

Hill Runners of Hunterdon

1Q19 Board/Annual Meeting Agenda, January 28, 2019

Called to Order: 7:15pm

Closed: 9:25pm

Attendance: Valerie Mathews, Erin Fulton, Ron Pawlikowski, Dave Brown, Becca Mazzolla, Cyrena Terricone, Linda Benson, Kathy Hale, Joe Galioto, Kristine Doty, Rachael Wild, Dennis Schmatz, Jim Hardin, Ed Leydon, Carolyn Reynolds, Janet Tolly-Fasano, Michael Fasano, Beverly Atkinson, Dick Hopkins, Pedar Hayes, Maria Kiwalle

1. President's remarks
 - a. Thanks for attending. Thanks to our hosts, Valerie and John.
 - b. Welcomed new members. New Members introduced themselves. Pedar, Dick, Janet & Mike, Linda
 - c. Thank you to the Board Members.
 - d. State of the club – doing well financially, increased and improved marketing, thank you members for your help in that. Last year the focus was on budget and marketing, we will continue with that focus, as well as, other items. Continue to grow the club and engage with members and community.
2. Vice President's remarks
 - a. Member Photos for the webpage – please submit.
 - b. Send in races results when you run races if you want them posted on the webpage.
3. Review and approval of 4Q18 minutes
 - a. No objections. Approved.
4. Volunteering Events – Dave explained that we provide volunteer efforts at local races as part of our mission to support distance running in the community.
 - a. Clinton Township Country Run – April 27, we host a water table. Details to come out as the date comes closer.
 - b. Sprintin' Clinton – July (?) – Currently the date of the race is unknown. We will reach out to the race director when it is posted.
 - c. Main Street Half – October 13 – we had a marketing table this past year – more information to be talked about later in the agenda.
 - d. Girls on the Run (GOTR) – In the spring, May or June, in Flemington; and one in the fall in New Hope, PA.
 - e. R2C has been canceled. Historically we have provided support in exchange for donation to our club.
 - f. Spouses and family can volunteer as well at any of these events.
 - g. CEA (which does Turkey Trot) is putting on a new race in the spring (March). There might be opportunities to provide volunteer support.
5. Social Events

- a. Annual club dinner – March 24 at Capuano’s
 - i. Cyrena: Room is reserved for March 24th, Sunday, holds 25-30 people. Last’s year menu – we had app/dessert, choice of two or three entrees. It was a prix fix. An email blast will go out as we get closer requesting RSVPs. Let Cyrena know of any diet restrictions as soon as you can so she can plan the menu.
 - b. Member-hosted runs
 - i. Sundays can be member-hosted. The club will reimburse \$25 to hosts.
 - ii. Ed may host soon, will confirm a date.
 - c. Guest runner days (February 2, March 2, April 6)
 - i. Always first Saturday of the month. It is a day we encourage those interesting in joining our club to come out and meet members.
 - ii. All days are good for Cyrena.
 - d. Additional HRH social runs - John Fischer Pub Run, Balloon Run, Pie Run
 - i. John Fischer Pub Run – To be scheduled – in summer.
 - 1. Feb 9th, 2009 is the anniversary of his passing.
 - 2. We will consider changing the name to The Pub Run in Honor of John Fischer.
 - ii. Balloon Run – to be scheduled at the same time as quickchek balloon festival
 - iii. Faherty Run – They are continuing with the tradition. February 24th, Sunday.
Action Item: Colin to reach out to Judy to confirm details. Colin confirmed, and Judy Faherty contacted Becca with the details. Email blast was sent out.
 - iv. Janet’s Light Run – was last month, is in December.
 - v. Joint Run with Rose City. Kathy Hale and Cyrena to organize.
 - vi. Other Joint Runs with Clubs
 - 1. RVRr does their “train” run in the June. They invite other clubs.
6. Cross-club Relations
- a. Rose City/HRH USATF team
 - i. Kathy gave a summary of last years coordination and team races. She listed several members who raced for the team. She explained the joint team effort: Members must be a member of USATF, and an active member of the club, to race for the team at any of the USATF Team races. She handed out the listed races to those interested. She explained it is not about time, but about having finishers and members; and having fun.
 - ii. **When you register for USATF, you must list Rose City as your affiliated team.**
 - b. Other – USATF club membership
 - i. Colin – The membership makes us a formal club.
 - ii. Bev – At the time we started the club it was the way to get our name out there, this was before social media, and the members at the time raced a lot more.
 - iii. We do not see the benefit of being a member at this time. After some discussion, it was decided we would not renew this membership. We missed renewing last year as well.
7. Marketing

