

# Tidewater Striders Board of Directors

## Meeting Minutes

Date: March 4<sup>th</sup> 2019

**Call to Order:** The meeting was called to order by President Steve Shapiro at 6:45 pm

Location:  Running Etc.- Regency Hilltop Shopping Center, Virginia Beach  
 Running Etc.- 1707 Colley Ave, Norfolk

The following Board members were in attendance:

Steve Shapiro       Marie Price       Randy Cook       Stacin Martin  
 Jim Martin       Drew Midland       Tim Robinson       Dan Edwards  
 Scott Ward       Thomas Hicks       Tim Westfall       William Tallent.

Guests: Bunny May

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**President's Report: (Steve Shapiro):** The meeting was promptly called to order at 6:45pm by Steve Shapiro opening with the fact that, despite the rainy weather, the Tidewater Strider distance series concluded on a good note and there were a combined 1,000+ registered runners for all three races. He reminded the board there are plenty of opportunities to volunteer, starting with the March 10<sup>th</sup> Adopt-A-Highway event which is quickly approaching. This is an important event as the Shamrock Marathon will be running right through the area we promised to keep clean, so we want to make sure it looks good for the race. After the clean-up, there will be a BBQ and social held at Rich Hildreth's house. The Tidewater Striders will be operating a water station during the Shamrock 8k Saturday March 16<sup>th</sup> on the boardwalk at 17<sup>th</sup> Street from 6:45am-9:30am. The Striders booth will be open during the Shamrock EXPO Friday March 15<sup>th</sup> and Saturday March 16<sup>th</sup> and Steve handed out a sign-up sheet.

**Vice President's Report: (Randy Cook)**

**Treasurer's Report: (Tim Robinson)**

Hardcopies of the "Balance Sheet", "Transaction Detail by Account", "Profit & Loss YTD" and "Profit & Loss February", were provided to each board member for review. Tim announced that the profits are down by about 4k this year but this is due to the fact an 8k payment was made for the annual Striders Banquet in March last year and this year it was made in February.

## **Committee Reports:**

**Advisory:** (Sam Wittenberg)

**Audit:** (Scott Ward)

**Awards:** (Marie Price)

**Banquet:** (Randy Cook)

**Budget:** (Tim Robinson)

**Constitution & Bylaws:** (Randy Cook)

**Elections:** (Lori Sherwood)

**Grand Prix:** (Stacin Martin)

Stacin will update the latest Grand Prix results and forward them to Jim Martin for posting on the website.

**Grand Prix Multi-Sport/Triathlon:** (Lisa Armistead)

**Grand Prix Walking /Walking:** (Bunny May)

Bunny introduced a new “Walker Interest List” to be promoted and shared on the website. This list will include the names, emails and phone numbers of walkers along with the type of walker they classify themselves as (Race walker, Power walker and/or Exercise Walker). It is the hopes that this list will be used to help fellow walkers reach out to one another for advice, training, and/or workout scheduling.

Bunny is looking for an ‘April’ Grand Prix walking race to add to the 2019 schedule. The suggestion of “Cause for Paws 5k” was recommended.

Bunny was inquiring as to when the Walker Grand Prix results would be posted. Stacin mentioned he needed to separate out the runners from the walkers and forward the information on.

**Grand Prix Youth / Youth Program:** (Steve Sheppard)

1. New Energy runners who wanted to get a jump start on Spring's training, and gain familiarity with Indoor Track, participated in 4 Indoor Track Meets in Jan and Feb. We had 18 runners participate and three Coaches who assisted (Shep, Thomas Tate, Elisa Schasse). Highlights included Series winners: Rachael Zimmer, Alex Temple, Ty Schasse and Carson Sadler, who participated in all four meets AND placed in Top 3 in their Age Groups for the combined Series in their event/s.

2. New Energy is getting ready for our Spring Kick-off, with our first practices of the season next week, the week of 3/11! We already have over 110 Youth Registrations and 24 Coaches signed up, which puts us ahead of pace from last year's record-setting Registration!

3. Last week, we had a meeting of all Site Lead Coaches, plus Angelo and I, to go over practice protocol, gear needs, training plan suggestions, ways to engage parents, how to grow our Rosters and a new requirement for all, Sexual Abuse Training that is now required by our Insuring body, RRCA, to comply with the SafeSport Act of last year. Most training items were already being followed as a part of our New Energy standard practice, but to be in compliance, we had to change one minor process item for our practices: there is now a requirement that NO one-on-one time is allowed, so no Coach is allowed to escort a child to restroom during practice any more, unless another parent or child goes along at same time. We've made adjustments needed for compliance. All Coaches will be completing this training for Calendar Year 2019.

4. One other important change for 2019 is that this year we are offering 4 FREE Youth Grand Prix Races, as a part of our slate of 9 YGP Races. These will be hosted at various training sites and the Race Directors will be NE Coaches. We're doing this in direct response to the awesome participation in last year's 2 Free races, held at Ches City Park in May (over 100 New Energy Runners!) and Sleepy Hole Park in October (over 80 New energy Runners!). Our Spring Sites are Norfolk in April and Peninsula in May. The 4 Free YGP Races are now included as an easy sign-up during Team Registration, courtesy of Angelo building that into our Reg Page on RunSignUp!

5. Our Site Lead Coaches are as follows for Calendar Year 2019:

David McDonald, Norfolk  
Frank Scaringello, Chesapeake  
Tom Walsh, Mount Trashmore  
Thomas Tate, Peninsula  
Steve Sheppard, Suffolk  
Kim Moore, POWER

**Hall of Fame: (Bee McLeod)**

**History: (Randy Cook)**

**Marketplace: (William Tallent)**

**Membership: (Bob Brunner)**

TS Membership for February ended at 1767 members and that was 195 ahead of one-year ago (1572). There were 38 membership transactions involving 70 members for the month of February, 2019.

