

## **RVRR EXECUTIVE BOARD MEETING MINUTES FOR May 6, 2010**

Attendees: Mark Strawn, Bill Hulbert, Ed Levy, Kelly DiGian (minutes), John D'Agostino, Joel Simpson, Kyle Spencer, Lianne Price, Laura Swift

1. Call meeting to order 7:11 pm
2. 4/5/10 Executive Board Meeting minutes approved
3. President's Report – MS states that things are going well this year; he praises the level of participation from this year's board members.
4. Treasurer's Report

The checking account has \$5298.16 and the teams have \$4373.86 (same amount as last month).

### 5. Old Business

Rock Run (JD) – working on report of the inaugural race; had 43 runners and 10-12 volunteers

6 mile run (KS) – Sunday, April 11<sup>th</sup> low turnout but there were other races that day. Maybe try it again in the Fall.

Planting Day (LP) - May 22 is Highland Park planting day. The time has changed from 9:30am – 1pm to 10am - 2pm. Meet outside Stop & Shop and volunteers may want to bring your own gloves. The email blurb sent via Constant Contact should be updated with this additional information.

Unite Half-Marathon (MS) – The expo went well, may want to revamp the slides with updated pictures. Also, many more single-sided applications were needed. Better promotional materials would have been nice to have.

Club Banners (JS) – Gene has 1 RVRR banner. JS will need a design and club contact information. Kim Althausen can create a draft design for us. LS will ask her for a draft design and suggested that we could make handmade signs and banners for races as additional promotional material until the professional banner is ready.

Midland Memorial Run in May – EL sent out an email with details: May 15<sup>th</sup> at 9:00am. About 10 people attended last year.

Summer Series & Youth Series – USATF had previously contacted Doug Brown about participation; at the April board meeting, Doug described the risks and benefits of participation. MS informed the board at the current meeting that Doug decided to have the course certified as part of the USATF Cross Country series and that EL had already sent a check. The board asked about the cost and MS stated that it cost about \$350.

Turkey Trot (KS) – KS contacted the previous race director who coordinated the race through the Somerset County Parks. She stated that she wanted RVRR to take over the race for her. She explained that she typically has 300-400 participants. She typically gets \$800-\$1000 in sponsorship, gives \$500 to RVRR, and gets \$2000 from the race. They have online websites set up for registration. In previous years, several participants have had registration issues in which they reported registering online but they were not listed as registered participants on race day. If RVRR takes over, registration procedures should be examined thoroughly to avoid such errors.

## 6. New Business

JS points out that changes to the RVRR flyer were sent to Janice Reid and additional suggestions can be made such as adjusting the color scheme, adding the benefits of membership, and adding the application. The changes need to be prepared and a sub-committee (BH, LP, LS, KS, and JD) will finalize these revisions. Suggestions include adding pictures of RVRR members racing, mentioning that we welcome runners of all levels, adding the meeting locations, and generating “catchy” new content for the flyer to facilitate interest in the club.

Board members requested additional business cards to hand out to potential club members. MS suggested that board members carry RVRR applications with them (e.g., to group runs and races).

New club member follow up – introduce new runners at club runs, LS suggested that a club member can follow up with new members to encourage them to return to group runs, MS will ask for volunteers to run with new club members and to follow up with them after runs. MS will prepare a tentative schedule for volunteering to run with new members and follow up with them after the run to encourage new runner retention.

Gene Gugliotta forwarded an email from the RVRR website requesting assistance with planning a race for charity. MS and BH noted that several similar requests are made but that we do not generally provide race planning services. MS stated that he would reply to Gene and indicate that we will not be available to provide such services.

Lesley Wassef requested money for RVRR River to Sea Relay teams. Teams must be comprised of RVRR members only (teams with members that do not belong to RVRR will not receive money). Each team will receive \$100. 3 teams are expected to participate.

JD suggested creating an RVRR calendar to be handed out at events as a promotional item. Calendars cost between \$8 and \$10 for about 50 and may include RVRR event dates and a place to put training notes or planned work-outs. LP and JD will do additional research on calendar cost estimates and ideas.

MS suggests that we use the Constant Contact Survey feature to get feedback from club members. Board members should think of ways to use this feature, which will be discussed at the next board meeting.

The Constant Contact graphics (e.g., banner, colors) may need revisions. BH will consider updates to enhance the appearance and quality of this tool.

The Flip Flop Cool Down is planned for June 9<sup>th</sup>. BH will plan this event.

7. Next meeting – 6/3/2010 at 7:00 pm at Marita's.

8. Adjournment at 8:25 pm