

Tidewater Striders Board of Directors

Minutes

July 2, 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, Jim Martin, Jim Dare, Drew Midland, Deb Redmond, Tim Robinson, William Tallent and Marie Price. Absent was board member Stephanie Manny.

President's Report: Rock and Roll Half Marathon wristband and comp entries were addressed.

The Strider picnic had approximately 40 people attend. The board needs to evaluate the future events and attendance. Thank you to Dan Neuland for hosting the event.

Raffle prizes for the Mel Williams Memorial Scholarship 5k are being collected and all board members are encouraged to contribute to the raffle prize pool.

The Strider Mile is in place with the exception of the signed paperwork from Virginia Wesleyan University, which is expected, but just waiting for delivery. The race will be August 4 at 8 AM at Virginia Wesleyan. Registration will be opened once final paperwork is received.

Hoffman beverage has indicated that events will require a 4 keg minimum for events, so that will need to be kept in mind for smaller events. The Strider Mile will likely offer single serve beverages. The Virginia Beach police will be employed to monitor the alcohol service. There will be no strollers for the mile because it is being held on the track.

The Summer Series begins next week, July 10.

Vice President's Report: Additional graphics for use by race directors is available. Lorri Martin will provide a black and white shape file that can be modified for any colors a user wants. The shape file will be sent to Randy Cook and Marie Price.

Restructuring of the picnic and volunteer party was brought up to address attendance. In addition, the locations and times were addressed to determine if current setup is good. For the time being both events will continue as normal. The summer picnic will be discussed in the future following the Strider Mile event.

A motion to have the member and volunteer party at Ocean View Pier on November 4 was made and unanimously approved.

The November 4 event will be reinforced and promoted as general membership and volunteer recognition event, which is the intent.

Treasurer's Report: June financials were not available in time for the board meeting.

A motion to donate \$5,000 to the Portsmouth Museum Foundation for their support and assistance with the Elizabeth River Run was made and approved unanimously.

Scholarship funds are being sent out to the recipients over the next few weeks as will campership awards.

The Bank of America operating account has approximately \$135,000 balance.

A motion to move \$100,000 from the Bank of America account to CD or money market account at an alternate bank to be negotiated by Tim Robinson and Steve Shapiro was made and approved unanimously.

Committee Reports:

Banquet: See discussion above in President's and Vice President's reports.

Budget: Club is currently under budget for the operating year.

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

History: 2017 is being developed currently.

Marketplace: Strider items will be available at the Summer Series. Tim Robinson and others will handle setup and sales.

Membership: A subcommittee (Dan Edwards, Bob Bruner, Bee Mcleod, and Stacin Martin) was tasked with evaluating the current Golden Runner membership.

The subcommittee made a recommendation to discontinue the Golden Runner membership offer as part of the Tidewater Striders membership options. In addition, any current "lifetime" Golden Runner memberships would be discontinued. Current paying ("non-lifetime") Golden Runner memberships will be allowed to expire and "lifetime" Golden Runner memberships would be discontinued effective 31 July 2018. If approved, registration for Golden Runner memberships would be discontinued immediately.

The following supporting information was provided to the board: 1) No other clubs in our region, or outside that were evaluated, offer a similar membership like the Tidewater Strider Golden Runner (GR) membership. Some clubs offer similar memberships on a discretionary basis (e.g., long term service to the club, recognition of special service). As of 29 June 2018 there are 186 GR memberships. From 29 June 2017 to 29 June 2018 there were 73 GR membership signups. The other GR memberships are a combination previous/current service and Hall of Fame memberships. Registrations for the GR membership have trended up the last couple years and current paid membership is at its highest since 2011.

2) Currently the board members receive a GR membership during their term of service and after 2 terms receive a lifetime GR membership. Past serving presidents also receive a lifetime GR membership. This results in a total of approximately 50 lifetime memberships currently (note that there is some overlap between board service and Hall of Fame). This goes against the idea that board members serve to provide/give service to the club and running community rather than to receive something. By removing this "benefit" it would help to make sure the club is getting board membership service for the right reasons.

3) Hall of Fame members receive a lifetime club membership, which should continue and aligns with how many other clubs provide special membership considerations. GR memberships have been given to HOF members to date in error, which will be corrected. There are approximately 40 Hall of Fame lifetime GR memberships currently (note that there is some overlap between board service and Hall of Fame).

4) GR memberships create some issues for race directors, particularly with the current online registration process. The issues are related to early registration deadlines for GRs, misuse of special GR codes, linking registrants to GR lists, late GR registration requests, and special setups for race premiums/awards.

5) GR memberships cost \$100 and the total race fees that can be saved by the GR are approximately \$200 (20% of that savings is for those running the 50K, which is a small number of GRs). As fewer races are taken advantage of the savings decreases.

6) A broader offering of discounts/savings to general members is likely a more appealing offer or service and more likely to expand the membership base. There is no specific recommendation as it should be the discretion of the RDs and club based on each event.

A question regarding the amount of money “lost” by races from honoring the Golden Runner memberships was asked. That data was not gathered; however, Jim Dare indicated approximately \$800 in Golden Runner costs is “lost” for the Mel Williams Memorial Scholarship 5k. However, some participants who are Golden Runners may donate in excess of the entry fee, so some additional donation funds would be realized. Golden Runner entries cost the Seashore Nature Trail 50k approximately \$1,600.

A discussion of the fairness of revoking the Golden Runner membership from previous multiple term board members and past presidents was discussed. It is understood that providing per policy and then revoking is not ideal and can be considered unfair.

