

Minutes of PGRC Board Meeting of February 6, 2016

I. MEETING CONVENED

The meeting of the PGRC Board of Directors convened on Saturday, February 6, 2016 at the Cross Creek Clubhouse in Beltsville, MD and was called to order at 1:01 p.m. Those in attendance were Cindy Cohen, President; Rebecca Cormeny, Vice President; Jim Cantwell, Treasurer; Sheila Barfield, Secretary; Lauren Haley, Membership Coordinator; Cass Logan, Member-at-Large; James Roberts, Equipment Manager; Juanita Roberts, Race Coordinator; Dave Roeder, Social Coordinator; Kyra Tyler, Volunteer Coordinator; Sharon Vanwright; Katherine Johnson; and Cynthia Matthews.

II. AGENDA

A. Social Activities Report

- Dave led this discussion. The MLK event was a success. Several members attended the run and donated items for the homeless.
- There are several upcoming social events which are being planned. They include “Trivia Night” which will be held on a Wednesday evening in March at the DuClaw restaurant in Bowie, MD; “May Social” in May; “Run with Brunch” in June with the brunch to follow at Dave’s house; “Club Picnic” in July or August; and “Volunteer Appreciation” event in the fall. Dave will talk to Rachel about coordinating happy hour events.
- Cindy suggested that the May Social be combined with the club’s semi-annual meeting to be held on May 7, 2016. Dave will organize the May Social.

B. Member-at-Large Report

- Cass led this discussion. She stated that Kim Ossi will design a Maryland themed shirt for the club. Cass will talk to Kim about the shirt design for the club’s Springburst race and will place the order for those shirts.

C. Treasurer Report

- Jim led this discussion. The club’s current bank balance is \$23,368.00. All bills have been paid and all deposits have been made. Additionally, he is preparing the tax returns for the club.
- He will assemble a budget committee and lead that committee. Cindy and Sheila have volunteered to join that committee.
- Race Sponsors
 - Several companies have expressed an interest in becoming a sponsor of the club’s races. Jim explained that the club would sell space on a race bib to a company whose logo would appear on the bib. Most likely, the sponsoring company would provide the race bibs and race bags.
 - Jim has reviewed these proposals and has developed criteria for different levels of sponsorship. He has proposed a gold level for \$1,000.00 and silver

level for \$500.00. The gold level sponsor would get its name on the race bib and shirt, an ad in the race bag, a link to the sponsor on the club’s website, two race shirts and “thank you” signage at the race. The silver level sponsor would get its name on the race shirt, an ad in the race bag, a link to the sponsor on the club’s website, and “thank you” signage at the race. Jim also proposed providing to the sponsors a vendor table at the race as well as two entry tickets into the race.

- Cass will check the price of printing a sponsor’s name on race shirts. She will contact Lynnpro.
- Cindy will speak with other area race clubs to determine how they handle sponsors.
- Juanita will discuss any sponsor issues with the Race Committee.

D. Membership Report

- Lauren led this discussion. She has sent the coupon code to Sharday Adeyosoye and Don Proctor so that they can access their 1-year free club memberships. As of February 3, 2016, neither person had registered with the club. She has updated the status of a club member to reflect a Lifetime Membership status.
- She revised the run sign up email to be more welcoming and informative to new members. New members will now receive the following message:

Thank you for joining Prince George’s Running Club!
To receive club emails, join our yahogroup (link provided)
We also have a facebook group (link provided)
And we are on meetup (link provided)
Come join us for any of our drop-in weekly runs or join the walking group.
More details on times and locations are on our website under “weekly events”
at (link to website provided).
If you have any questions, please email me.
Welcome!
Lauren Haley (email link provided)

- As the Membership Coordinator, she has been asked many questions by new members who have just joined the club. With respect to questions regarding the process for new member assessments, Cass suggested directing new members to specific runs based on that person’s goals and also having a survey for new members to determine their goals.
- She is in the process of refunding the membership to one member who overpaid and to another member who signed up twice.
- Club membership as of February 3, 2016:

February 2016		February 2015	
243 members	214 memberships	251 members	208 memberships

E. Race Operations

- Rebecca led the discussion regarding permits and timing. She is in the process of obtaining the permits for the WDF and Wright Stuff races. WDF is Sunday, August 21, 2016 and Wright Stuff is Saturday, December 3, 2016. Wells Ice Arena will be used for parking and staging both races. The races will be held at Lake Artemisia. The Race Committee will decide whether Wright Stuff will be both a 5K and 10K race.
- Cindy will check with Mark to find out whether the permit has already been secured for the WDF and will ask Sharday to post an announcement on the club's website about these two races.
- Cass will provide the timing for Springburst and will get all timing equipment from Tiffany Mitchell.
- According to Rebecca, Shaquita Parker is available to provide race timing training on April 16, 2016. The training will be held at Juanita's house. The Race Committee will send an email to announce this training.
- Juanita led the discussion regarding the upcoming Springburst race. She will set up the on-line registration for this race. Springburst will cost \$35.00 from the time registration opens until four weeks before the race and \$40.00 thereafter. She has suggested that registration close three days before the race and that there be no race-day registration. She will determine what should be the maximum number of runners in Springburst.
- Rebecca and Lauren will get a price quote on a 3rd party timing system for Springburst.

