

Athens Road Runners Board Meeting  
January 31, 2017

Tino began the meeting at 6:30 p.m. Board members in attendance were: Tino Johnson, Dustin Shinholser, Greg Morin, Mary Frances Thornton, Susan Adams, Belinda Moon, Cathryn Quinn, Greg Waddell, and Michael Klipper.

- Financial- Greg M. updated the board on the current financials. He distributed the current account balances and expenditures. Greg also presented the board with a glitch with the current Run Signup page when members renew online. The website resets the members join date to 2017. This seems to only be affecting members who are renewing online and does not occur members are updated manually when the member pays in person.
- Website:
  - Bios- Cathryn has received everyone's the majority of bios from new board members. Cathryn requested information be sent asap, so she can update the website with current board member bios.
  - Communication- Cathryn updated the board on current communication and quarterly newsletter. Since the newsletter is now being tweeted out weekly and is accessible by the public, Cathryn will be posting discount codes in a member only email to be sent out separately.
  - Member Spotlight- Tino presented board with idea of "spotlight" members functioning as pace group leaders at Saturday morning runs. Cathryn mentioned this being successful in a club she previously ran with in Pittsburgh. Michael suggested having multiple members to represent each pace, so members aren't obligated to pace every Saturday morning. Tino suggested including request in upcoming newsletter. Once a group of interested members is formed, Susan volunteered to organize a Signup Genius for members to organize the runs they will be present. Cathryn will include a call for volunteers in the next newsletter asking members to send an email to [info@athensrr.org](mailto:info@athensrr.org). Board members will also announce the request at upcoming group runs.
- Membership
  - Clean-up Data Base (Mail Chimp)-A board member was asked to volunteer to clean up the Mail Chimp list to reflect current members. Michael volunteered to complete this task. Cathryn will coordinate with Michael a time to train/pass along login information for Mail Chimp. Greg M. suggested generating a list of members who have not yet renewed and sending an email reminding members to renew before removing addresses from Mail Chimp.
- Corporate Sponsorship- Tino asked board for thoughts on corporate sponsorship. Sponsorship money would be used to cover club insurance,

- events, social events, etc. Tino suggested board members think about club sponsorship and discuss further at next meeting.
- Who to approach- Tino suggested Piedmont Athens Regional and St Mary's. Greg W. suggested Horizon PT and Athens Ortho as possible sponsors.
  - What's in it for our sponsor- the board discussed businesses being given the opportunity to have their logo included on ARR t-shirt in exchange for sponsorship. Greg M. suggested having levels of sponsorship with ads ranging from t-shirt placement to inclusion in the weekly newsletter.
- Club Sponsorship- Tino will forward Memorandum of Understanding to Catherine and Lindsay, who have requested funding from ARR for running projects/races they are organizing. The document is located under ARR Board Docs-Forms and Fliers-Memo of Understanding. Due to this being the first time we are using the memo, the board was in agreement to waive the time frame stipulated in the memo.
    - Ridge Runners- Cathryn mentioned Catherine Thompson and Maricia Parker are planning on resuming the program in the Spring. Dustin clarified the start date will be March 14<sup>th</sup>.
    - LEAD Athens Moonlight 5k- Tino shared with board Lindsay Brannen's request for sponsorship of race occurring at the beginning of April. Proceeds go towards Campus Kitchen, which is coordinated by ARR member Brad Turner.
    - Certification of Sandy Creek-John Johnson has asked the club to consider certifying course with the help of Classic Race Services. The board voted and approved the motion to cover half of the certification cost.
  - Group Run
    - Leaders- Susan recently sent out Signup Genius for Saturday group runs. Board members are asked to please sign up.
    - Route Changes- The board discussed changing the route quarterly. Cathryn requested the route be updated to include Chick-fil-a course. Cathryn will look at past newsletters for links to maps and will email Tino route. Dustin offered to laminate course maps.
  - Neighborhood/Trail Series- The board discussed continuing the neighborhood series this Winter/Spring. Dustin informed the board about ACC Leisure Services working to promote usage of greenway. The board discussed merging neighborhood series with trail series, and incorporating a social event/activity for members at the end of each trail run. Dustin reminded the board the parks close at dusk, so this may be an issue for runs held in March and April. The timeframe of the series will be March-September, Belinda and Dustin will organize runs. Belinda suggested continuing to host trail runs with water/Gatorade afterwards, but encourage members to meet at a nearby restaurant/bar afterwards for social mingling.

- Merchandise Specialty Ideas- Tino has not updated inventory. Dustin gave Greg M. money collected at FF. Tino suggested a hold on specialty items until sponsorship is decided.
  - Specialty Ideas- Fourth of July t-shirt, shirt for Ashley.
  - General
- Mission, Vision, Values- The board discussed the importance of encouraging unity at club events. Saturday group run leaders will encourage friendly communication, if a problem should arise causing a divide in the group. Although much discussion has occurred on social media, the board is not aware of this becoming an issue at club runs. Tino shared a couple of members have mentioned concerns to him.
- Marigold- Tino passed along John Kissane's request for a board member to participate on committee. John requested someone spearhead t-shirt. Dustin volunteered to handle t-shirts. The board discussed including a ribbon to remember Ashley being included in the design. Mary Frances will email John regarding medals.
- Annual Meeting- The board decided on a date of February 21<sup>st</sup> for the annual meeting. The meeting will be held from 6:30-8:00pm, and will include a meeting and social opportunity for members.
  - Topics to be mentioned during meeting will be: pace leaders, routes, MOW donation, board elections, treasury report, and presentation of thank you gifts to past board members.
  - Susan volunteered to purchase food. Greg M. reported between \$200-\$250 was spent last year on food. The board discussed what type of beverages to provide given this is a club meeting, and what is permitted in regards to the club's insurance policy.
- Gifts for past board members- The board discussed gifts for past board members to thank them for their time given to the club. The board discussed given past board members a gift card and some other small gift to show our appreciation. Susan will brainstorm ideas and share with the board.