

## Board Meeting Minutes for Tuesday, April 19, 2016

Downtown YMCA, 5:30pm

In attendance:

Board of Directors: Roy Webb, Whitney Allison, Mike Usher, Stacey Boydston, Curt Zacharias, Alison Skiles

Officers: John Crawley, President; Jennifer Heinzl, VP Membership; Sarah Barnes, VP Communications; Dick Miller, Treasurer; Miranda Cagle Taj, Secretary

Others in attendance: Stacey Malecky, Club Manager; Jenni Berz; Bill Brock; Jared Ison; Elgin Andrews

*Secretary's note: Miranda Taj was unable to be at the meeting at start time due to work and traffic. Sujeel Taj has been taking notes in Miranda's absence but was also absent from this meeting. Because of this, recounting of the agenda discussion prior to the secretary's arrival have been provided by S. Barnes (in red).*

- I. **President's welcome** – John Crawley  
Reading of the mission  
Welcomed guests from UTC
- II. **Secretary's report** – Stacey Malecky on behalf of Miranda Cagle Taj  
Minutes from March board meeting were prepared by Sujeel Taj in Miranda's absence-revise minutes to include Alison Skiles.  
Voted for approval-minutes passed
- III. **Treasurer's report** – Dick Miller  
Overview of the March financials-reviewed timing equipment expenses purchased in March. Voted for approval-financials passed
- IV. **Membership Committee report** – Jennifer Heinzl
  - a. Member Picnic, May 14<sup>th</sup>  
The next member event is the member picnic to be held on May 14<sup>th</sup> from 11am-2pm at Coolidge Park. Anticipate around 25 people. Do not yet have a permit.
  - b. Retreat  
A club camping trip is planned for July. An email will be sent out after the picnic. Jennifer is recruiting for planning committee members.
  - c. Automatic welcoming letter to new members is in progress (input from Bill Brock)
  - d. Proposed price increase/tshirt promotion for members in 4<sup>th</sup> quarter  
Jennifer Heinzl proposed a 4<sup>th</sup> quarter increase in member prices which would include an offer for a free tshirt. The price increase would not be incurred if a member declined the tshirt offer. Jennifer stated that the goals of this promotion were to both get more members and to advertise for the club by having members receive logo clothing to wear. A discussion of the proposal followed with several questions. One issue raised was how to get the shirt to members – mailing shirts would involve additional packaging and shipping costs. Additional concerns included preordering and storing shirts. Suggestions to avoid these issues included using the Spreadshirt online store and offering store credit for a member to purchase whatever product, style, and size they might want. Jennifer also stated that

we could use the increase as a marketing tool, to encourage current members to renew before the price increase.

e. Cheer section

It would be great to have more people at finish lines of races to bring in the final finishers and be there until the end. Jennifer is looking at getting together a small group to do this.

V. **Races Committee report** – Stacey Malecky on behalf of Ryan Shrum

a. Race Director/Races Committee meeting recap

- i. There was not great attendance at the combined races committee and race directors meeting. However, the attendees were able to receive a tour of the Memorial EMS facility who we are in partnership with.
- ii. A goal is to make an updated list of CTC race directors and pertinent information that is CTC specific with basic information and guidelines for all club race directors to follow – information will include when permitting should be done, when registration should open, how CTC branding should be presented, etc.

b. Chickamauga Chase recap

The numbers for the Chickamauga Chase were down this year. One possible reason was a conflict with the Run for God event.

c. Upcoming needs

- i. Next races are Gateway 5k (providing the timing), King of the Mountain, and the Chattanooga Chase
- ii. Looking for anyone interested in helping with Gateway or King of the Mountain timing. There have been some field timing problems, so we need to make sure that people (the volunteers, the participants, the event coordinators) understand how the timing process works.

d. Chattanooga Chase update

Alan Outlaw and Fast Break are “crushing it” with the Chattanooga Chase planning and promotion – there are great awards, great promotional posters, and an aggressive and successful sponsorship campaign with excellent sponsors that are bringing some great additional interest to the event. We are hoping for a spike in participation.

VI. **Community Relations and Development Committee report** – Jenni Berz

- a. Met with Kim Nydick, who expressed interest in helping the club meet potential new sponsors to develop partnerships and develop sustained funding sources. Jenni is bringing Kim up to speed on club details and she is very enthusiastic about becoming involved.

b. Branding

- i. *Club branding at all races:* The committee is working on enhanced branding of the club and events. An example of such branding would be that the timing tent at any event should always bear the CTC logo/name, particularly because we have a good record and reputation for our timing services. This branding of course will have an associated expense to be determined.
- ii. *Branding of club races:* As part of the branding of races, the committee is working on a one-page informational piece that categorizes races by icons (Fast, Hilly, Beginner-Friendly, etc). The committee has come up with a list of approximately 10-12 icons/categories that they are still working on. Once completed, this will be printed on cards for distribution. Additional materials or a club newsletter article will follow up and reinforce this branding with more detailed highlights of each race (to include history, etc).

