

## Volunteer CTC Board Meeting

Date: Tuesday, May 14, 2013

CTC President, Chas Webb called the meeting to order at 6:06 pm. Chas Webb read the mission statement. Members present: Sue Barlow, Marco Bianchini, Steve Tompkins, Pam Cuzzot, Ron Branam, John Crawley, Jason Liggins, Jane Webb, Sueel Taj, Steve Smalling, Mike Leary, Brad Harvey, Mark Wisdom, Andrew Dorn, Joe Dumas, Chas Webb, Sam Pryor

- I. Minutes/Approval
  - a. The minutes were approved unanimously.
- II. Financial Reports
  - a. \$44,000 less than last year – George hasn't filed yet, should break even
  - b. We lost \$1,000
  - c. The financial reports were approved unanimously.
- III. Membership Committee Report
  - a. We are at 698 members, hopefully will increase this weekend
  - b. We have 3-7 people signed up right now to help with spring social
    - i. Need more volunteers: set up/break down
    - ii. If every board member will solicit a door prize
  - c. Spread word for Chattanooga Chase
  - d. People asking don how they get free race vouchers
    - i. Send email blast to all members about this
    - ii. Free race voucher
      1. People possibly throwing away if they got it in the mail
      2. Send link to people
      3. Connie will weed out those that have signed up
      4. PDF on website: "voucher"
  - e. The next Membership Committee Meeting TBD
- IV. Races Committee Report
  - a. 4 race plans:
    - i. Present race plans to board 90 days before for review, then last minute adjustments 30 days prior to race.
  - b. Chattanooga Chase
    - i. Revision – race looked negative, net proceeds to Boston
      1. Supplement a minimum donation and take from track club funds
      2. Got a generous donation – no longer need revision
    - ii. Chip in bib testing
  - c. Market street mile
    - i. New start time: 7:45
    - ii. Parking: In the past they have covered meters
    - iii. Possibly not adequate school patrol, may need more cops, causing increase cost

- iv. Miracle Network meeting last week Jenni suggested training programs for marathon
- v. People to pick up stuff and sign up for events that night to alleviate a crunch the next day
  - 1. Sign up on active
  - 2. Soon to have registration on our website
- vi. Sponsors are the same – earth fare to bring bananas
- vii. Block off row at republic parking between start and finish so we can have refreshments in a line at this area rather than at the aquarium
- viii. Race plan – passed
- d. Waterfront triathlon – 60 days out
  - i. Race course is the same- swim will not change
  - ii. Need 350 volunteers
  - iii. We're supplying equipment
  - iv. \$15,000 - \$16,000 net profit
  - v. \$5000 threshold for sponsors
  - vi. Revision of contract with Team Magic, giving them 90 day's to resolve funds to avoid potential past issues
  - vii. Down 20% last year
  - viii. July 14<sup>th</sup> is the date of the race rather than July 4<sup>th</sup> week
  - ix. Race plan – approved
- e. Missionary Ridge
  - i. Permits for city and parks have been submitted
  - ii. Red cross is on board again
  - iii. Still need volunteers
  - iv. Hamilton county EMS to be asked
  - v. McCallie – parking and use their busses
    - 1. Plenty of parking
    - 2. Positive feedback
    - 3. 2 smaller busses worked well
    - 4. Made race day registration smoother
  - vi. Registration is up on active
  - vii. Race applications at Chickamauga Chase and some at Chattanooga Chase
  - viii. Need more door prizes
  - ix. 150<sup>th</sup> anniversary – needs to be marketed
    - 1. Discounts for missionary ridge at the Chatt. Chase
    - 2. 1961 – 1300 people, try to grow race this year 25%
  - x. Ways to promote to younger people
    - 1. Track coaches to get word out: middle/high school and colleges
    - 2. Chad Varga , Jim Steffes,
    - 3. Youth discount or group discount: based on age
  - xi. August 10<sup>th</sup>