**Nominations: (Rich Hildreth / Jean Phelan)**

**Policies and Procedures: (Randy Cook)**

**Programs: (Drew Midland)**

Drew mentioned he is looking to offer a class/training session that reviews the best practices of soliciting and maintaining volunteers.

**Publications: (Jean Phelan)**

**Race: (Dan Edwards/Thomas Hicks/Rick Brown)**

Thomas Hicks mentioned that the ERR is coming along. Working to secure a beer dealer, a new flyer was created and announces that we have a USATF VA 12023RT Certified course. Golden Runner promo codes will be sent out soon. Working on the tricky process of obtaining the ABC liquor license and Venue license. Would like to continue to promote “Teams” for the race by reaching out to local gyms and military bases.

The Strider 1 miler contract is being mailed out. The race will be on August 3<sup>rd</sup> at Virginia Wesleyan. ABC license has been paid for, but not the Police officer fee.

**Scholarship: (Dan Edwards / Jim Dare)**

Two or three applications have been submitted to date.

**Teams: (Thomas Hicks)**

Thomas mentioned that there was some difficulty in registering teams in the Shamrock Master.

Men and Women ‘Master’ teams are looking good for the Boston marathon.

**Volunteer: (Marie Price)**

The request was made that ALL our RunSignUp races include the VOLUNTEER button to allow people to easily register as a volunteer with a particular role or responsibility.

**Social Media: (Jean Phelan- Face Book / Jim Martin- Twitter / Marie Price- Instagram)**

**Website: (Jim Martin)**

- Published the 2018 Striders History (written by Randy Cook).
- Added the 2019 inductees to the Hall of Fame page.
- Continue to update site with online race registrations/flyers as they become available
- Updated the new members of each standing Committee
- Updating the Elizabeth River Run “Home” page with assistance from Race Director (Thomas Hicks)

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## Old Business:

- At the end of our last meeting Drew Midland handed out a homework assignment for all board members to answer three questions. 1) What did the Striders do well in 2018? 2) What can the Striders do better in 2019? 3) What is your biggest priority for 2019 to help improve the Striders? Drew collected everyone's answers and compiled them together to get a better understanding of what board member's thoughts are to improve the club. Here are the results listed below:

Question 1: What did we do well in 2018?						
Social Media	Increased Membership	Spread Discounts	Youth/Scholarship	Improved Races	Under Budget	
5	5	1	1	1	1	
Question 2: What can we do better in 2019?						
Social Media	Strategic Plan	Increase Volunteers	Draw Younger Demographic	Improve Walker & Multi-Sport	Increase Visibility	Increase Member Value
2	1	4	1	1	1	1
Question 3: Biggest Priority						
Membership Value	Scholarship	Social Media	Teams / Races	Streamline	Run SignUp	Communication
1	1	1	3	1	1	1

In reviewing the results, it was determined that we have a diverse board, which is a good thing, with concerns and priorities that cover many spectrums of interests to focus on. It was recommended that each member review the "Strategic plan" on the website. It speaks of some of the items brought up in this survey and heavily on endowments and youth programs.

A discussion was opened with regards to "Increase Visibility". With increased visibility comes more volunteering and the promotion of other programs such as walkers and multi-sport. The suggestion of renewing an order for "Board Member" polo shirts was made and agreed upon. A sign-up sheet was passed around for member's names and shirt sizes. Dan Edwards stated he will obtain a price quote from John McGovern of Ocean Creek Apparel, and research other bids as well.

## New Business:

- Steve Shapiro brought a copy of the 2018 RaceTrends annual statistical report. Below is a list of the more interesting takeaways from the report that we may consider in the future.
  - Adopting a "Referral Reward Program" (doable in RunSignUp). Perhaps offer free refund after 3 to 5 referrals.
  - Since Females make up 57% of race participants, offering Gender specific shirt sizes would be advantageous... con: more expensive
  - Computerized Check-In process (doable in RunSignUp)

- Computerized Race Results email to each runner.
  - It was suggested that perhaps we could also tell the runner what percent of their participation fee went towards (i.e. scholarship fund).
- Automated emails generated announcing price increases
- Email runner who started the process of filling out their application but stop for some reason or another.
- Minding what time emails are distributed (timing issue: lunchtime/dinnertime).
- Automatically email past participants who have NOT signed up yet (doable in RunSignup).
- Optimize browser web links for each race.
- Making race registration as easy as possible for runner's mobile devices (apple/droids).
- Creating more donation options available for members/sponsors to choose from besides the standard race donation options.
- Incorporating/Improving card swipe technology.

- Tim Westfall brought up the topic of local race support. He would like the Striders to become a sponsor of the "Little Creek Elementary" Fun Run held Friday April 5<sup>th</sup> 2019 at the school. The money would get our logo on their giveaway T-shirts.

After much discussion, there was a motion by Dan Edwards for the Tidewater Striders to amend the budget to include a maximum of \$500 for sponsorship of any Local Youth Based runs. The actual donation amount would be a case by case decision and voted on by the board, but the club is not to exceed \$500.00 any given year.

Motion was seconded, Vote: 9 Approved, 1 Abstention. Motion carried.

Next meeting will be **April 1, 6:45 PM** at **Running Etc. in Norfolk**

Adjournment: The meeting was adjourned at **8:20 PM**.