

Board Meeting Minutes for Tuesday, May 17, 2016

Downtown YMCA, 5:30pm

In attendance:

Board of Directors: Stacey Boydston, Alison Skiles, Devin Munczenski, Tripp McCallie, Whitney Allison, Roy Webb, Russ Rogers, Beth Petty,

Officers: Jane Webb, President Elect; Ryan Shrum, VP of Races; 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; Sherilyn Johnson; Robert Gustafson; Steve Rubenstein

CTC Mission Statement

The Chattanooga Track Club is a nonprofit organization dedicated to stimulating interest in running and fitness for all ages and to promoting wellness through these activities. The club encourages anyone with similar interests to become a member and support our goals. No special qualifications, other than an interest in running and fitness, are required. Members can choose their own level of involvement: participant, volunteer, or sponsor. Everyone, from serious competitor to the casual walker, is welcome.

- I. **Welcome** – Stacey Malecky on behalf John Crawley
- II. **Secretary's report** – Stacey Malecky on behalf of Miranda Cagle Taj
Motion to approve the minutes from the April meeting made, seconded and passed.
- III. **Treasurer's report** – Dick Miller
 - a. April financials: YTD we are down \$39,000. This is partially due to \$24,000 in equipment purchases/theft replacement. There is also the loss of income from the Scenic City Half, which was partially offset by payment for the Chattanooga Marathon.
 - b. A problem that we need to address is the revenue/profit side of the organization. Dick does not think the slight profit that was budgeted will exist this year. He recommended that we need an ongoing discussion of how to enhance funding; we might want to evaluate some of our events on whether they are a good use of resources or whether we can receive more revenue from them. A discussion followed on how to identify losses and opportunities on a race-by-race basis. Stacey offered that all of our smaller races are called "break even" events but do not include hidden overhead costs such as cost of insurance, Club Manager's time, etc. It was decided that this is a good time for the group to look at such hidden costs to determine the real expense of each race before handing perceived revenues to recipient charities. It was suggested that a small group be formed, under the Treasurer's Committee/oversight, to review all areas of cost and determine what "break even" actually is for each event. Sujeel Taj, Ryan Shrum, Stacey Malecky, Bill Brock, and Dick Miller offered to serve in this group.
 - c. **Motion to approve May financials made, seconded and passed.**
- IV. **On My Own Two Feet** -- Guest speaker Robert Gustafson
 - a. The launch date for the program is Monday, June 27th at the Community Kitchen at 8:00. At the launch participants will receive information and gear.

- b. The program has “tons” of shoes but needs more apparel, particularly shorts and shirts. There will be a bin at the Chattanooga Chase for donations. There are also drop-offs at Front Runner, Sports Barn, Fast Break and the YMCA.
- c. Katherine is working with Lauren St. Germain of NewsChannel 9 to track one of the participants through the program.

V. **Membership Committee report** – Jennifer Heinzl

- a. Welcome letter now fully automated – the letter and membership card will now go out with each new application.
- b. We are wanting to do free water stops this summer like we did last year.
- c. The committee always welcomes new ideas. The next meeting is a combined meeting with the Communications Committee on Thursday, June 9th at 6:00pm at Whole Foods.

VI. **Communications Committee** – Sarah Barnes

- a. The club retreat at Stillwater will be July 15-17th. Several workshops are planned as well as group runs and walks. Jane added that there will be a relay race event as well, and that Stillwater is pet-friendly. Attendees are encouraged to bring kayaks, ATVs, and other outdoor equipment to enjoy.
- b. The next meeting is a combined meeting with the Membership Committee on Thursday, June 9th at 6:00pm at Whole Foods.

