

Tidewater Striders Board of Directors

Minutes

February 5, 2018

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

President's Report: The Tidewater Strider annual banquet was well received and well attended with approximately 140 attendees.

The Distance Series Race #3 will take place February 24. There are approximately 200 registered at this time. This is fewer than the previous race, but a drop in numbers is typical with the longer distance event. Distance Series Race #2, which was held at Fort Monroe, had over 360 registered participants, approximately 30 no shows, and over 300 finishers. Race was very successful with great weather and turn out for the postrace activities.

Additional support for Distance Series Race #3 is needed so any one who can help should contact Jean Phelan.

The RRCA annual meeting will be held in Washington, DC this year. Dan Edwards will be attending as in previous years. As a representative for Tidewater Striders a motion was made and approved to provide support to Dan for the attendance at the meeting.

Dave Harrah and Steve Sheppard suggested making 12-15 of the Tidewater Strider singlets available to the older New Energy runners at a discount for use at races. A cost of \$10/each was suggested. A motion to allow the purchase for \$10 was made and approved.

Breezy Point triathlon was loaned \$10,000 previously by the Tidewater Striders. The race will no longer take place, so operations have ceased and assets have been sold. Sale of assets resulted in \$1,000 income and the remaining \$9,000 will be a write off.

A request to add ratification of committee chairs to new business for this meeting was made.

Vice President's Report: Policies and Procedures were reviewed and are up to date with a few exceptions. The Walking policies and procedures will need to be updated. Randy Cook has volunteered to host a meeting with walking members on February 17 to determine a path forward for the group.

Bee McLeod will attend the March board meeting to discuss the Hall of Fame policies and procedures.

Treasurer's Report: Balance sheet; profit and loss summary; and account transaction detail are attached. Accounts will be resolved by removing Dan Edwards from the accounts and replacing with Steve Shapiro since the roles have changed. In March the 2017 year end finances and taxes will be completed.

Committee Reports:

Grand Prix: The scoring based on the completion of the first race is complete.

Hall of Fame: The four members (Renee High, Jean Phelan, Mike Harrison, and Steve Speirs) of the class of 2018 were inducted at the banquet in February 3.

History: Three copies of the club history were sold at the banquet. A few copies remain. One or two copies need to be retained for the club.

Membership: Social media efforts have helped to drive additional membership registration.

January 2018 was similar to December 2017 as we ended the month with 1570-members. This is a 98-member increase from one-year-ago when we stood at 1472-members. There were 95 transactions during the month of January with 56 being new members and 39 being renewals.

We had 85-members who had their membership expire of February 1st and this is similar to the number we had on January 1st. Thus we begin February 2018 with 1485-members.

A reminder to please "claim" your RunSignUp membership when you receive a "claim" request. This is a 2-step procedure and claiming allows you to receive Tidewater Strider notices etc. If you don't "claim" your membership, you may not be receiving all of the updates and notes the Tidewater Striders put out.

Public Relations and Publicity: Website and social media are going well. Some additional coordination has been required due to lack of familiarity of webmaster with local running, but is working well.

The club needs to determine how to cover needs left from Ada Lester stepping down. Jim Martin is interested in taking on the webmaster role and there are other candidates that have been identified to take on the other related roles. Board agreed that it is a priority to resolve the staffing for the website and publicity needs. Marie Price, Jim Martin, Gene Edwards, and Deb Redmond will take the tasking to bring this to closure.

Race Committee: Angelo Celesia inquired about the need to track runners who run Tidewater Strider races and ways to gather that information. It was discussed that it should be easy to track through RunSignup by matching to the member database. Stacin Martin will follow up to check on the RunSignup capability to do this.

Incentives for members to run races (e.g., price breaks) was discussed and should be considered for races and is an important benefit.

A plan for race director for ERR needs to be made. Director by committee is an option. Gene Edwards, Drew Midland, Stacin Martin, and Dan Edwards will work on this. Stacin Martin will initiate by talking to Dan Edwards.

Scholarship: No applicants yet for 2018. April 15 is the application deadline. Jim Dare will get hold of the webmaster to get the info out to the various social media outlets.

Teams: The next age graded competition is the Victory at Yorktown 10K on April 7. Gene Edwards has approached Colonial Road Runners about moving to a 5 person scoring to be able to field a viable team. Likewise, Gene Edwards offered to use a 5 person scoring at Mel Williams Memorial.

The 8K USATF Masters championship is the Shamrock 8K. Gene Edwards has communicated with Rick Platt on memberships and Gene Edwards is working to develop age group teams. Dave MacDonald is the 60-69 age group captain and is working on that age group team. According to the policies and procedures Gene Edwards is the committee chair and captains are responsible for each age group bracket.

Triathlon: The first Multisport Grand Prix event is the Smithfield Sprint, which is the same day as the Victory at Yorktown 10K.

Volunteer: Marie said that all volunteers for 2018 are in the system.

Walking: Currently the walkers have no chairman, no committee, and there will not be any Grand Prix awards for 2017.

Web Site: New Board member Jim Martin has expressed interest in taking over as the webmaster.

The Rundown was sent to 1,080 various emails. Only 1 incorrect email address was included. 40% of recipients opened the email and 11% opened the Rundown. The cost to produce the Rundown is approximately \$500 per month, which equates to \$4 per read version. Results have been relatively consistent month to month. The Rundown is now being posted to Facebook, but the statistics aren't known yet for readership through that method. The club needs to continue to evaluate the frequency of developing the Rundown.

