

Chattanooga Track Club - Meeting Minutes

Date: 16, February 2016

Location: YMCA, downtown Chattanooga

Attendees: Whitney Allison, Sarah Barnes, Bill Brock, John Crawley, Catherine Crawley, Jennifer Heinzl, Dick Miller, Jay Nevans, Stacey Malecky, Beth Petty, Russ Rogers, Ryan Shrum, Allison Skiles, Sujeel Taj, Jane Webb, Roy Webb.

Meeting called to order: at 5:32 PM

President's Report – by: John Crawley

Welcome to attendees, reading of the mission statement. John stated that if anyone memorizes the CTC Mission Statement and can quote it, that person will receive a free race entry.

Secretary's Report: by Stacey Malecky for Miranda Cagle

Board meeting minutes from the meeting on December 15, 2015. Motion for approval (Ryan Shrum) – **approved**.
Comments: Usually minutes are made available sooner. John Crawley expressed appreciation for Steve Tompkins, 2015 CTC Secretary.

President's Report (continued):

Guest speaker, Robert Gustafson.

Robert presented for a start-up program called On My Own 2 Feet, an outreach to homeless individuals to develop independence and positive choices through running. Robert Gustafson and program co-founder, Rita Fanning, are seeking partnership with CTC to use CTC's non-profit status to receive and disburse sponsorship funds raised by My Own 2 Feet program.

Q&A: Robert presented a written proposal. CTC will receive sponsorship checks and disburse payments. If no sponsors are obtained, the program will be cancelled and nothing will be purchased. CTC will not be liable for anything. On My Own 2 Feet will promote the CTC in advertising and messaging and CTC will be able to use On My Own 2 Feet name and logo. CTC will assist On My Own 2 Feet in obtaining volunteers to lead run groups.

Probably no more than 10 participants in the program for now, the target to start is June/July. The program will be based out of the Community Kitchen which will help identify and reach potential participants. Incentives will be provided for participants (shoes, gear, shirts, etc.) purchased with sponsor funds or direct donations of items. Initial schedule plans for Mon/Wed/Fri run groups. Program is modeled after successful, national programs.

CTC discussion: The directors discussed liability, accountability/ reporting by the program leadership to the CTC, waivers. It was agreed that Stacey Malecky would contact Robert and Rita to say that the club is supportive but would like more details regarding the following: liability and reporting to the CTC.

Guest speaker, Jay Nevans, from Scenic City MultiSport.

Habitat for Humanity sponsors a mud run each year in August. Habitat is stepping away from the event in 2016 and SCM is taking ownership. SCM would like CTC to become the charity beneficiary of the event. SCM would handle all race management including course set-up, timing, parking, etc. CTC would be responsible for finding sponsors and volunteers before the race and, on race day, would be responsible for managing volunteers and throwing the after party. CTC would keep revenue from sponsors they provided minus SCM expenses relating to those sponsors.

Q&A: Participation last year was just short of 1,000 runners. Toyota Cleveland has been a prior sponsor for \$10K. The afterparty has, previously, raised almost \$10K. City has given preliminary approval. SCM is holding off on announcing the event until a partner organization is identified. The cost of additional insurance (required by Toyota) is about \$4K.

CTC would support SCM marketing of the race. Number of volunteers usually needed: ~60. Sponsor expenses could include: additional insurance, banners, complimentary race entries, etc. Afterparty is on-site from 11:00AM – 3PM. Food for purchase (at afterparty) from food trucks. Tentative date of event is Saturday, August 13, 2016.

Treasurer's Report – by: Dick Miller

2015 Financials – reviewed. Explanation of financials for new board members, the 2015 budget planned for about \$3,400 in positive revenue, actual amount was around \$21K. Dick explained how the CTC generates revenue and that the club is “very dependant each year on non-race income, from sponsors, membership fees, timing services.” Dick stated that the “CTC is healthy; no debt, a little money in the bank and we own some equipment.”

January 2016 financials – No SCHM race this year will affect revenue. Chattanooga Marathon will make a significant financial contribution. Chattanooga Waterfront Tri and Battlefield Marathon are the other two races that bring CTC revenue. There is an opportunity to look at pricing on some of our races to help increase revenue. Future Treasurer's Reports will focus more on year-to-date rather than monthly.

2016 CTC Budget – Stacey has been great, bottom line: expect \$4,900 positive revenue. Goal for 2016 is to move primary revenue from races to community support.

Discussion: Jasper Highlands should be listed as “Superstar” Sponsor. Discussion of specific budget numbers and how they were reached. Discussion of cost of replacing equipment stolen with the trailer last year. Discussin of ROY/VOY awards and plans for reducing expenses compared to 2014-2015. Accounting expenses have come down significantly by switching to online tools. Website development needs to be discussed. Motion to wait on vote to approve until after committee reports: motion carried.

Membership Committee report – by: Sarah Barnes for Jennifer Heinzel.

Current membership: 542.

July 15-17, CTC retreat at Stillwater. Thanks to Jane Webb for use of Stillwater.

May 14, CTC picnic at Coolidge Park after King of the Mountain Race

Next committee meeting will be combined with Races committee mtg on March 1, 2016.

Discussion: need to clarify the date of the picnic between May 7 or 14.

Races Committee report- by: Ryan Shrum

No races have been held since Wauhatchie in December. Plans moving forward for providing instant results at CTC races. Ryan updated the board on the status of replacing equipment stolen with the trailer and how it will affect the Races committee budget. An overview of Battle of Chattanooga program for 2016 was provided by Sujeel Taj. Changes will streamline management and plan is to increase participation from the 4 races in the series and focus on promotion. Costs of the Battle For Chattanooga program should be reduced in 2016.

Community Relations / Development Committee – by: Bill Brock

Budget – Budgeted funds for this committee is new in 2016. Bill explained that money is for the purpose of getting sponsors for the CTC.

Communications Committee report –by: Sarah Barnes

Budget: asking for additional funding to specifically market the races. The committee is looking forward to 2016.

Club Manager's Report – Stacey Malecky

Budget: Specific “odds and ends”, training and professional development- it's been suggested that the club consult with other clubs/RDs to get insights

on their successful events.

2017 Scenic City Half Marathon – committee is being assembled, meeting date possibly March 10 or 14. Bring ideas.
CTC Vision – a task force to update the CTC Vision report is being put together. No meeting date in mind yet. Stacey asked for interested people to get in touch with her. She will create a Basecamp project for this.

Old Business: No old business

New Business: Chattanooga Chase- will have update for the board and the VP of Races. Jane Webb offered to share her planning notebook from the 2015 race with Ryan Shrum.

Allison Skiles- asked about plans to make more CTC apparel available, through better promotion of the spreadshirt website and by having items on-hand at CTC events. Whitney Allison mentioned a need for more great designs and promotional shirts.

General discussion: members talked about recent races. Roy Webb asked for clarification on YMCA overflow parking in the parking garage.

Voting:

Motion to approve the 2015 Financials, motion carried.

Motion to approve the 2016 Budget, motion carried.

Discussion about SCM Mud Run proposal.

Motion to respectfully decline SCM proposal, motion carried.

Additional discussion about the need to focus resources on sponsorships for CTC events.

Meeting Adjourn 7:05 PM

- Next Ex. Committee Meeting: Tuesday, March 8, 2016, location, tba.
- Next BOD Meeting: Tuesday, March 15, 2016, location , tba.