- a. Aid stations – future locations/dates
 - i. In the past, at Columbia Trail. We set up a table with applications, merchandise and recruit members.
 - ii. We will wait to schedule this at the next board meeting, next quarter, and let the membership know.
- b. Business Cards
 - i. Ed Leydon to order more since we nearly out.
- c. Race expo tables – e.g. Main St. Half
 - i. Main Street Half – Let us do it. We generated several new members from this event. It only cost us \$55 for the table, so it paid for itself many times over.
 - ii. We will continue to keep eye for other similar opportunities.
- d. Logo clothing – future orders
 - i. We typically do it once a year.
 - ii. Valerie organizes. She explained that it takes about 3 month lead time to set up, order, and close out the sale at Sneakers Plus. We have a minimum we must meet for the order. Our website will have a link to the store when it is open, members order online, when the store closes, it takes about 2 weeks for all the clothing to come in. The minimum is typically associated with the type/size of logos being utilized, not necessarily directly related to a single article of clothing. Store is typically open for only 2 weeks.
 - 1. **Action Item: Valerie will talk them as soon as possible to get the store set up so we can have clothing before the Clinton County Run.**
 - a. **Valerie set up the store. To close end of February.**
 - iii. Hats – are a separate vendor. Cyrena organizes and places order for the club. We have had baseball hats, beanies and sun visors. The club fronts the money, and then members can buy from the club. If anyone is interested, please let Cyrena know.
 - 1. **Action Item: Send an Email Blast about interest in hats. Hat ordered placed.**
- e. Website – sponsored ads, club run updates, race reports, results, member photos
 - i. Sponsored Ads
 - 1. We got Bev's
 - 2. Not yet for ProCare, Todd
 - a. **Action Item: Becca to email Ida (ProCare)**
 - 3. Racheal and Todd – There is a Small Business Group that just starting getting together to talk about struggles of small business. This could be a great way to reach out to others for ads.
 - 4. Carolyn mentioned a couple local business to reach out. Dave stated, if members have connections, and are comfortable, they could talk directly to these business contacts regarding ad space. Direct owners to Valerie for more information and payment.
 - ii. Race Results:

1. Ron explained, that if you want race results posted, feel free to email him. If you do not want your results posted, please let him or Becca know. We keep a roster of members who want and do not want results posted.
2. Ron works with his wife to get them posted once a month.
- iii. Member Photos:
 1. If you would like to have your photo on the webpage, please send an email to admin@hrhnj.org, or any board member who will forward to our webmaster.
- iv. Race Reports:
 1. We have a race reports page. Members are encouraged to submit write-ups of a race they ran.
 2. Kathy Hale does a write up for the Team Races; we shall start posting her summaries of these events that Hill Runners participate.
- f. Forum/Communication
 - i. Ed brought up that it appears members are not utilizing the forum.
 - ii. Race Calendar, it is just a spreadsheet. We have a calendar on the website, not being fully utilized. We listed runs directly on the main page.
 - iii. Erin talked about newsletter and how we are looking into various ways to communicate with members. A Facebook group (Closed) for members is an option. However, we have members who are not on Facebook. Initial thoughts are that a newsletter appears to be cumbersome. Kathy Hale stated she is willing to help with this task, and explained what Rose City does, which is a Monthly Newsletter. Linda offered looking into and administering a closed Facebook group. We can use newsletters for new member announcements/bios. However, we can also do this on our webpage now. We will look to improve forum, webpage content, calendar and focus on ways to improve communication to the members. We will look into periodic email blasts as a way to communicate to the membership as well.
 1. **Action Items: Erin is going to email Steve about changes and capabilities of the webpage. Cyrena will start a closed Facebook group.**
- g. Facebook – metrics
 - i. We are doing well. Cyrena to continue managing the page.
- h. USATF NJ web site
 - i. By not being a club affiliate (member) of USATF, the club is not listed on their web page. However, we do not see this as a detriment at this time.
8. Membership
 - a. Status/updated list, new members
 - i. Membership Stats from 2018:
 1. 49 Single Members / 8 Family Memberships
 2. 16 Honorary Members
 3. Total – $(49 + (8 \times 2)) = 65$ active + 16 = 81 members

