

Tidewater Striders Board of Directors

Minutes

October 1, 2018

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

President's Report: Steve Shapiro gave an update from the PTC, CRR, Tidewater Strider joint meeting. Run for the Sun will take place of Mulberry Island event for the Super Grand Prix since the Mulberry Island event was cancelled due to weather. The other clubs are very interested in the Strider Mile event for future years. Next joint meeting is December 3, 2018. The 2019 Super Grand Prix races will be determined during that meeting. The Super Grand Prix website and results are up to date. Scoring is well managed and updated regularly.

Vice President's Report: None

Treasurer's Report: Revenues are \$6,000 ahead of last year. Revenue is similar to last year but expenses are down.

Committee Reports:

Advisory: Sam Wittenberg is looking into medical support topic raised at the September meeting.

Banquet: There are 46 spots for the November banquet. Marie sent out emails to members as a reminder to register.

Elections: Call for nominations went out in the September newsletter. Nominations need to be sent to Jean Phelan and Rich Hildreth.

Grand Prix: The Grand Prix results are up to date through current races.

Hall of Fame: Solicitation for HOF nominations has went out on social media and newsletter.

Market Place: A few club items were sold at Rock and Roll expo. The club will have a booth at the Wicked 10K expo on Friday, October 26.

Membership: Discussion of membership benefits and registration costs took place. Dan Edwards informed the club that J and A does not give or use price breaks for bundling races. Race Director feedback was discussed regarding club membership levels and event pricing (feedback summarized below).

A motion to have a standard Tidewater Strider early registration minimum \$5 discount for all Tidewater Strider races was made and approved.

Member benefits/discounts RD feedback.

- 1) Bundling may not be the best approach due to some uncertainty year to year and within any year. Venues are not guaranteed. RD changes can result in races cancelled or not offered. However, for races like the distance series this is a good idea.
- 2) Good independent race discounts are the most benefit.
- 3) Adsorbing race fees would be a good benefit, but is difficult to implement on a membership basis in Runsignup. Also, not sure that members would really notice and likely more beneficial to apply to the discount?
- 4) Including the fee in the registration cost and not having it separate could be a good process.
- 5) Early registration discounts that are substantial or higher than common.

The Tidewater Striders ended September 2018 with 1689-members. This was down from (5) from the 1694-members at the end-of-August 2018. We are up nearly 200-members from (one-year-ago) September 30th of 2017 when we had 1496-members. A special Thank You to all involved in New Energy as they were very active in membership enrollment beginning in late August.

Dan Edwards will work with Bob Bruner for the Golden Runner and general membership affirmation per the policies and procedures.

Public Relations: Marketing of Turkey Trot through Facebook has been good with registration on track/ahead of previous year. Dan Edwards plans to create additional graphics for Facebook and publicity for Turkey Trot.

Randy Cook distributed Tidewater Strider posters to Running Etc. and additional posters will go out to other storefronts and public locations.

Race: Turkey Trot discount code went out to the YMCA. Recommended that Facebook info be simultaneously posted to Twitter and Instagram for races. Dan Edwards would like to coordinate with Northend Run Club for a discount to the race. Neighborhood notifications for Turkey Trot will be conducted the afternoon of October 27.

Distance Series paperwork for Fort Monroe venue is being developed/processed. J and A will be supporting the event again in 2019.

The end of the year has a full slate of Tidewater Strider races or races the club is supporting.

Teams: The Yorktown 10 Mile will be the next competition on November 3.

Volunteer: Information on volunteers is up to date.

Walking: Bunny May indicated an interest sheet was developed for those who want to coordinate with other walkers for training and races. The interest sheet will be available at packet pickup for races and Running Etc.

The 2019 Grand Prix race list will be established over the next month and a yearly debrief will be conducted.

Youth: 29 kids raced the September 30 event and October 21 at 3 PM will be a free youth race at Sleepy Hole.

Old Business: None

New Business: Community run for Carolina Relief has been proposed and Steve Shapiro will attend the planning/interest meeting on October 10. Steve will inform PTC and CRR of the event and planning.

Next meeting will be November 5, 6:45 PM at Running Etc. Norfolk.

Adjournment: The meeting was adjourned at 7:55 PM.