- f. Fall races – we will be timing and providing equipment for Turkey Trot
- g. Marathon training – June 21<sup>st</sup> kick off
- h. Track event
  - i. Track Meet – Joe, Hugh, and Mike
  - ii. June 27, July 25, August
  - iii. No relays no field events
  - iv. \$5 a head
  - v. Red bank and Ooltewah high school
  - vi. Taking Fast Break’s Thursday night run for 1 month
  - vii. Get word out
  - viii. Ad for J.A.
  - ix. Race plan
  - x. All ages
  - xi. No t-shirt, no awards
  - xii. Shouldn’t interfere with Football
  - xiii. Day of registration, sign waver, sign up for events
  - xiv. Will need volunteers: 5 people, Hugh may be able to get people
  - xv. Post CTC banner, so people know who’s event this is (in storage)
  - xvi. Coolers but otherwise low maintenance
  - xvii. Advertise fall races, and put out application
  - xviii. Race plan – passed
- i. 2012,13,14 CTC races journey – what have we done, what are we doing – how to reach out to new audiences, cross market our events, and focus on front end a little more, back end is efficient, need to cross promote and build races
  - i. Have planning a little further out
  - ii. Club manager - increase in efficiency
    - 1. Have this person tie race directors together and create a more efficient way of compiling information and stuff
- j. Jenni to promote Market St. Mile on TV
- k. Miracles for bikes starting this year
- l. The next Races Committee Meeting will be held June 6, at 6pm at YMCA

#### V. Communications Committee Report

- a. J.A.
  - i. All races in
  - ii. Triathlon
  - iii. Marathon training kickoff: need to get from Jenny
- b. Bio’s sent to bill brock
  - i. Up, hover over person for bio
- c. Bike race – memorial day
  - i. Tri club wants to do a joint social
  - ii. Will need volunteers
    - 1. Event notice: facebook

- 2. Event to be at Urban Stack
  - d. Need more information about event noticed for Triathlon
    - i. Outdoor Chattanooga for 21<sup>st</sup>
    - ii. Meet with Jenni
    - iii. Advertising – jogging around, market street mile, event notice, times free press, e news
      - 1. People may opt out but we are reaching more people
  - e. Cigna health fare
    - i. No cost
      - 1. We bring something for raffle
      - 2. They provide table and tent
      - 3. Starts June 7<sup>th</sup> at 10:30-2 pm at Cigna
    - ii. Promote marathon training and upcoming races, group runs, and children’s race
      - 1. Maybe people to sign up for e-news
    - iii. 700 Cigna employees expected
    - iv. Maybe get a sponsorship out of Cigna in the long run?
    - v. E-mail’s – flyers, couch to 5k program
    - vi. Promote non competitive heat during market street mile: usually parents and kids: non timed
  - f. The next Communications Committee Meeting TBD
- VI. Old Business
- a. Lee University Update
    - i. Goal to come up with plan to better CTC in short and long-term
    - ii. Target more runners between 18 and 30 years of age
      - 1. The majority of our members are older
      - 2. 18-30 is largest demographic
      - 3. SCHM – more competitive edge amongst runners under 30
      - 4. Although we do have Facebook, we need: Twitter, Instagram, Pinterest
    - iii. Interviews revealed: people aren’t aware of what we do
    - iv. How to attract younger people: color run
    - v. Targets
      - 1. 18-30
        - a. times free press, YMCA, Rush, Twitter, Facebook, Instagram,
      - 2. CTC racers that aren’t members
        - a. Create a theme/brand
      - 3. Get out benefits of members
        - a. Brochures (cards), directing to CTC website
    - vi. See documentation for timeline
    - vii. Race day raffle for memberships, billboard, complimentary post race meal
    - viii. Free voucher for run: do for all members vs. members after a certain date?

1. Maybe extend through to next year for free voucher vs just those just for this year
    2. Talk to Bill and Connie about how well long term memberships will work
  - b. Club manager
    - i. Has been posted, with 12 applicants so far
    - ii. Panel of interviewers
    - iii. Spread word about position
- VII. New Business
  - a. E-mail Chas about what it is that keeps us volunteering
  - b. Is 6pm working for meeting?
    - i. Possibly moving meeting to Fast Break
- VIII. Next meeting
  - a. The next CTC meeting will be held June 11th at 6:00pm location TBD. The motion was made to adjourn; it was seconded and all agreed. The meeting was adjourned at 7:15.