

Tidewater Striders Board of Directors

Meeting Minutes

Date: March 7, 2022

Call to Order

At 6:32 pm, President Thomas Hicks called the Striders Board of Directors meeting to order. The meeting was held at Running ETC, Virginia Beach. The following Board members were in attendance (or via conference call*):

<input checked="" type="checkbox"/> Randy Cook	<input checked="" type="checkbox"/> Avi Kelley	<input checked="" type="checkbox"/> Jim Martin	<input type="checkbox"/> Tim Robinson
<input checked="" type="checkbox"/> Amber Conrad	<input checked="" type="checkbox"/> Susan Kreider	<input checked="" type="checkbox"/> Bunny May	<input checked="" type="checkbox"/> Danny Smith
<input checked="" type="checkbox"/> Thomas Hicks	<input checked="" type="checkbox"/> Teresa Markley	<input checked="" type="checkbox"/> Wayne Phelps*	<input type="checkbox"/> Tim Westfall

Proxies: Jim Martin has voting proxy from Tim Robinson

Guests: None

Secretary's Report

- February 2022 meeting minutes were approved 12-0 via email prior to this meeting.

President's Report

- Race report: Distance series went well. Noted lessons learned for next year. Indoor track meet had 287 participants. Three out of area clubs participated. Striders spring festival, etc, are building up. Shamrock Striders booth will be managed by Jean Phelan.
- Sponsorship packet is available for use in support of races.
- Plan to meet with other two local clubs, PTC, and Colonial Runners regarding fund raising to support Braxton Lee running seven continents.
- Presented New Energy Youth Scholarship Program proposal. Designed to support runners from families under financial hardships. Plan to award up to five per season, twice a year, or an estimated maximum of \$1,000/yr. Recommendations will come from the coaches and an application form will be used. Individuals can also volunteer to sponsor. See attachment and New Business.
- Inner City kids: working with public schools to register kids for Striders runs using sponsorship funds.
- Race records: worked with Randy to maintain race records for age groups and walkers.
- Timing services: Looking at supporting small races that cannot afford normal charges for timing. Suggest charging about \$400 per event. Recommend purchasing software for about \$100 to interface equipment with RunSignup.
- Rich Hildreth reported to Thomas that adopt-a-highway and adopt-at-trail agreements were renewed for two years.
- Proposed alternatives for Striders' logo. Four versions used over the years. Recommend a vote by membership on social media, and give one week. Thomas and Jean Phelan will tally results. See attachment and New Business.

Vice President's Report

- 50th anniversary banquet: Location will be Grand Affairs in Virginia Beach. Details have been posted.

Treasurer's Report

- No report.

Committee Reports

The following committee updates were provided:

