

CTC Board Meeting April 10th, 2012

CTC President, Bill Moran called the meeting to order at 6:00pm. Melissa Hale read the mission statement. Members present: Melissa Hale, Julian Jackson, Jane Webb, Don Lastine, Bill Moran, Chas Webb, Mike Leary, Pam Cuzzort, Jay Gill, Steve Smalling, Brad Harvey, Jennifer Funk, Sue Barlow and Jenni Berz.

I. Minutes/Approval

The Minutes were approved unanimously after 2 typos were corrected.

II. Financial Reports

- A. The balance sheet was reviewed, no changes to be made.
- B. YTD finances are up \$7000 from this time last year.
- C. There are currently no outstanding or open invoices.
- D. Membership revenue continues to be down.

The financial reports were approved unanimously.

III. Membership Committee Report

- A. Membership pin distribution is going well
- B. Continue to work on increasing membership via communications and more outreach to the public i.e.: Facebook, Enews and JA. A mass email was sent out to inactive members to encourage renewal of membership.
- C. Membership is in need of more committee members, we currently have 5 members and could use more to help staff table at events
- D. 2nd Quarter social, the post Chatt. Chase cookout planning is going well, catering by Champy's and Jimmy John's for a vegetarian option. There is a reservation link on the CTC website.
- E. Currently seeking new vendors to provide discounts to track club members.
- F. A free CTC membership will be given out as a door prize at the Chatt. Chase.

IV. Races Committee Report

- A. Race schedule is up to date, no changes to be made.
- B. All leases are current and in place for 3rd party races through October.
- C. Steve Smalling (race director) spoke about the upcoming Raccoon Mountain race, planning is coming along. Logistics and financials were reviewed. The plan was approved unanimously.
- D. Chas Webb (race director) spoke about the Chattanooga Chase. Registration numbers have increased over this time last year. In need of more volunteers. All planning is coming along.

E. Chas spoke about the Elite Sponsorship Program changes. A change was added to the plan to include a requirement for the elite runners to volunteer and provide informational assistance to runners of lesser abilities. The Board will vote on the plan at the next Board meeting.

F. The race directors meeting is scheduled for 4/23 at 6:00pm at Out of the Blue, everyone is welcome. Meeting will include a panel of experienced and new directors to answer questions.

G. Chas proposed we make a donation of \$87 to Hugh Enicks to help cover costs of his participation in the Masters national. The proposal was approved unanimously.

H. CTC is losing storage space at the Sports Barn, currently looking for new storage space close to downtown.

V. Communications Committee Report

A. JA schedule, all articles due by May 4th, mailing to start first week of June.

B. A Google analysis was done of the CTC website to determine how many hits are made on the site each month and which areas are most viewed. Races/results section most viewed, with an average of 5800 visits per month total.

C. Continuing to improve the CTC website, working on an overall face list with new tabs and sections to mainstream information. Also working on creating an online merchandise store with photos of merchandise as well as a new Discount Tab for membership community discounts.

D. Working on a way to give members the ability to print off membership cards online.

VI. Old Business

A. Chas spoke about a Cleveland T-shirt vendor who is requesting to be listed on the website as a potential T-shirt vendor for races. Sample t-shirts were given.

B. Bill proposed we need a formal process in place for adding interested vendors to the website. Race directors could post reviews and comments about each vendor they have used to give potential users information about vendors.

VII. New Business

A. Jenni spoke about American Bicycle Group who is interested in being a corporate sponsor. They have proposed to give CTC 2 bicycles (1 complete and 1 frame) to be given away at the discretion of the track club in exchange for becoming a corporate sponsor.

B. AMG is proposing to donate products only; no cash donation will be made.

C. Jenni reviewed the complete details of the proposal.

D. The proposal was approved unanimously.

VIII. President's Report

A. A recent email Board vote unanimously approved Sue Barlow to join the Board and to replace Treva Walsh. Sue will also serve on the Communications Committee.

B. YMCA has contacted Bill and has expressed an interest in a partnership with CTC. Bill will pursue this; finalize plans and present plan at the next Board meeting.

IX. Next Meeting

The next CTC meeting will be held May 8th at 6:00pm at 5796 Brainerd Road (Brainerd Village beside Qdoba). A motion was made to adjourn; it was seconded and all agreed. The meeting was adjourned at 7:49pm.