VII. **Community Relations and Development Committee** – Sujeel Taj

- a. The committee meets every second Wednesday at 8:00am at the Camphouse. Anyone is welcome to join.
- b. We are currently working on marketing tools for sponsors, including working on a race calendar.
- c. The upcoming Waterfront Triathlon is a very important race – our first of the year to generate significant revenue for the club, mainly through sponsors. We have an agreement with Team Magic that we get to keep a significant portion of any sponsorships we bring to the event. Let the committee know if anyone has potential sponsors to approach. Our value is well known and we want to continue that. Kimberly Nydick has recently joined the committee and is excited to take the new marketing tools to put in front of sponsors.
- d. Next meeting is May 25th at 8:00am.

VIII. **Races Committee report** – Ryan Shrum

- a. There were many races in the past month (April).
 - i. First Volunteer Bank race – had bad numbers, seems that they did not get the word out for the event (for example, there was no race start time listed on the website). Stacey suggested that we might encourage them to steer the race date back toward March rather than April. A discussion followed of what may have gone wrong – it is a good course, there is a nice TV giveaway each year, we are not sure what happened.
 - ii. King of the Mountain – around 200 participants, good numbers for that event.
 - iii. Chickamauga Chase – lower numbers this year compared to last.
- b. The discussion for a half marathon to replace the Scenic City Half has “hit a brick wall” and it’s looking like nothing is going to happen next year. We are still looking at options. Stacey encouraged everyone to look at the Executive Committee meeting notes for the lengthy discussion that happened. Stacey and Jenni met with the director of the Chattanooga Marathon, and we are concerned about stepping on toes by trying to have a similar length event too close in timing or in location. Miranda suggested we might make the event a 5k/10k and incorporate the date as part of the training program we offer for the Chattanooga Marathon. Another suggestion offered was to expand the Raccoon Mountain event.

- c. Riverbend Run – We have the potential to partner with this race next year and try to restore it to its former glory. Sherilyn has offered to step in and serve in an advisory capacity next year. The organizers have expressed a willingness to provide compensation. Stacey will follow up after this year’s race and if they are still interested then we will draft a proposal.
- d. New Collegedale 4 miler planned for next year on/around July 4th. The Collegedale 4th celebration has around 25,000 attendees and the local organizers want this event to happen and want to work with us, but if we do not jump on it then someone else might. The event is currently in the idea stages right now.
- e. Next committee meeting will be Tuesday, June 7th at 5:30pm. There will be Waterfront Triathlon organizers present to discuss what they need.

IX. Club Manager’s Report – Stacey Malecky

- a. Jasper Highlands – There is a date conflict with the Cameron Bean race. We are ready and willing to reschedule to September 10th – though we set our date first, we have more to lose by keeping the conflict with the other event. No objections were raised.
Motion to change the date of the Jasper Highlands 5k made, seconded, and passed.
- b. Center for Nonprofits – Stacey is signing the club up as members of the CNP. She encouraged everyone to check out the classes offered and consider professional development opportunities.
- c. Board meeting start time – there have been requests for changing the meeting start time. A new start time of 6pm was suggested and agreement was demonstrated by informal showing of hands. The new start time will be tried out starting in June.
- d. The review of the Club Manager job description continues. Sherilyn drafted some suggested changes which will be discussed at the June executive meeting. It is the hope that changes will give the current club manager more time for growth and improvement activities if the board and committees take on some of the other routine tasks related to their roles. Stacey hopes to make a working document or addendum to the by-laws of the committee roles.
- e. Ironman – we are in good shape for volunteers for our aid station at Battery Place. Everyone is encouraged to come out and join in.

X. Discussion of other old and new business

- a. Paul Wells is racing in the Ironman 70.3 and we’re all encouraged to look for him!
- b. Jenni says that there are volunteer positions open in every area for the Waterfront Triathlon, and we especially need help with clean-up.
- c. We’re timing a race this coming Sunday morning and would like if anyone could come out and help Trey if he needs it.

Adjournment at 6:44pm

Next Executive Committee meeting: Tuesday, June 14th, 6:00pm

Next Board Meeting: Tuesday, June 21st, 6:00pm