- Adopt-a-highway: scheduled for Sunday.
- Banquet: See VP's Report.
- Constitution and Bylaws: Wayne reported the approved February 2022 revisions to Policy and Procedures and P&P addendum for New Energy Coach of the Year Award are posting on website.
- Grand Prix – Running: Chris Novakoski reported via email on 3/1, we have six new signups in February.
- Grand Prix – Youth: Add 4 Miler.
- Marketplace: Avi reported \$90 collected from club store. \$342 from two races. Plan to work with Tim according to Policies and Procedures. Planning to do an inventory this week. Discussed options for old excess inventory.
- Media: Jim reported the Website is up-to-date with the latest race results, volunteer lists and Policy and procedures. Posted the five NEW Race Record archives Randy Cook created. The "Other Area Races" site now has over 50 races listed. Upgraded our site to the latest version of Word Press (5.9.1). Planning to make some changes to the "Club Discount" page as it is getting dated. The Site earned \$130.63 this month from Google AdSense. Total media "Followers" to date ... FaceBook: 5,283 Instagram: 1,742 and Twitter: 1,123. We held a separate "Media Committee" meeting on Feb 22nd to discuss ways of improving The RunDown viewership. We decided to start off by announcing on our social media sites each time a new issue is released. We also decided to reserve an area on the Striders WebSite Home page so visitors could easily open current and past versions of The RunDown. Some other recommendations where brought up like: reducing the RunDown's content size and renaming it from "The e-RunDown" to "The RunDown". With the links on social media and the website, we can track how many hits we receive and go from there. Thomas mentioned he could already see an improvement as he was able to track over 100 user clicks on the facebook posted link.
- Membership: On 3/2 via email, Bob Bruner reported February 2022 ended with 2,132 members and that is a decades old high and surpassing the most recent high of 2,131 members in July of 2021. We had 1,952 members one-year-ago. Total family memberships at the end of February stood at 1,444 compared to 1,298 from one-year-ago. There were 71 membership transactions in February involving 94 Tidewater Strider members.
- Multi-sport: Bob Boyce reported via email on 3/3, no news to report. First Grand Prix series race is next month.
- Programs: Avi has questions regarding Policies and Procedures, changes noted. He will address these with Wayne and Peter Pommerenk with the Bylaws Committee.
- Race: See President's Report
- Team: Yorktown 10k on April 2nd is next and members that score in top 10 will make the team. Thomas will inquire with PTC and CRR about teams for walkers.
- Volunteer: Teresa reported volunteer points are up-to-date through Distance Series #3. We had six volunteers for early packet pick-up and 23 volunteers at the Distance Series #3 Race. She provided the attached new proposed list of Grand Prix (GP) volunteer opportunities for the board to review, discuss and vote on. Danny completed a social media post for Facebook and Instagram regarding Grand Prix volunteer requirements, and reminds us that next month we're going to be pushing a week long volunteer pledge drive. Board noted confusion between general volunteer list and Grand Prix volunteer requirements for points. The most recent media post was not intended to be the GP list. Board reviewed the list and agreed to the following [list for GP points](#).
 1. Race packet pickups/registration
 2. Race day set up/break down
 3. Working water stops for Striders
 4. Hanging flyers for races
 5. Adopt-a-Trail
 6. Adopt-a-Highway
 7. Manning the expo tables
 8. Coaching at New Energy

- Walking: Bunny reported on national walking week, April 1-7, and national walking day on April 6 with walking events planned at various locations. Details will be shared with the Media Committee.

Old Business

- None

New Business

- Motion for New Energy scholarship program, conditioned upon approval of changes to Policies and Procedures, approved 12-0 (Tim Westfall approved via email).
- Motion for list of qualifying volunteer activities for Grand Prix points approved 11-0, as listed in the Volunteer Committee report.
- Board approved the proposal for an official Striders logo, to collect votes by the members on Facebook and Instagram, to be open for one week, to select among four commonly used logos, and votes to be tallied by Thomas and Jean Phelan. The results will be reported at the next meeting.
- Motion for dues increase of \$5 per annum, across all categories except Youth, effective January 1, 2023, approved 11-0. New membership options will be:
 - Regular Individual, 12 month, \$25
 - Regular Individual, 24 month, \$35
 - Youth, age 22 and under, 12 month, \$12 (no change)
 - Youth, age 22 and under, 24 month, \$18 (no change)
 - 2-Person Family – same address, 12 month, \$30
 - 2-Person Family – same address, 24 month, \$45
 - 3-Person Family – same address, 12 month, \$35
 - 3-Person Family – same address, 24 month, \$55

For the Good of the Order

- None

Next meeting: Monday, April 4, 2022, 6:30 PM (Location: Running ETC Norfolk)

Adjournment: The meeting was adjourned at **7:59 PM**.

Minutes prepared by: Wayne Phelps

Attachments

New Energy Youth Scholarship Program proposal – Thomas Hicks email dated 3/4/2022

Striders' Logo proposals– Thomas Hicks email dated 3/1/2022

Proposed list of GP volunteer opportunities

From: Thomas Hicks orangerunning@yahoo.com
Subject: Add New Energy Youth Scholarship to the agenda
Date: Mar 4, 2022 at 7:57:13 AM
To: Wayne Phelps waynephelps@yahoo.com

Wayne please add under my report I am Presenting the New Energy Youth Scholarship to the Board for approval!

