

Tidewater Striders Board of Directors

Minutes

May 14, 2018

Call to Order: The meeting was called to order by President Steve Shapiro at 6:45pm at Running Etc. Norfolk. The following Board members were in attendance: Steve Shapiro, Randy Cook, Stacin Martin, Gene Edwards, William Tallent, Jim Martin, Marie Price, Jim Dare, Drew Midland, Deb Redmond, Tim Robinson, and Stephanie Manny.

Mettle Events: Kevin and Ann Hupp joined the meeting to discuss various aspects of their local races and potential for Tidewater Strider coordination. Ann indicated that coordination on races can be done to offer price breaks for clubs, such as in the case of Striders adding a Mettle Events race as a Grand Prix event. She noted that they do discounts for other clubs, groups, events as well. In the case that a Mettle Event's race is added to the Grand Prix or similar situation the Tidewater Striders can coordinate to have the information provided and promoted to the groups and individuals that Mettle markets to. Mettle Events will be adding a 5K to the Heart of Ghent 10K event. Their timing services are available; however, they have an extremely busy timing calendar. The Striders do timing for our own events or coordinate with J&A for their events in the Grand Prix, so timing services are not needed.

The discussion of trying to avoid race schedule conflicts took place and was agreed by all that minimizing any conflicts would benefit the local running community and clubs. The conflict with the Distance Series and Mud In Your Eye series was unfortunate, but due to weather the rescheduling and timing of the events was done. While not optimal it is understood that factors such as weather may cause these issues and the race directors need to coordinate.

Generally, a more collaborative effort between Mettle Events and Tidewater Striders as well as other organizers is beneficial to the running community.

Hall of Fame: Bee Mcleod joined the board meeting to discuss the evaluation and potential changes to the Hall of Fame policies and procedures. A revision of the Policies and Procedures was provided to the board. Additionally, Bee provided Hall of Fame committee and member data as information to consider with the changes to the policies and procedures. The revision to the policies and procedures was approved by the board with inclusion of a minor edit.

Newsletter and Social Media: Jean Phalen joined the board meeting to discuss the proposed path forward for newsletter production and distribution and managing the social media accounts. Jean is currently transitioning to the lead for developing the newsletter with assistance from Wendy and Angelo. The use of Runsignup for newsletter distribution is being evaluated. There would be a fee to use Runsignup but may be more effective for distribution. A new format for the newsletter will be tested in June. Jean will be taking over the Facebook page with Marie Price maintaining the Instagram account and Jim Martin maintaining the Twitter account. Backups for the social media need to be identified.

Youth: Steve Sheppard joined to discuss the current status of the youth program, New Energy. Membership is significantly ahead of last year. Many former members are doing very well at all levels of competition.

Total New Energy Members on Calendar Year 2018 Official Roster, as of 5/27/2018: 199

Breakdown by Site:

Mount Trashmore: 77

Chesapeake: 33

Norfolk: 13

Suffolk: 57

Peninsula: 15

P.O.W.E.R.: 4

Race Stats from Chesapeake City Park Youth GP 1 Miler, 5/10/2018:

Total Runners: 101

MT: 28

Chesapeake: 26

Norfolk: 6

Suffolk: 40

Peninsula: 1

There were another 6-8 who came to the race but who haven't gotten onto the Official Roster yet. New Energy is ahead of normal annual Roster pace for this time of year, by approximately 25 sign-ups. The club anticipates this number rising even more for us in the next month due to AAU/USATF Track activities, which kick off for shortly. Our annual average by the end of Fall, is generally around 280.

President's Report: None

Vice President's Report: None

Treasurer's Report: The new member letter address will be changed to go to Tim Robinson

Committee Reports:

Banquet: Dates are set for the picnic (6/9) and the banquet. Picnic will be at 4 PM at Dan Neuland's home. Banquet prices will be determined later in the summer.

Grand Prix: The Grand Prix results through Shamrock have been updated.

History: Randy Cook has completed 2016 history and it has been added to the website.

Membership: A subcommittee is working on the Golden Runner membership to evaluate the current structure and any potential changes. July is the goal to implement any changes if determined necessary.

Tidewater Strider (TS) membership stood at 1640 members as of 31 March, 2018. This is the highest total since November, 2015. We had 127 new or lapsed members join the TS in March. We also had 34-members renew in March. We had 31-members not renew in March or by the April 1st deadline, so we begin April, 2018 with 1609-members. This is the best beginning of the month since October, 2015. There are 70 TS members that need to renew in April or their membership will lapse on May 1st, 2018. Thanks to all of the TS members involved with New Energy as that is where the majority of the growth was this month!

Public Relations and Publicity: The change to the lead PR/publicity person is still being evaluated.

A motion to transition to Jean Phalen for PR/publicity and Jim Martin for website maintenance was made and approved.

Jean Phalen will take over the Facebook and Twitter actions and then transition into the newsletter developer. Jim Martin will be handling all website development, changes, and updates. Compensation for publicity and website personnel will remain the same.

The newsletter is being evaluated to determine if reducing the size and revising content is warranted.

Race Committee: Jim Dare would like to have a comparison of registrant numbers versus finisher numbers for the major races. The format for results needs to be evaluated. An overall finisher list according to placing should be included with the age group results.

Action: Stacin will talk with Dan and Rick about both registration versus finisher numbers and creating overall finisher lists along with the age group results.

Scholarship: The scholarship recommendations were provided to the board. The scholarship recommendations were approved as presented. Once notifications to the recipients is made they will be made available in the newsletter.

Teams: There are complete teams for both the Corporate Challenge and the Elizabeth River Run.

Walking: The walker's first grand prix race was the Jewish Family Services 5K and results have been updated.

Web Site: Website updates have been taken care of and backups created.

The Mel Williams Memorial 5K website overhaul is underway.

See above discussion with Jean Phalen for additional information.

Youth: See above discussion with Steve Sheppard.

Old Business:

The banner for Running Etc. is still be developed and produced.

Only one submission for the logo contest was received. Board agreed to extend considerations until June 1 and evaluate during the next meeting.

New Business:

Next meeting will be June 4, 6:45 PM at Running Etc. Virginia Beach.

Adjournment:

The meeting was adjourned at 9 PM.