

Chattanooga Track Club - Meeting Minutes

Date: Thursday, February 9, 2017

Location: Osborne Office Center

Attendance:

CTC Directors and Officers: Whitney Allison, Jenni Berz, Marco Bianchini, Sergio Bianchini, Stacey Boydston, Bill Brock, Mandee Keith, Joe Klein, Jason Liggins, Stacey Malecky, Dick Miller, Deleslyn Mitchell, Beth Petty, Sujeel Taj, Chris Theobold, Jane Webb, Lynda Webber

Guests: Larry Aulich, David Autry, Andy Gean, Connie Roberts, Mayes Starke

Meeting called to order by President Jane Webb at 6:02 p.m. and CTC Mission Statement read by Jane.

President

Jane Webb announced that due to resignations the board now had two vacant Director seats open. Following the guidelines established in the Bylaws, Jane Webb appointed Deleslyn Mitchell and Chris Theobold to fill the seats. A motion was made by Stacy Boydston to approve the appointments. The motion was second by Beth Petty. The motion was approved unanimously.

Secretary

Jason Liggins provided highlights from the January Annual Meeting. During the annual meeting, a motion was made to amend the term limits of the Office of President. After serving for one year, the president may serve a second one-year term. It is the choice of the current elected President. If the President chooses not to serve a two-year term, the President-elect becomes President, and a new President-elect would be chosen.

Treasurer's Report

Dick Miller reported that the club received an annual donation from the Hand Foundation.

Beth Petty- Communications

Beth Petty reported that the communications committee has been busy thinking of marketing techniques. The Instagram account is up and running effectively.

Beth proposed making a 6-month advertising purchase in Get Out Chattanooga. The advertising campaign would cost \$1650. The club would get a ¼ page ad and one ½ page upgrade. The advertising months must be consecutive. Discussion led to a questioning of how much was allocated in the prior year's budget. According to the financials last year \$3,500 was allocated for advertising. A motion was made to approve the advertising campaign by Jenni Berz. It was second by Bill Brock. The motion was not opposed and passed.

The communications committee was encouraged to submit a proposed budget to the treasurer.

Beth Petty and Jane Webb reported on a successful appearance on the News Channel 9's "This and That." The committee plan is to appear on the program quarterly.

Beth Petty has a meeting with an account executive with the radio station 96.5. The committee is looking at promotion opportunities and possible live broadcasts from CTC events.

Other communication efforts include looking into posting on free websites, Facebook ads, and partnering with running clubs in surrounding cities. Also, the committee plans to send out a survey for feedback after each race. This information will be used to plan and discuss areas of success and needed improvements.

Stacy Boydston- Membership Committee

Stacy Boydston revealed the Volunteer of the Month form. Board members were asked to nominate someone. A different volunteer will be recognized for their efforts each month.

Stacy Boydston and Jane Webb presented the "Volunteer Bucks Program". The program would present volunteers with bucks based on volunteer activity. These bucks can be redeemed at a later date for prizes and rewards. The details of the program are still being worked out. The board will be updated when the program is finalized.

Board members were encouraged to sign up to volunteer and cover the membership table at March races.

The membership shirts for renewal are ready to be delivered to members. The board discussed the best delivery methods. Shirts will be available at CTC board meetings, some group runs, and at race events.

The membership committee also reported there would be a poster making station at the Chattanooga Marathon. Example posters were presented to the board members. Membership will also be sponsoring a poster making station for the family members of Chattanooga Marathon participants.

An inquiry was made about the purchase of other promotions items including CTC ink pens. The committee was encouraged to prepare a budget to present to the financial committee. The previous year's budget was \$1,200.

Bill Brock – Races Committee

Bill Brock reported that the race calendar is largely complete for 2017. All races have been scheduled and approved with race directors.

Two races are still pending: Jasper Highlands and KOB 5k/10k. Bill Brock is still working on the details of those races and will have an update at a later board meeting.

The Moccasin Bend Fall Classic is scheduled and will take place. The possible teaming up with Johnson Mental Health Center (JMC) is still pending. Sujeel Taj reported that communication is ongoing.

The Moccasin Bend Fall Classic was born out of the postponement of the 2016 Johnson Mental Health Pumpkin Run and not scheduling a replacement race for 2017. This race was supported by CTC and owned by JMC. The Moccasin Bend Fall Classic will be a CTC event (managed and insured by CTC) with the possibility of Johnson Mental Health being a charity beneficiary of the race. The board will be updated as the communication efforts continue to materialize.

There will be 4 Non-CTC events included in the Runner of the Year (ROY) series this year.

- First Volunteer 5k Ringgold
- King of the Mountain
- FCA 5K
- Turkey Trot 8k

All race directors have agreed to the new requirements. The races will be grandfathered in this year for \$100. The future rate will be \$400.

The committee is still working on possible race series. Some possibilities include a sprint series and a mountain series.

The races committee has frequently met with the race directors. The meetings have largely been focused on marketing and increasing race participation. The race directors would like the board's commitment in promoting and supporting their races. Race discounts and race registration discounts were discussed and tabled by the races committees. The committee and race directors decided those are not feasible options at this time.

A sample promotional calendar to be posted in local stores, gyms, and other organizations was presented. The current draft only included CTC events. After discussion, it was suggested by the board that the 4 Non-CTC ROY races also be included on the calendar.

The races committee was approached by the Friends of Festival to take over operations of the Riverbend Run. After many discussions, the race committee decided it would be a good idea to accept this race. CTC will set all terms including the budget for the race. Jane Webb will serve as the race director for this race. The Races Committee believes this is a great race opportunity for CTC. A motion to approve this race was made by Bill Brock. The motion was second by Stacy Boydston. The motion was approved without dissent.

Bill Brock asked the board for suggestions on setting the number of bases races for ROY. Last year it was 13/16. This year we have 14 races. A lengthy discussion was held. A final decision was not made and will be presented at the next board meeting.

The races committee is looking a Fiscal Health Model. This model is designed to examine race proceeds to CTC and charity proceeds. It was suggested that the key events be designed in an effort to contribute net proceeds to the track club. Smaller events should break even or slightly contribute.

The committee is still discussing how to handle charity relationships and how to proceed with charity donations. Some suggestions included:

- Charity Sponsors (80/20)
- Charity selection/ add-on gift via registration.
- Charities earn \$ based on contribution to the event

Bill Brock reported that CTC now has its own Volunteer Administration System (volctc.org). The system has been completely rewritten. These changes will allow the club to manage volunteer operations better.

**Stacey Malecky – Club
Manager**

Stacey Malecky encouraged the board members to recruit and volunteer for the Chattanooga Marathon. There are still many positions that need to be filled.

Jane Webb- Old Business

Jane Webb reported on IPICO conference attended by Stacey Malecky, Jane Webb, Sheryl Johnson, and Trey Stanford. The group made many connections and learned many new things about timing and conducting races.

New Business

Connie Roberts and Andy Gean from Center for Sports Medicine and Orthopedics gave a short presentation on services offered. The group is looking forward to establishing a stronger partnership with the Chattanooga Track Club. Andy Gean will be the official CTC contact. Mr. Gean talked about increased presence at CTC social and race events.

7:33

Motion to adjourn by Jane Webb was approved. Next meeting will be just on March 16, 2017 at the Osborne Office Center.