Youth: We wrapped up 2017 with the following numbers: 31 Coaches, 270+ Registered Runners. Average attending at least one practice per week in Fall of 2017: approximately 120-130. Breakdown on average unique attendees weekly, per site: Mt. Trashmore: approximately 45-55; Suffolk: 43-45; Chesapeake: 14-16, Norfolk: 8-10; Peninsula: 10-12.

The Annual New Energy Pizza Party and 2017 Youth Grand Prix Awards was held last weekend at Shore Break Pizza in Virginia Beach. Nearly 50 attendees enjoyed food, camaraderie, a couple contests, a mini workout (yes, in the restaurant!) and the awarding of 12 Youth Grand Prix Awards for Age Group Winners. There was renewed enthusiasm for the YGP from those in attendance. A Schedule of 2018 YGP Events was provided to each family. Thanks to the Board for continuing to support this tradition!

Last month (January 2018), we had 10 New Energy Members compete in two AAU sponsored indoor track meets at Boo Williams Sportsplex, with 3 of our coaches in attendance (Steve Sheppard, Scott Boyce and Tammy Sadler). This is our second year of getting a jump start on our summer track program by urging runners to consider an indoor meet or two. The meets on Jan 14th and 21st were successful, with all of our runners coming home with at least one top 3 medal. Over 600 athletes participated in each meet. We will also be competing on Feb 11th and Feb 25th, in the final two meets available during indoor track season.

Anticipating significant interest in Summer 2018 AAU/USATF Track & Field Meets for our athletes, there have been many inquiries about additional training opportunities and competition dates requested by many. USATF Nationals is close to our area (relatively speaking...it's in Greensboro, NC) this summer, so many will likely pursue that pathway toward possible National Meet Qualification. A Schedule of all AAU and USATF Track & Field Meets for Summer 2018 State, Regional and National Meets was provided to all families at YGP Awards Party, and will be emailed to all New Energy Members during week of February 5, again after the spring season is underway, and a final time during May.

It is likely that a large numbers of middle and high school aged athletes being interested in our team this summer as well, and have considered making an alternate uniform top/singlet available to them (for purchase), which has a more mature "feel" to it. The idea has been met with enthusiasm from the middle and high schoolers. Availability would be to those who are eligible to run the 3000m, as that's not available as a race selection until youth are in at least the 11-12 Age Group.

We are readying for first week of Spring Practices at all of our training sites, the week of March 12th.

Old Business:

- 1) There did not appear to be a lot of promotion from Mettle Events for the Distance Series Race #1 which due to weather was rescheduled and coincided (same day) with the Mud in Your Eye event, but following later in the morning. Additional opportunities with Mettle Events will be considered.
- 2) There is some warranted hesitation in developing a new logo or updating the logo. Marketing professionals provided some valid issues to consider. Alternate logos for various events or situations is more of the consideration than developing a “new” logo. Alternate logos would provide some additional graphics for club promotion. This will be considered further during subsequent meetings.
- 3) Color schemes are still being worked on for the new banners to place at Running Etc.
- 4) Jim Martin will work to look at ERR, Turkey Trot, and Mel Williams Memorial race specific websites.
- 5) Alternate meeting locations will be used for the March 12 meeting, which will be held at Running Etc. in Norfolk. Additionally, the April 2 meeting will be held at Running Etc. in Virginia Beach.

New Business:

- 1) A joint meeting with Colonial Road Runners and Peninsula Track Club was held January 22. It was agreed with Colonial Road Runners that they would manage the website, score, and provide additional promotion of the Super Grand Prix. The next Super Grand Prix race is the Fort Eustis 10K. A new RRCA state representative is in place per the Colonial Road Runners correspondence with the representative.
- 2) Award nominations have come in late in the last couple years, which results in a lot of work and scramble to evaluate the nominations and gather supporting information. Some unexpected events with the committee added to the late nominations and evaluations this year. Marie Price will be taking over as committee chair this year. The award selections are decided by the various assigned committee chairs who make up the selection committee.
- 3) The Golden Runner registration fee is being evaluated to determine how to waive the registration fee. Additionally, member dues have not changed in a number of years. The need to increase the dues is being evaluated. Drew Midland will coordinate with Bob Bruner to determine if changes should be made.
- 4) Committee chairs for 2018 were ratified:
 - a. Adopt-a-highway: Rich Hildreth
 - b. Adopt-a-trail: Chris Catoe
 - c. Advisory: Sam Wittenberg
 - d. Audit: Dan Edwards
 - e. Awards: Marie Price
 - f. Banquet: Randy Cook
 - g. Budget: Tim Robinson

- h. Constitution: Randy Cook
- i. Elections: Lori Sherwood
- j. Grand Prix Running: Tim Robinson
- k. Grand Prix Multisport: Lisa Armistead
- l. Grand Prix Walking: Randy Cook
- m. Grand Prix Youth: Deb Redmond
- n. Hall of Fame: Bee McLeod
- o. History: Randy Cook
- p. Marketplace: Open
- q. Membership: Bob Bruner (Drew Midland/Board Liaison)
- r. Multisport: Lisa Armistead
- s. Nominations: Rich Hildreth/Jean Phalen
- t. Program: Open
- u. Publicity and PR: Marie Price
- v. Race: Dan Edwards/Rick Brown (Stacin Martin/Board Liaison)
- w. Scholarship: Jim Dare/Dan Edwards
- x. Teams: Gene Edwards
- y. Volunteer: Marie Price
- z. Walk: Randy Cook
- aa. Web/Social Media: Angelo Celesia
- bb. Web Manager: Jim Martin
- cc. Youth: Angelo Celesia

Adjournment:

The meeting was adjourned at 8:45pm.