- c. Video posted today on Jenni Berz’ Facebook announcing that our racing season has begun

- d. Ideas? The committee meets every Wednesday morning at 8am at the Camphouse. Anyone is welcome.

VII. **Communications Committee report** – Sarah Barnes

a. Workshops

- i. *Crossfit Endurance Workshops*: The recent workshop offered was “brutal” according to Sarah. The workshop focus was on pushing yourself and building endurance for running or other activity. A follow-up free workshop is being held tomorrow at Get Built on Main Street at 6:30pm.
- ii. *Retreat Workshops*: We are looking at combining a couple of workshop ideas for the member retreat planned for July. The workshops will provide opportunities for participation for people that want to come but not stay for the overnight camping. **Kelly Summerset is confirmed-working with Hillary Libby as a possible returning workshop leader.**

VIII. **Club Manager’s Report** – Stacey Malecky

a. Professional development budget

Stacey has looked into a race director certification course. The course is \$250 and is a module-format online course with tests at the end of each module and an accompanying binder of course materials. Stacey suggested that a motion be brought forward to earmark \$500 from the professional development budget to provide \$100 toward the cost of the course for up to 5 people. This support could be used as a recruiting tool for new race directors in the future. John Crawley held an informal vote and all in attendance were in favor of this proposal. No formal motion was brought forward.

b. On My Own 2 Feet

There were recent appearances to promote the program on 3 Plus U and Good Morning Chattanooga. We have plenty of donated shoes and other supplies. Jacqueline Beckler has stepped up to mentor participants. The board agreed that Stacey can sign off on the proposal for the program partnership.

c. Job description update

The current opinion is that Stacey has her hands in too many things and her job description needs to be reviewed. This process can also clarify the roles of the board members. Stacey’s job description is available for review and comment on the Basecamp site. Meanwhile, looking toward next year, Stacey would like help with the Superhero 5k and the Jasper Highlands 5k, two events that she is acting as race director for due to lack of other race director availability/interest. Jennifer suggested putting an announcement in the e-blast for anyone interested in stepping up for those two events.

d. Riverbend race partnership

The club has been approached to partner and provide the timing for the BCBST Riverbend races in 2016 and 2017. We have declined 2016 involvement. Moving forward, while we are flattered, we need to think about whether we are in the position to allocate time and resources to this race. Stacey said she does not have the time to commit to this event.

A lengthy discussion followed on the benefits and challenges for the club in considering this partnership.

*Challenges:* Stacey brought up that we have declined involvement with this race in the recent past due to apparent lack of clarity within the chain of command (whether Blue Cross or Friends of the Festival “own” the race). John added that we are known by the quality of our race events, and want to avoid becoming involved in any event were desire for participant volume overrides quality. Sarah Barnes also brought up the important factor of volunteer burnout due to Ironman commitments and other race events, and cautioned us to be careful to commit to anything new when we are already facing struggles with securing volunteers and race directors for the races we already have.

*Benefits:* Stacey offered that the race is a popular event, one that has had large participation in the past, and is very visible.

*Recommendations:* Stacey recommended that we would need to have an experienced runner be in a position of involvement with the meetings and planning to offer logistical guidance. Jenni said that we should seek the input of CTC people (such as Blaine and Rita) that have been involved with the race in the past. Bill suggested that we may be at the point of moving away from a volunteer model for such partnerships and offering a paid position that is only a race director position (similar to our current timing services). It was recommended that we prepare a proposal to take the BCBST of what we can do and what it will cost, similar to our involvement with the Chattanooga Marathon. Stacy Boydston offered to step up and shadow the planning process for the event and offer guidance while the club takes time over the year to develop a budget/proposal for involvement.

e. Trail race this weekend – Stacey is manning a water station

f. Ironman Aid station

We need more volunteers for the club aid station at the Ironman 70.3 on May 22<sup>nd</sup>. There are three volunteer time options available. The link to register is online.

## **IX. Discussion of other old and new business**

a. Jenny Berz – Waterfront Triathlon.

The triathlon is a major fundraiser for us – any registrations are income for the club. This year a sprint distance has been added. Jenni asked for any suggestions for promoting/increasing participation. A suggestion was offered that some people may not have a suitable bike to enter their first triathlon. Jenni will ask Owen Cyclery about a possible “bike share” opportunity.

## **Adjournment at 6:43pm**

Next Executive Committee meeting: Tuesday, May 10<sup>th</sup>, 5:30pm

Next Board Meeting: Tuesday, May 17<sup>th</sup>, 5:30pm