The membership draws from offering the Golden Runner membership appears to be minimal because of the relatively small number of paying (yearly basis) Golden Runners, which is approximately 75 on a year to year basis. The membership base is approximately 1,700.

A mention of other clubs grouping or bundling races to offer better prices to members was brought up and that is a good idea for the club and has been discussed. Along with encouraging race directors to offer additional discounts to members.

A motion to discontinue Golden Runner memberships for the current board members who do not already have “lifetime” Golden Runner membership was made and offering of Golden Runner membership for current service and “lifetime” membership for serving 2 board terms or as president will be discontinued. The motion was approved with a vote of 8 yes to 3 no.

A motion to discontinue the Golden Runner membership program effective July 3, 2018 was made. Current paying Golden Runner memberships will run through their expiration date, but no further Golden Runner memberships will be offered. The motion was approved with a vote of 10 to 1 abstention.

A motion was made to allow current board members who do not currently have a “lifetime” Golden Runner membership to obtain standard membership prior to the next board meeting. The motion was approved unanimously.

Stacin Martin will work with the website administrator and Runsignup to remove the Golden Runner offering and to modify the database to address current board members and Hall of Fame members. Hall of Fame memberships will be revised to standard lifetime memberships per the current policies and procedures. Policies and procedures will be revised based on approved motions for review at the next board meeting.

Current “lifetime” Golden Runner membership will not be changed and will continue. Further evaluation of the cost to races and frequency of use by these memberships will be conducted.

Strider Membership ended 2018 June with 1696 members. We had 88 transactions this month of which RunSignUp calls all New Members and zero renewals. My own records show about one-half of the transactions were renewals or returning members with lapsed memberships and the remainder new members.

We had 48-members lapse as of July 1st and we have another 161-members needing to renew in July or their membership will lapse as of August 1st.

Public Relations and Publicity: Jean Phalen will be taking over the Facebook account on August 1. Wendy has offered to provide any future support we may need. The board appreciates all the efforts Wendy offered and put in to the work on the website and social media accounts.

Race Committee: The storage unit has been organized and cleaned up.

The June meeting with PTC and CRR included discussions regarding the status of the Super Grand Prix and the Strider Mile. No significant actions.

The Mel Williams Memorial Scholarship 5k is up and running with registration and other planning. J&A Racing will be supporting again this year. The scholarship awardees that are available to attend will be attending.

Scholarship: See treasurer's discussion above.

Teams: Gene Edwards has the Mel Williams Memorial Scholarship 5k team competition set up. The Yorktown 10 Mile will be the next competition after the Mel Williams Memorial Scholarship 5k.

Walking: An update/report by Bunny May is in the latest newsletter. Next event for walkers is the Mel Williams Memorial Scholarship 5k followed by the Strider Mile. Bunny May and Virginia Davis were present to discuss the walking program and how it is integrated into the races. There is an effort to promote the walking competition. Specific items that are being addressed and implemented are the use of judges and how they are integrated into the races and a form to get walker's feedback has been developed to better serve those competitors by addressing their questions and concerns. Currently there are 5 walkers in the Walking Grand Prix, but those numbers are expected to increase.

Web Site: Jim Martin is still in discussions to upgrade the bandwidth and storage space. The New Energy schedule is going up. The club discounts page needs to be updated and the board needs to provide input on the changes.

Youth: Twenty-five athletes attended the USATF Virginia Meet on the weekend of 6/23 and 6/24, at VSU in Petersburg. The event was highly attended and even tougher competition than usual, 20 of our kids and teens qualified to run in at least one race at USATF Regional Meet (USATF National Qualifier) this upcoming weekend at Hampton University. That meet will be very large, as our Region is NC, VA, MD and DC, and USATF Nationals is in Greensboro this year! We have athletes competing in events each day of the meet, starting on Thursday, and running through Sunday. Highlights will be Thursday Steeplechase at 3pm with 4 of our Striders, our 4 x 800 17-18 YO Men's Team, ranked 2nd in 8:09, the #4 & 5 seeded 13 Yr Old Boys in 1500m, Jaden White and Seth Sadler, seeded in low 5s racing on Sunday, the top-Seeded 800m(1:57) and 2nd seeded 1500m(4:08) 17-18 YO Mens runner in our Region and new Strider Shamond Smith, and 5-yr Strider Tucker Grochoski qualifying in 4 events, as well as long-time Strider Rachael Zimmer making her mark in 800 and 1500m, qualifying for regionals in both events, even though she's only 11 and in the 11-12 year old age group.

This past weekend, AAU Region 5 Meet (AAU National Qualifier) was held at Hampton University. We had 16 competing. 12 qualified for Nationals, some of whom were first time Track athletes who'd only been to our

Spring Training Session to get ready. Nationals for AAU is in Des Moines, Iowa. Top 6 from Regionals move on to Iowa. Highlights: Longtime Striders Qiana Boyd and Rachael Zimmer each qualifying in 3 events. Qiana qualified with 2nd place finishes in 3000 and 800m and a 3rd place finish in the 1500m. Rachael also qualified with 2nd places in 3000m and 800m and 3rd in 800m.

A hearty THANK YOU FROM ALL ATHLETES TO THE BOARD FOR COVERING REGIONAL REGISTRATIONS! For families at these meets, it's a pretty significant investment, as there is a parking fee, and gate fees daily. Petersburg was \$8 per person per day, for example. Hampton is \$7 per person per day, or \$25 per person for all four days. A lot of the families bring multiple kids and stay the day each day. The Registration Fee coverage is appreciated!

Old Business: None

New Business: Re-investing of funds at Bank of America (see discussion above).

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

Adjournment:

The meeting was adjourned at 8:10 PM.