

## **CTC May 10, 2011 Board meeting**

President Bill Moran called the meeting to order at 6:00PM. Jane Webb read the CTC Mission statement.

Members present: Bill Moran, Mark Wisdom, Jennifer Funk, Brad Harvey, Susan Gallo, Jane Webb, Blaine Reese, Will Musto, Chas Webb, Denny Marshall, Doug Roselle, Jenni Berz, and Don Lastine.

### **I. Minutes / Approval**

There were no corrections to the April minutes.

### **II. Financial Reports / Approval**

- Some additional revenue from the SCHM sponsors has recently come in.
- It was noted that the timing manager fees are much higher this year than they were this time last year. However, it was noted that there was no timing manager for a while last year.
- We still need to pay our RRCA dues this year.
- Our financial position looks good year to date. Currently we are seeing income from the Chickamauga half and full marathon. The expenses will come through later in the year.
- A motion was made to approve the financial statement. It was seconded and unanimously accepted.

### **III. Planner**

- The CTC social is May 20.
- The McKee Foods Health Fair is also May 20, from about 1-6 PM. A signup sheet was circulated to get members to sit at the CTC booth at the fair.

### **IV. Membership Committee Report**

- Blaine also brought up the McKee Foods Health Fair. Other than membership applications and race schedules there won't be any giveaways.
- A pair of new shirts has been selected for CTC logo wear. For males it's a polo shirt. For females it's a v-tech shirt. There will not be any sponsor logos or information on the back of the shirts. He is still working on the quantity of shirts to order. We hope to have the shirts ready for sale at the Chattanooga Chase.
- Blaine will be picking up the new membership applications from the printer tomorrow.
- The CTC social will be at Finley Stadium's clubroom on May 20. The rental has been paid, the DJ has been hired, and the menu looks good (a copy was circulated). Blaine will be sending an email to the members to remind us of the deadline and get us to RSVP. We'll pay at the door.
- The Outdoor Expo door prize winner was Cheryl Dodson and the prize was a 1 year CTC membership.
- Blaine's research shows that there are 15 potential college runners who would qualify for the 1 year CTC membership. He suggested we purchase extra CTC shirts for them at about \$15 to \$20. The board approved \$300 for these shirts.

The next Membership Committee meeting will take place starting ½ hour before the June board meeting.

### **V. Races Committee Report**

- The Races Committee met last Tuesday.
- They did a review of the April races in order to determine what improvements could be made.
- The 65 Roses race went great with about 480 participants. Recommended that an eye be kept on the paramedics. When needed at the race, they were out of position and busy talking.

- The Chickamauga Chase, with about 1,100 participants went very well considering the last minute parking changes and the race delay. There were problems with late registration on race morning and it did change the race results.
- Market Street Miracle Mile – we need to get the start and finish lines closer together near the aquarium.
- The Cornbread 5K had about 268 runners. It was very well run and we would like to go back next year.
- The King of the Mountain had about 120 runners and was a success.

Upcoming races:

- May 21, Belvoir Christian 5K, Interfaith Homeless 5K, and the Girls walk.
- May 31, Chattanooga Chase. Chas still needs volunteers. We also reviewed the Chattanooga Chase race plan. The board gave unanimous approval.
- The CTC has 2 LED and 2 flip clocks. 1 of the LED clocks is quite old and needs to be retired. The other clock is out for repairs. Doug suggested that the club purchase a new flip clock. The cost is approximately \$2,200. The board gave unanimous approval.

The next meeting of the Races Committee will be June 7, 6:00 PM at Out Of The Blue.

Jenni explained the contract that she and Sherilyn created for other clubs and groups that want to participate at the Chattanooga Waterfront Triathlon. It was felt that a standard arrangement needed to be developed in order to be consistent with the various groups and organizations. Among other things it lays out the different levels of participation and what will be done to recognize the club for their level of participation.

**VI. Communications Committee Report**

- Nobody has offered any feedback on how to improve our website. We will go forward with modifying the web site according to the specs that we develop on our own.
- There was some discussion about how the weekly emails are not being read. Will and the Communications Committee are interested in suggestions anyone may have that will get people reading it.
- There will be six more issues of Jogging Around this year. The committee will let our advertisers know.
- Ads need to be created for the Waterfront Tri, the Missionary Ridge race and the Chickamauga half and full marathons.

The next Communications Committee meeting will be June 14, at Out Of The Blue.

**New Business**

- The CTC costs have been running about 5% under budget the past few years. There was some discussion as to whether the Club should make some adjustments to run closer to a 0% under run and how we should spend any left over excess monies.
- Bill reported that the Knoxville Track Club runs a reserve. They no longer include their financials information in their minutes. They are also currently being audited by the IRS.
- The IRS form 990 is similar to the 1040 except it's for non-profits. We will be paying last year's CTC treasurer \$100 to prepare the 990 for us which will cover tax year 2010. It may cost us \$1,000 to have the form prepared in coming years.
- Bill feels that as a non-profit we should work to not build up a surplus. However, we should maintain an adequate amount of funds in reserve for unforeseen costs. We should also use some funds to benefit our members and our community.
- The following are suggestions that were mentioned for further consideration and discussion:
  - a. Lower membership dues.
  - b. Lower selected CTC race fees where we want to grow the races.

- c. Develop a walking program with a paid coordinator.
- d. Free photos at CTC races where contractually permitted.
- e. Add donations to other area college track programs (Bryan, Covenant, etc).
- f. Free 1 year membership to graduated area track athletes.
- g. Offer award money for certain races.
- h. Get celebrity runners for certain events (and pay them).
- i. Hire an executive director
- j. Expand board to cover any increase in efforts and avoid hiring an executive director until more revenue from sponsorships or corporate memberships start coming in.
- k. Establish a growth plan that includes reducing, but not eliminating, our annual surplus.
- l. Hire a promotions person.
- m. Form a regional alliance with track clubs in Nashville, Knoxville, Huntsville, etc. This could help the alliance's buying power and lead to better scheduling of races.
- n. Sponsor's logos on race shirts.
- o. High end door prizes.
- p. Awards for more than just the top finishers, get creative.
- q. Give out more "stuff" for signing up as a CTC member and for renewing memberships.
- r. Comp race entry fees for board members.
- s. Sponsor CTC members to the Nationals.
- t. Sponsor a Ragnar Relay team.
- u. Purchase more race equipment.
- v. Scholarships.
- w. It was reported that the Bill Gregory 5K in Dalton received \$40,000 in sponsorship fees. Our Chickamauga Battlefield races is listed as a top race around the country yet we don't receive nearly that much.

## **VII. President's Report**

The Ringgold High School band director, athletic director, and track coach have approached Bill about putting on a 5K. The race would benefit tornado relief at the high school. After some thought Bill wrote up a preliminary race plan titled Run For Ringgold. The CTC would absorb timing manager costs; CTC trailer rental costs; and race bib costs (a total of about \$700). June 25<sup>th</sup> is the suggested race date. It was suggested that awards be created by the high school using bricks, etc, from the building.

Bill asked for a motion. It was moved, seconded, and agreed unanimously by the board to take on this benefit race and absorb these costs. Bill will work out more of the details.

## **Adjournment**

Bill Moran reminded everyone that the next CTC board meeting would take place on June 14, 6PM, at Out Of The Blue. He then moved to adjourn, it was seconded and all agreed.

The meeting was adjourned at 7:41 PM.

Respectively submitted  
 Don Lastine, Secretary  
 May 16, 2011