New Energy Youth Program will provide families on low budget the following we will have an application process and will be approved by Myself, Steve and Amber! we will only give a max of 5 a season! Scholarship awardees will receive following!

- 1) One Year Membership to the Tidewater Striders
- 2) Free Entries to all Strider Youth Races
- 3) New pair of Shoes
- 4) 1 Strider gear item

Thank you!

***Thomas Hicks
President
Tidewater Striders***

From: Thomas Hicks orangerunning@yahoo.com
Subject: Re: Tidewater Striders March Board Meeting - Draft Agenda
Date: Mar 1, 2022 at 5:07:12 PM
To: Wayne Phelps waynephelps@yahoo.com

Wayne,

Thank you so much for getting this together attached are the logos presented to talk about and eventually vote on! whatever logo is selected I plan on having artist touch them up!

Thank you!

*Thomas Hicks
President
Tidewater Striders*

On Tuesday, March 1, 2022, 01:09:19 AM EST, Wayne Phelps <waynephelps@yahoo.com> wrote:

Dear Board Members and Committees,

The March Board meeting will be held at Running ETC, **Virginia Beach** and is scheduled for **March 7th at 6:30 PM**, next Monday. I am attaching a DRAFT March meeting agenda (in Word and PDF format) and **request your comments and reports by Friday for the FINAL agenda.**

Reminder, the Good of the Order from last month included the following:

- Striders logo: Thomas proposes simplistic design and removing the extra verbiage regarding "Running, walking, and multisport club."
- Dues increase: Randy suggested an increase of \$5 per annum.

Avi recently sent email to the Board to suggest items needing update on the website and to discuss these at the meeting. Thomas replied that he took care of those updates in response to that email. If there is still more to discuss, please let me know, or please address them in Committee reports or under the Good of the Order on Monday.

Sincerely,
Wayne Phelps
Tidewater Striders Board Member and Secretary

PS, just a friendly reminder that all addressees should review the Strider website regularly to be sure your areas of responsibility contain current information for members.

Welcome to March - Spring is near.

Tidewater Striders logo

1

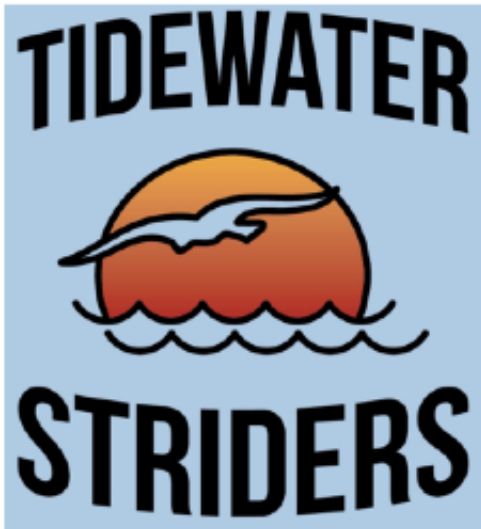


2



**TIDEWATER
STRIDERS**

3



4



Opportunities to volunteer for GP (Proposed List)

1. Race packet pickups/registration
2. Race day set up/break down
3. Working water stops for Striders
4. Hanging flyers for races
5. Adopt-a-Trail
6. Adopt-a-Highway
7. Serving at high school XC meets
8. Photographing events
9. Manning the expo tables
10. Helping at the banquet, party, or picnic

Current List

1. Race packet pickups/registration
2. Race day set up/break down
3. Working water stops for Striders
4. Hanging flyers for races
5. Race directing
6. Adopt-a-Trail
7. Adopt-a-Highway
8. Writing a Rundown article
9. Coaching at New Energy
10. Serving at high school XC meets
11. Photographing events
12. Manning the expo tables
13. Serving as a board member
14. Serving on a committee
15. Helping at the banquet, party, or picnic

I propose the board reviews, discusses, and votes to change current volunteer opportunities. In my opinion some of these things are services not volunteer opportunities.