

## **CTC Board Meeting**

**August 13, 2013**

CTC President, Chas Webb called the meeting to order at 6:15 p.m. Sujeel Taj read the mission statement

Members present: Chas Webb, Jane Webb, Zach Winchester, John Crawley, Steve Tompkins, Steve Smalling, Alan Outlaw, Bill Brock, Mike Leary, Joe Dumas, Stacey Malecky, Club Manager.

Visitors: Mark Wisdom

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

The minutes were approved unanimously. Tonight's secretary is Jane Webb.

### **Financial Reports**

Discussion was held concerning recent reconciliations with Scenic City Half. Financials are in very good shape. We will be meeting with an accounting firm soon to change over the bookkeeping duties.

The Financial Reports were approved unanimously.

### **II. Executive Committee Report**

Chas explained the Organization Discount program draft. All in attendance received the draft. We will be targeting companies and schools to partner with CTC. Good discussion on pros and cons and tracking obstacles.

Several good suggestions were made, one of which was a drop-down box in Membership.

Corporate Sponsorship Guidelines was discussed. All in attendance received the draft. Amount was changed from \$3000 to \$2500. Good discussion on points and clarification. We will make it clear what the sponsor gets in return for sponsorship.

Race Director Guideline's document was discussed. All in attendance received the draft. Good suggestions. We need a standardized way to advertise and help each event. It was also suggested we meet with other Race Directors/not ours, to coordinate dates and efforts so the events are not watered down and spread thin. Facebook event page was discussed and the fact that new ideas will be implemented in 2014.

cMe Compete was explained by Chas Webb. It is a web-site tracking program with charge.

ChiRunning was explained by Bill Brock and discussion followed about clinic and costs. It is a member only benefit. Chas Webb and Stacey Malecky will do the clinic and report back. The clinic will be held on Saturday, September 14, 8:30 – 3:30 p.m. This is a terrific

opportunity to interactively learn more about Level 1 ChiRunning. Master Instructor Jeff Carnivale will share techniques related to proper posture, core-strengthening, body sensing, injury prevention and more. The seminar is open to all and space is limited. CTC members discount rate is \$95.00. Go to our webpage for the registration link.

Motion made, seconded and approved.

### III. Membership Committee Report

- A. Update from committee – 761 members
- B. Membership Drive continues striving for 1,000. Current campaign runs until Raccoon Mountain race. \$50 Visa Card will be given to someone renewing or joining in this time frame.
- C. Fall Pizza Palooza 2 will be October 12<sup>th</sup> at Mellow Mushroom, downtown
- D. Election Social will be November 12<sup>th</sup>, location to be announced
- E. Banquet will be January 18<sup>th</sup>, Doubletree downtown, with Dick Beardsley as the speaker.

The next Membership Committee meeting will be in on September 10<sup>th</sup> at 5:45.

### IV. Races Committee Report

FCA added a 10K, with the ROY race being the 5K. Pie Run, Cross Country Series, Raccoon Mountain race plans will be sent electronically for approval.

Next Track Meet is 8/22/13 at Red Bank High School. There will be a number of fun events including 200M, 800M, 50M, 3200M and 100M. Day of registration only will be from 7:00 to 7:30 p.m. The plan is for this to be a no-frills event. Run one or all of the events for the same low price of \$5.00. Bring the family and enjoy this twilight track meet.

Volunteers are needed for all events, which can include older students.

Mark Wisdom reported on final stats on Missionary Ridge Race. All in attendance received the report. Good discussion of pros and cons of event and how to improve for next year. Entries were up 47 from last year.

FCA day-of registration plan has been improved with 3 entry points

Chickamauga Marathon 5K will accept no more than 300 entries.

The next Races Committee meeting will be held September 5<sup>th</sup> at the YMCA.

### V. Communications Committee Report

Sujeel reported on the next issue of Jogging Around and will print before the end of the month. Discussion about a policy being created for Social Media. Sue Barlow is handling the weekly eNews blast.

The next Communications Committee meeting will be announced soon.

VI. New Business

Connie's going away part will be August 24<sup>th</sup> at 6 p.m. at Mike Leary's home. Chas explained that Corrine Henderson will be replacing Connie as bookkeeper and the transition is being finalized. Connie will also be available for questions.

Development Strategy was explained by Chas Webb, along with a power point presentation. A spokesperson from CTC will meet with various companies making a presentation to discuss what we have to offer, explain our mission, recruit members and volunteers, which could lead to sponsorships. We will have a group discount program.

Next Meeting

The next CTC board meeting will be held at Fast Break, Frazier Avenue at 6:15 p.m. on 9/10/13. The motion was made to adjourn; it was seconded and all agreed. The meeting was adjourned at 7:40 p.m.