

Athens Road Runners Board Meeting
January, 24, 2018

Board members in attendance Greg Waddell, Dustin Shinholser, Cera Jones, Sara Freeland, Susan Adams, Brad Fink, Michael Klipper, Cathryn Quinn, Krystina Stoner, and Tino Johnson.

The meeting began at 7:46 p.m.

Annual meeting.

The board discussed what day to have the annual meeting and decided on Feb. 17 from 7-9 p.m. at Fire Hall No. 2 on Prince Avenue, the same location as last several years' event. The group decided to make the meeting a social event as opposed to a movie screening or panel discussion. There will be a brief business portion of the meeting and then the rest of the time for socializing. Dustin will email Amy Kissane about using the facility. Food will be pizza. Budget is \$250 for pizza and beverages. Susan will purchase.

Newsletter

Greg thanked Cathryn for her work on the quarterly newsletter. The next issue should be out in February. Sara will look into printing out some copies of the newsletters, as well as one-pagers and smaller flyers about the Athens Road Runners.

Little free pantry

Cathryn brought two bags worth of items collected for the Little Free Pantry. (All of which were donated at Fleet Feet). Susan will stock the pantries.

The board discussed how to get more donations for next year.

Membership

Tino purged the RunSignUp member list, which had a lot of duplicate entries on it. The board discussed issues with RunSignUp.

Cathryn wanted to redo the email list for current members—asking people to renew or get dropped from list. There were postdating issues in RunSignUp, where people had renewed before the end of 2017 and it renewed them for 2017 instead of 2018. Tino will add the hard copies of memberships that were mailed in.

Tino will add Sara and Cera to get RunSignUp notifications.

The board discussions a new member welcome package—to tell members what the benefits are. Sara will create a digital welcome package and present to the group.

The board discussed whether new members could the new members be recognized in weekly emails, the newsletter, the website, or Facebook. Another option was recognizing new members when we change the Saturday running routes.

Sara will track new members as will Greg. Greg will send welcome emails.

Marigold 10k

The Marigold 10k will be May 12. John Kissane will not be able to help with Marigold this year. John Johnson will coordinate volunteers. (Last year Chrissy and James were in charge of refreshments).

The group will give a \$500 sponsorship to the Marigold Festival—and if the group can provide more, Tino suggest providing more. The city/festival provides emergency personnel (police and fireman) for free. There were issues about Marigold volunteers helping with parking, so this will be something to consider going forward. (The race would cost significantly more to hold in Athens.)

Krystina and Dustin both suggested the race have its own line in the Athens Road Runners budget.

Financials:

Need to check with Greg (last year's treasurer).

The group broke even with the race last year (for the first time). There were more runners (267 registered), and 232 people finished the race.

Greg suggested increasing the price this year: \$25 until March 15 for early registration, \$30 until online registration closes (around two days before race), and \$35 race day. The price increase would cover more money for the city of Winterville for services provided for the race and money for medals.

Promotion: The race will be on the Marigold website, through Athens Road Runners channels, (Greg will check with Classic Races Services will put the race on Active.)

(After the meeting, the board found out the Classic Races Services can and will time the race, and it will be part of the Black Bag series.)

A Marigold steering committee was formed: Krystina, Brad, Dustin, Susan, and John Johnson.

Board member assignments

Dustin: T-shirts and bibs

Cera will ask the potter his preferred price for the medals this year. The board asked that the medals not have the year on them so they can be reused from year to year.

Financials

Greg asked for a review of where the board's money goes. Cera will do the board financials after getting the checkbook from Greg.

Chick Fil-A Half Marathon

The Chick-Fil-A Half Marathon is giving Athens Road Runners a \$10 discount code. The Road Runners will supply 2 pacers each for the following times: 1:30, 1:35, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30. The board will asks for volunteer pacers (who will run the race for free) for slots not already filled. The board will have a booth at the race expo.

Membership drive

Athens Road Runners currently has 197 members, up from 191 last year (after the duplicates were removed.) There are 134 memberships with several family and couple memberships.

There are currently 700 people on the Mailchimp list, which needs to be cleaned up.

Greg would like to see membership increase—to have 250 members by the end of the year.

Greg and Tino asked if we could get more discounts for members in exchange for promoting the races.

Tino asked for a window decal option for Athens Road Runners. He is working on this.

The 2018 key fobs will go to stores. They will also be at Saturday morning runs, in the packet with the Saturday maps.

Shirts

Tino will help with ARR shirts this year. An inventory of current ARR merchandize was passed out. Merchandize is going back to the stores. Tino discussed ways to sell the shirts in the stores, so there is fewer inventory by the summer.

The board discussed new shirts and singlets for the fall, possibly with a new graphic.

The board discussed the Fourth of July shirts done in 2017. Tino will look into more specialty shirts this year.

Grand Prix series

Greg proposed a Grand Prix series of races—maybe six races including Chick-Fil-A, AthHalf, Twilight, Lake Chapman, Marigold, another 5k, maybe the Moonlight 5k. The series would be six races, and at the end of the year at the annual party, we would recognize the top 10 by points. Each of the Grand Prix races would have assigned points. The top points getters would get prizes, like ski caps, gloves etc.

Tino expressed concerns that the fast people might sweep the awards, and make it not as fun for those that go to all the races but might not place. The board wondered if we incentivize participation over placing and points.

The Atlanta Track Club has a participation award named after someone and also uses an age performance grade in their series—to somewhat level playing field.

The board wants to reward participation and performance.

Susan asked how the points would be tallied. Greg envisioned points updates on a website.

Races would change out yearly—to promote some of the smaller races.

Tino asked if there could be points for inaugural 5ks, track workouts, volunteering, ARR special events.

Greg asked if someone could make a chart for the point system.

Summer Track Series

Greg proposed a summer all-comers track series similar to a past event held at Athens Academy. The event would be for everyone, including kids. It would be something for the Ridge Runners to do. The only cost would be medals for the kids. The event would be in the evenings around 7 p.m.

Series would be in June and July. Every week, there would be a 40-meter race for kids, and a 100-meter race. One week there be the 200, 800 and 2 mile and the next week there would be the 400, mile and 5k. At the end you would tally up the points.

The previous version of this series was at Athens Academy, using their timing systems.

Tino and Greg asked if the event could be at the UGA track, but advertising and insurance might prevent that. Greg and Dustin will look into.

Milledge Mile

Greg brought up the idea of having a Milledge Mile race down Milledge Avenue—possibly in September on a weekend without a home football game. This way UGA Greek Life could be involved and cheering from their houses.

Race routes were discussed, including using Lumpkin or Baxter Streets, a down hill mile—or conversely if permitting and street closures were an issue using a different in Boulevard or on the Greenway.

Greg will follow up with the city to see what is feasible.

Meetings for year

Board meeting dates for the year will be set. Third Wednesday at 7:45 p.m. was suggested. Sara will send dates to the board for review.

The meeting adjourned at 9:33 p.m.