for feedback
  - d. Website – sponsored ads, club run updates, results
    - i. **Action Items: VM to talk to Steve to take down calendar since we are not using, and just listing evens on main page**
    - ii. Feature Photos: Steve grabs from the website and post on website
    - iii. Replace the dog photo on the website with Member of the Month highlight
      - 1. **Action Item: EF to reach out and coordinate, Oct: Kris Doty; Nov: Pedar, Dec: Kevin**
  - e. Facebook
    - i. Things are moving fine, no issues
- 6. Membership
  - a. Status/updated list, new members, new member welcome emails
    - i. **Action Item: Becca to add liability waiver to online application process to ensure members sign waiver annually.**
    - ii. 69 active members, up from last year
    - iii. New Member emails updated and sent
- 7. Treasurer’s Report
  - a. Dues/membership renewals
    - i. VM to deposit money provided today for membership and sales
  - b. Financial health

- i. Bank will be charging \$25 monthly to maintain account unless there is a \$1,500 minimum. It is a pain to change banks due to pay pal links, etc.
- ii. **Action Item: VM will talk to the bank to understand. Plan is to for VM to place her own money to keep the minimum up.**
- iii. We are in good shape for upcoming end of year renewals: PO Box, RRCA Insurance

8. Additional Business

- a. Shift Saturday club run to Echo Hill Park starting Nov 9 and at 8am
  - i. Action Item: RM to send email blast

11:15am