- ii. We had 18 New Members join in 2018
 - iii. Active Members in 2018 and 2017 respectively was 49 and 62.
 - iv. We are now seeing a positive trend in active members and their participation.
 - v. **Action Item – Becca: Send Email about to members who did not renew – a brief survey to find out why members did not renew. We are most interested in way we could improve our club to its members.**
 - b. Renewal process – PayPal, updated waiver/consent required
 - i. Valerie Started PayPal
 - ii. Applications/Waivers
 - 1. We need waivers signed every year. The club to look into having a method where it can be done online/electronically.
 - c. Member services and benefits
 - i. Runner’s Warehouse discount
 - 1. Provided when members renew. Provides a 15% discount.
 - ii. Race results
 - 1. Ron does
 - iii. Running routes
 - 1. USATF Stopped working. Ron is re-routing through milemeter website. Jim is helping put together turn by turn directions for each route.
 - iv. Race calendar
 - 1. Spreadsheet put together by Dave. List of local races and races members typically do.
 - 2. Highlights: The super bowl 10k is Sunday; Kutztown Fool run, this Sunday is a one day discount; Ocean Drive Marathon – canceled for 2019; new race in March in Duke Island; New NYRR Race in May in Jersey City.
 - 3. If anyone wants to add to the list, feel free to reach out to Dave.
 - v. Newsletter (TBD) – see discussion above.
- 9. Treasurer’s Report
 - a. Valerie – explained that to help our finances we stopped paying for individual donations for races. She explained all the incomes, and line by line of the expenses.
 - b. Starting Checking account balance for 2018 - \$686
 - c. Budget proposal and Income Statement
 - i. (See attached)
 - d. Donations
 - i. Linda suggested that we could reach out to members to donate to worthy causes. Ed suggested members could do it through the club since the club is non-profit 501(c) – members could use as a deduct on taxes.
 - e. RRCA membership and insurance renewal
 - i. Renewals done.
 - f. USATF Membership
 - i. Dave motioned to not renew, Ed Second

- ii. The membership voted to not renew
 - g. Budget
 - i. Kathy Motioned, Ed Second
 - ii. Budget Passes.
- 10. Additional Business
 - a. Board member elections for 2019 term
 - i. Slate of nominees:
 1. President – Dave Brown
 2. Vice President – Ron Pawlikowski
 3. Secretary – Becca Mazzolla
 4. Treasurer – Valerie Mathews
 5. Social Director – Cyrena Terricone
 6. At Large – Erin Fulton
 - ii. Motion to vote on slate as Proposed – Kathy, Ed to Second
 - iii. Passes
 - b. Ed – Congratulated the board and the treasurer for submitting a good budget.
 - c. Cyrena – still granola and items for sale!!

HILL RUNNERS OF HUNTERDON - PROPOSED 2019 BUDGET
Annual Meeting - January 28, 2019

Balance Forward 1/1/2019 \$ **686**

Income

Dues (@49 Individual members)	1,125
(@8Family memberships)	320
Third party Advertising on Website	180
Fundraising	<u>150</u>

Sub-total Income **1,775**

Expenses

Road Runners Club of America Dues & Insurance	501
USA Track & Field Annual Membership Fee	-
IRS 501c3 Non-Profit renewal	-

Annual Meeting	100
Web Site Administration - Steve Brookman	100
PO Box	70
Advertising/Publicity	
Business Cards/Flyers	50
Race Sponsorships & Contributions	100

Social Activities

Annual Dinner	SELF-FINANCED
John Fischer Pub Run	SELF-FINANCED
Pie Run	150
Guest Runner Day Refreshments	125
Member Hosted Runs (x \$25)	<u>100</u>

Sub-total Expenses **1,296**

Estimated Ending Balance 12/31/19 \$ **1,165**