F. Equipment Manger Report

- James led this discussion. At Cindy's request, James will ensure that the club banner is brought to the club challenge race. He will look into the purchase of pop-up banners for the club races.
- He will explore the purchase of new timing software.

G. Walking Program

- Sharon led this discussion. She has several concerns regarding the walking program including who will lead the program in her absence, how the program can become more aligned with the club, how more walkers can be recruited, and how the visibility of the walking program can be increased.
- Many suggestions were put forth including having the participants to join the Tuesday night track workout, incentivizing participants by presenting a challenge, having participants to share in more club functions, and having the Saturday walks to coincide with the Saturday runs.
- Sharon will work with Tara to advertise the walking program with MNCPPC.
- Information regarding the walking program can be placed on the club's website. Sharon will forward the content to Cindy. Cindy will make Sharon an administrator of the meet up group for the purpose of adding walking program content.

H. New Member Recruitment and Retention

- Cindy led this discussion. She would like to set goals for club membership this year. She would like the club to have at least 300 members by the end of the year and for more men to join the club.
- Many suggestions as to how this can become a reality were discussed and included becoming more known in the county; bridging the gap between the training programs and club runs; sponsoring more competitive races; sponsoring more training programs; and developing a point system to award those who regularly participate in races and club runs.
- Cindy suggested targeting the College Park/UMD community since the club uses the UMD track on Tuesday nights. Sharon will explore if and how the Stamp Student Union website can be used to recruit new members and whether there are any other ways to advertise the club at UMD. The First Look Fair at UMD and Maryland Day on April 30, 2016 may be options for recruiting new members.

I. RRCA Convention/President’s Meeting

- The RRCA Convention is in March. There is no requirement that the club send a representative. However, if a club member would like to attend on behalf of the club, they should submit a proposal to the club for review.
- The President’s Meeting will be held after the club challenge. Cindy will attend this and will present any questions or concerns submitted to her.

J. Next Meeting

- The next board meeting is Sunday, March 6, 2016 at 1:00 p.m. at the Cross Creek Clubhouse.

III. ACTION ITEMS

ACTION	ASSIGNED TO/SUGGESTED BY	DEADLINE
Check the availability of Cross Creek Clubhouse in Beltsville, MD for March board meeting	Jim	
Coordinate Happy Hour social events	Dave will talk to Rachel	Ongoing
Organize May Social	Dave	
Obtain permits for WDF and Wright Stuff races	Rebecca	
Discuss shirt design for Springburst	Cass will talk to Kim	

Order shirts for Springburst	Cass	
Design a Maryland themed club shirt	Cass will work with Kim	
Prepare club's tax returns	Jim	
Assemble a budget committee	Jim	
Check the price of printing a sponsor's name on club race shirts	Cass	
Discuss sponsorship issues with area running clubs	Cindy	
Discuss sponsorship issues with Race Committee	Juanita	
Refund money for overpayment of club memberships	Lauren	
Determine whether Wright Stuff will be a 5K and 10K	Juanita with Race Committee	
Determine if permit for WDF has already been obtained	Cindy will talk to Mark	
Announce WDF and Wright Stuff on club's website	Cindy will ask Sharday to do this	
Time Springburst	Cass	
Obtain all timing equipment	Cass	
Announce race timing training	Juanita with Race Committee	
Set up on-line registration for Springburst	Juanita	
Determine the maximum number of runners for Springburst	Juanita with Race Committee	

Obtain price quote for 3 rd party timing system	Rebecca and Lauren	
Have club banner at club challenge	James	
Explore purchase of pop-up banners	James	
Explore purchase of new timing software	James	
Advertise walking program with MNCPPC	Sharon will talk to Tara	
Forward walking program content for website	Sharon will send to Cindy	
Add new administrator for meet up group	Cindy will add Sharon	
Explore use of Stamp Student Union website and other ways of recruiting new members at UMD	Sharon	

Meeting adjourned at 2:39 p.m.