

Tidewater Striders
Board of Directors Meeting Minutes
August 7, 2017

The meeting was called to order at 6:40 pm at the Joint Use Library in Virginia Beach. Members present were Steve Shapiro, Tom Randolph, Dan Edwards, Randy Cook, Stephanie Manny, Gene Edwards, Tim Robinson, Deb Redmond, and Jim Dare. Absent were Jennifer Cowell, Drew Midland, and Marie Price.

President's Report: Bee and Goody want to thank everyone for their help with the raffles for the Mel Williams Memorial Scholarship 5K. Dave Harrah is looking for help manning the Striders booth at the Rock N Roll expo. We discussed having a fundraiser at Shorebreak Pizza to help the scholarship fund. The next Board meeting will be on September 5th at the Neptune Festival office in Virginia Beach.

Vice-President's Report: Tom said that the next Grand Prix event is the 10 Mile on August 20th and hopes to see members from the Peninsula Track Club and the Colonial Road Runners there. The date for the annual volunteer recognition party is November 5th from 1-4 pm at the Ocean View Pier.

Treasurer's Report: Dan led a discussion on where to place our CDs to get the best interest rates. A secondary consideration of where to place the money is for sponsorship opportunities.

Committee Reports:

Audit: Tim Robinson said that our tax return has been filed and accepted by the IRS.

Grand Prix: Tim is getting the data now from J&A and he has the standings up to date. He has also cleaned up the data base.

Hall of Fame: Bee said that she has not received any new nominations yet.

Membership: Strider Membership reached 1537 in July and that was the highest month ending total since August of last year (1541). The Striders ended July with 69-members ahead of end of month in June. This was largely due to the sign-ups at Summer Series. Membership was down 58-members from one-year ago (1595). There were 111-members that didn't renew as of August 1st, so we begin August with 1426-members, which is 9-members below that which we started July with.

Nominations: Jean Phelan and Rich Hildreth will be seeking nominations to the Board soon and want to know if any Board member does not plan to run again.

Public Relations and Publicity: Drew said that social media is helping to get more new members.

Race: We need to talk up the August 10 Mile on Facebook and other social media. The Resolution Run on January 1st needs a race director or at least a co-race director. The new tentative date for the Strider Mile is September 15th at Benchtop Brewing in Ghent. Race It is being shut down in a few months so the Board has to determine if we want to use Active, Run Sign Up, or Chrono Track for race entries and as our membership database.

Scholarship: 391 runners signed up for the recent Mel Williams Memorial Scholarship 5K and more of the scholarship winners participated than ever before. A great time was held by all and everyone seemed to enjoy the raffle prizes and the new course.

Youth: Angelo Celesia, Steve Shepherd, and Elliott Nuss are discussing how to split up the duties of coaching the youth and getting the program to grow.

Old Business: The Board discussed running a ¼ page ad in the Virginian Pilot Pulse. Steve will check on the price and report back to the Board. Steve and Dan met with Jerry Frostick of J&A last week to discuss how we are working together so far this year. It appears that it did not work out the way the Board envisioned it. So, the schedule for the Grand Prix will remain the way it is for the remainder of 2017 then it is up to each race director if they want to use J&A and their services in the future. Dan Edwards recommended doing Turkey Trot with our own staff and volunteers.

New Business: Steve talked to Bill Holloran to get help with our marketing needs. We have a company interested that offers 3 options for us to consider:

- 1) They would work for a minimum of 3 months for \$229.00 a month and post on social media 10 times a week.
- 2) Option 2 is also for 3 months but for \$149.00 and would post 5-7 times a week.
- 3) Option 3 is in addition to one of the options above and they would train/coach interns for \$49.00 per month with a \$149.00 set up fee; the idea being that the interns would be trained and the company's services would not be needed after 3 months.

A motion was made, seconded, and passed to authorize the president, with the assistance of the executive committee to investigate the use of the above options, decide which is best and then engage the company.

The meeting was adjourned at 7:58 pm.

Respectfully submitted,

Randy Cook

Secretary