

## CTC Board Meeting March 13, 2012

CTC President, Bill Moran called the meeting to order at 5:59pm. Bill read the CTC mission statement. Members present: Steve Smalling, Brad Harvey, Susan Gallo, Dave Scholes, Julian Jackson, Don Lastine, Mark Wisdom, Mike Leary, Chas Webb, Bill Moran, Jason Liggins, Jennifer Funk, Denny Marshall, Ron Branam, Jane Webb, Melissa Hale and Jenni Berz.

**I.** Jane Webb presented a check to Trish Newsom for Team Hoyt/Boston Marathon. The money was donated from CTC members.

### **II. Minutes/Approval**

The minutes were approved unanimously after one small correction was made.

### **III. Financial Reports**

- A. Jennifer reviewed the financial reports
- B. Finances are ahead from last year by \$9600.00
- C. Membership revenue has decreased
- D. Race receipts have increased \$20K over last year
- E. Race specific income statements may be completed by race directors

The financial reports were approved unanimously

**IV.** Bill introduced Jay Nevan, a representative from EdgeReg, he spoke about the company

- A. EdgeReg is a race registration company based out of Knoxville and can provide a registration alternative to Active
- B. EdgeReg is a white label service, rebranding for CTC. They will set up an infrastructure allowing CTC to run their own registration service.
- C. Jay discussed several different financial registration option scenarios that can duplicate Active registration but will save CTC money.
- D. Benefits include: Transaction money immediately available to CTC, no transaction fee to club members, Trust Guard is used for security issues, capability of issuing refunds, enrollment database belongs to CTC, MMS messaging available, Team fund raising capabilities
- E. Bill assigned further EdgeReg discussion to Races Committee

### **V. Membership Committee Report**

- A. Jane discussed membership pin distribution, which will start Friday 3/16 at the downtown Sports Barn 5:30pm-6:30pm. Pins will also be available for pickup during several races at the CTC table.
- B. Pins are available to CTC members only. Members may purchase additional pins for \$2ea.
- C. Jane presented all members present with pins.
- D. Jane proposed the idea of providing members with a membership card/ID number. Cards would be emailed out to members for individual printing.
- E. Need to recruit more vendors to provide discounts to CTC members
- G. Jane requested Board approval to send a mass email to recruit old members and to encourage membership renewal.
- H. Chattanooga Chase post race social planning on track, Champy's to cater event.

The Next Membership Committee Meeting will be April 10<sup>th</sup> at 5:15 prior to the Board mtg.

### **VI. Races Committee Report**

- A. CTC website races section current
- B. John Crawley will be director of the MSM, all races now have assigned directors.
- C. Written SCHM report from director Katie Stanford was given out.
- D. Financials from the Tri and Marathon were discussed, both have been closed out.
- E. Chickamauga Chase Race Plan was handed out, provided from George Skonberg, all planning is on track. Plans were approved unanimously.
- F. New merchandise has been received to include IPICO timing chips, 5M mats
- G. PA and CTC 1M-6M markers have been ordered
- H. Denny Marshall announced the CC elementary series has been moved from the Riverwalk, the Chickamauga Dam is being pursued for a new location, initial contacts have been made to TVA with no response. The days have moved from Thursday to Monday.
- I. Need to continue to attempt to contact Jim Steffes re: making elementary school series a CTC event.
- J. Steve Smalling reported on Raccoon Mtn. race, plans are progressing
- K. Chas Webb reported on the Chattanooga Chase, planning is on track. Northface is now a shirt sponsor.
- L. Mike requested approval for new race waiver language to discourage rather than prohibit use of headphones during a race. Language must be used for all CTC races. Jenni made a request to consider adding a statement regarding approval for release of CTC event photos prior to posting  
Both requests were approved unanimously.
- M. Mike proposed a new process for posting non CTC races on the website. Bill suggested filtering and only posting events within a 150-mile radius to decrease the volume of events posted and possibly posting by geographic location. Jenni proposed adding a link to all “national” races to provide an additional service to website users. Under the new process, race posting does not require approval from the VP of races. Jane agreed to continue to help post races as requests are received.  
The new proposal was approved unanimously.
- N. Chas proposed an Elite Sponsorship Program. The goal is to fund a complete team for indoor and outdoor Club Nationals as well as Club Cross Country Nationals. He spoke about the required criteria and eligibility of choosing elite runners to form the team, which would consist of 42 runners, 21 male and 21 female. Implementing such a program will promote positive PR, and better relationships between CTC and elite runners. It will also promote bringing runners together. CTC will incur costs to cover uniforms and race fees, but it increase membership. Team members will be required to meet general mandatory requirements including being a member of the CTC, must have competed in a minimum of 5 Chattanooga area races in the last calendar year, two of which must have been CTC races. Bill suggested the plans be tweaked and all logistics be worked out for Board approval at the next meeting.

The next Race Directors meeting will be held in mid April, location TBA.

The next Race Committee meeting will be April 9<sup>th</sup> at 6pm, at Erlanger.

## **VII. Training Program**

- A. David Scholes spoke about the need for and benefits of implementing a formal training program for members.
- B. He proposed CTC should consider improving and enhancing the current program by hiring someone to lead and organize a Fall and Spring training program.

- C. Current training program is in need of consistency and structure.
- D. Consider addition of “first time marathoners” training program

**VIII. Communications Committee Report**

- A. In Pam’s absence, Bill reviewed committee report.
- B. Website still in progress of being updated, much improvement has been made, Enews more informative and up to date as well. John Hunt has done a great job with pre/post race articles. Looking for ways to update overall appearance of website and create a retail capability on website to sell CTC merchandise and restructure race calendar by categories.
- C. 429 issues of JA were mailed out, copies also distributed to Fast Break, Front Runner, SportsBarn and YMCA. Deadline for articles for next issue of JA is May 4<sup>th</sup>.

The next committee meeting is April 2<sup>nd</sup>, 600 Krystal Building.

**IX. President’s Report**

- A. Treva Walshe resigned from the Board and David Scholes will be moving out of Town in April, resulting in two Board openings. Contact Bill with any referrals.
- B. Bill proposed the Board needs to develop a Sponsorship Charity protocol for charity donation requests.

**X. Old Business**

- A. Jenni spoke about Times Free Press sponsorship, she proposed making “Get Out Chattanooga” magazine subscription a benefit of membership. Quarterly subscription is \$6. Magazine is free and offered at local stores and venues.

The Board voted not to include the subscription as a membership benefit.

- B. Jenni spoke about American Bicycle Group; they want to be involved with In addition, support CTC but will not donate cash; they will donate equipment to be Given away at races.

**XI. Next Meeting**

The next CTC Board meeting will be April 10 at 6pm, Miller and Martin Law Firm. A motion was made to adjourn; it was seconded and all agreed. The meeting was Adjourned at 8:08pm.