



P.O. Box 655 Lebanon, New Jersey 08833

4Q17 Board Meeting Minutes

Date: November 18, Saturday

Called to order at 10:00am, ended at 11:15am

Attendees: D. Brown, R. Pawlikowski, V. Mathews, R. Mazzolla, C. Terricone, C. Franklin

1. Dave reviewed second quarter meeting minutes and action items
2. Volunteering Events
  - a. The Flemington Turkey Trot
    - i. Becca dropped off marketing materials that included flyers, applications and business cards on Friday 11/17 to be placed on the marketing table at the expo. You must be a certain level sponsor to have your own table at the expo.
  - b. Future events: Currently no planned volunteer events in the near future.
3. Upcoming Social Events
  - c. Pie Run, Chris is organizing. It is scheduled for Saturday morning December 2<sup>nd</sup>, and Chris reserved the room at Echo Hill.
    - i. Chris needs two helpers – Dave volunteered, and maybe Becca, or Val, or Ron
    - ii. Cyrena will bring food, including the pies that Todd will be baking for the event.
    - iii. Becca sent out email blast to the membership with the details of the event. Details are also posted on the website.
  - d. Member-hosted runs
    - i. Janet's Light Run – Chris to reach out to Janet to confirm the event and details.
    - ii. The Crossin's New Year Run – Chris to reach out and confirm the details.
    - iii. Becca to include note in yearly email reminding members they are welcome to host.
  - e. Guest runner days (Dec 2, Jan 6, Feb3)
    - i. Cyrena will handle, no conflicts for her at this time.
  - f. Additional HRH social runs
    - i. None scheduled at this time.
4. Marketing
  - g. Aid stations – future locations/dates



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- i. Winter time is too cold, and not likely to see a lot of runners out. Next one to be scheduled for Spring Time. Date to be discussed at a future meeting.
  - h. Logo Clothing
    - i. Plan to do a sale again in Spring with Sneakers Plus
    - ii. Board members to bring any extra items in stock to annual meeting to sell.
  - i. Website – sponsored ads, updates
    - i. Becca to send reminder email to all those having ads by end of year.
    - ii. Becca to follow up with Sneakers Plus – the board looking into other gyms/health clubs, etc. to reach out to for advertising on the website.
    - iii. Race Report Section of Website:
      - 1. Ron to write up race report for the race report.
      - 2. Race report from the San Fran Girl's trip – Becca, Valerie, Cyrena, Amy, Rachael
    - iv. Photo Members – Becca to include a reminder in annual email requesting photos.
    - v. Becca to review and confirm photos on web are current members, and direct Steve to take down any non-active or former members.
    - vi. Race Results – Valerie is catching up.
  - j. Facebook
    - i. Cyrena is doing a great job keeping with posting and current events.
  - k. USATF NJ Web Site
    - i. Valerie to reach out to USATF NJ to update our contact information on their website.
- 5. Treasurer's Report
  - I. Dues
    - i. About \$930 for the year (about the same as last year)
    - ii. The board will plan on a vote at annual meeting to raise dues starting for 2019 membership to cover operating costs and raising fees associated with RRCA insurance and members to USATF. The board proposed to raise dues for an individual from \$20 to \$25 dollars annually, and from \$30 to \$35 for a family.
  - m. Checking account current balance is \$292
  - n. Budget
    - i. Need to collect dues to insure funds in place to cover upcoming annual fees for Steve's website maintenance work, and renewals of



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insurance and membership to RRCA and USATF. These are typically paid for before the end of the year.

- ii. Upcoming costs:
  - 1. Steve's fee - \$280
  - 2. Crossin's New Year Day host - \$25
- o. Donations
  - i. No more for the rest of year.
- p. RRCA membership and insurance renewal
  - i. Valerie to renew memberships and insurance for the club. Dave to forward information to Valerie for her to pay the fees.
- q. Ways to Generate Additional Income for the club:
  - i. Increase hat costs from \$10 to \$12
  - ii. Charge \$3 for HRH magnets
- 6. Membership
  - r. Status/updated list, new members
    - i. 8 new members so far this year
  - s. Renewal process
    - i. The Board recommends raising the annual dues to \$25 to cover operating costs and offset flat/declining revenues. The Board recognized the need to present this at the annual meeting and will propose the increase take effect in 2019. The dues will not change for 2018.
    - ii. Valerie will investigate using PayPal to streamline the process and help accelerate payments.
    - iii. Becca to send members a notice for 2018 dues payment with a reminder that our Runners Warehouse discount can help recover your dues. (Chris recommended changing the club discount code.)
- 2. Additional Business
  - a. Sunday run schedule
    - i. Chris has runs scheduled through to the end of year. Chris will continue unless someone else is interested – this task is not tied to VP responsibility.
  - b. 1Q18/Annual meeting date and location
    - i. Valerie volunteered to host the meeting at her home. She will confirm and get back with a proposed date in February.
  - c. Board member positions 2018
    - i. Chris indicated a desire to step down as a board member and VP to provide other club members an opportunity to serve on the board. He



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is willing to stay on if nobody comes forward. Other board members volunteered to continue in their current positions unless someone else comes forward with interest in a position. The 2019 annual meeting notice will include the slate of candidates for the Board.

- ii. A call for nominations is made to the membership for the Vice President position.