

CTC Board Meeting August 14th, 2012

CTC President Bill Moran called the meeting to order at 6:02pm. Bill read the CTC mission statement. Members present: Melissa Hale, Chas Webb, Sue Barlow, Steve Smalling, Bill Moran, Pam Cuzzort, Jane Webb, Jason Liggins, Mark Wisdom, Jenni Berz and Bill Estes.

I. Minutes/Approval

The minutes were approved unanimously.

II. Financial Reports

- A. Bill reviewed the financial reports in Jennifer's absence
- B. All financials on track

The financial reports were approved unanimously

III. Membership Committee Report

- A. Jane reviewed the committee update- looking at revising/updating the membership application
- B. Upcoming social events-Minority Health fair Aug. 18th, Jane will man the CTC table at the event, goal is to target walkers and boost walker membership
- C. Registration open on the website for the Fall social at Mellow Mushroom

IV. Races Committee Report

- A. Bill reviewed race committee details in Mike's absence
- B. Committee continues to work on and establish race maximum time's policy
- C. Working toward hiring a registration company for all CTC races, need to obtain updated prices and compare to Active- goal is to save CTC members money on registration.
- D. Race Update:
 - 1. FCA race 9/3/12- CTC timing event.
 - 2. Pie Run and Joe Johnson Mental Health run dates have shifted; new dates are posted on website.
 - 3. Bill reviewed the PowerAde CC Invitational Race Plan - the plan was approved unanimously.
- E. Race posting is up to date on website.
- D. Bill Estes- director of 65 Roses was present and gave a 65 Roses update:

1. Date is set for 4/13/13; date has been coordinated with Chickamauga Chase. All money raised goes to the Cystic Fibrosis Foundation, event grows every year.
2. Bill has requested CTC add 65 Roses event be added to the Elite Program, goal is to maintain a positive ongoing relationship with CTC. 65 Roses is already a ROY event.
3. 65 Roses event would like to promote Run for Miracles and target more youth, Erlanger/TC Thompson is welcome to set up a table at 65 Roses event. Jenni Berz was present and agreed to act as a liaison between Bill and Erlanger/TC Thompson.
4. The Board unanimously approved to add the 65 Roses event to the Elite Program.

The next committee meeting is Sept. 4th at the downtown YMCA.

V. Communications Committee Report

- A. Layout of next JA issue being processed
- B. Website update- overall improved, still tweaking improvements and working on additions. Looking to implement Twitter and other social media to increase awareness and involvement in CTC.
- C. Next committee meeting, Sept. 4th at 6pm, location TBA

VI. President's Report

- A. This is potentially Bill's last meeting as president due to job relocation. Chas will now transition into the President's role.

VII. President Elect Report

- A. Chas spoke about the importance of continuing to make progress in adjusting to surrounding changes.
- B. Chas spoke about developing a Sponsorship Committee to improve PR with local companies and increase marketing opportunities. The committee needs to create a marketing "package" to present to companies to avoid multiple requests from race directors. It would also benefit race directors to have an ongoing solid foundation for sponsorship. This will help resolve conflicts and create unity among CTC races. The committee would operate like all other committees within CTC.
- C. CTC needs to create a stronger presence with Chattanooga youth and young adults. We need to branch out to other clubs and increase partnerships with other running clubs, fitness clubs, Trail and Tri clubs. Possibly plan a quarterly social and invite all clubs to increase cross involvement and promote CTC.
- D. Elite Sponsorship Program update:
 1. Sewanee University was added to the varsity roster for former collegiate runners.

2. 65 Roses event will be added to applicable running events (as discussed above).
3. The addition of an over 60 category was discussed but was not approved by the board.
4. The updated Elite Sponsorship Program was approved unanimously.

VIII. Mark Wisdom was present and gave a post Missionary Ridge Update- 224 participants registered, 205 finishers. Good volunteer turnout. Overall numbers down this year, possibly due to Mud Run being the same day. Overall great race with no major issues.

IX. Next Meeting

The next CTC Board meeting will be held Tuesday September 11th at 6pm, at the Brainerd Village location (beside Qdoba). A motion was made to adjourn; it was seconded and all agreed. The meeting was adjourned at 7:30pm.