

Tidewater Striders Board of Directors

Meeting Minutes

Date: August 5th 2019

Call to Order: The meeting was called to order by President Steve Shapiro at exactly 6:45 pm

Location: Running Etc.- Regency Hilltop Shopping Center, Virginia Beach
 Running Etc.- 1707 Colley Ave, Norfolk

The following Board members were in attendance:

<input checked="" type="checkbox"/> Steve Shapiro	<input checked="" type="checkbox"/> Marie Price	<input checked="" type="checkbox"/> Randy Cook	<input checked="" type="checkbox"/> Stacin Martin
<input checked="" type="checkbox"/> Jim Martin	<input checked="" type="checkbox"/> Drew Midland	<input checked="" type="checkbox"/> Tim Robinson	<input checked="" type="checkbox"/> Dan Edwards
<input checked="" type="checkbox"/> Scott Ward	<input checked="" type="checkbox"/> Thomas Hicks	<input checked="" type="checkbox"/> Tim Westfall	<input checked="" type="checkbox"/> William Tallent.

Guests: _____

President's Report: (Steve Shapiro): Steve opened the meeting congratulating everyone who helped out with the Mel Williams Memorial Scholarship 5k (Shout out to Jim Dare) and the Tidewater Strider 1-Mile (Shout out to Thomas Hicks). The participant numbers were well ahead of last year's and the events were well organized and well received. The Rock-N-Roll series-1 mile run has been moved off the sand and onto the boardwalk and race officials are interested in getting the local run clubs' fastest milers to participate in a challenge. Steve mentioned the Striders need volunteers for the Rock-N-Roll expo in the form of a coordinator and people to man booth shifts (3 shifts on Friday and 3 shifts on Saturday). This year, Susan Sneed is coordinating the Striders Rock-N-Roll water station #3 (mile 4.8) on General Booth Blvd near Hugh Mongous (the Ocean Breeze Ape) and is also looking for volunteers. Steve announced, Jean Phelan is looking to post in the RunDown people's favorite regularly scheduled group workout/hangouts to help boost interest and participation, so if you want share, please let her know where and when you meet. And lastly, recently a club-wide scam email went out under the Presidents name asking for gift card donations to a charity. This is the latest method of criminals stealing people's money. He encourages anyone who received the email to disregard it and call a complaint in to the Federal Trade Commission at ftc.gov/complaint , or call toll-free: 1-877-FTC-HELP.

Vice President's Report: (Randy Cook)

Treasurer's Report: (Tim Robinson) – The latest financials have been shared with the board. Tim mentioned there is really nothing glaring. The Memorial and the Mile performed much better than last year and we're still waiting on a few checks coming in. All the scholarship checks went out with the exception of two.

Committee Reports:

Advisory: (Sam Wittenberg)

Audit: (Scott Ward)

Awards: (Marie Price) -

Banquet: (Randy Cook) – Randy confirmed the DJ for February’s Annual Awards Banquet. He also mentioned we need people to start signing up for the volunteer banquet which will be at the Ocean View Fishing Pier. Dan Edwards mentioned we need to be thinking about the invitee’s process between now and the next board meeting.

Budget: (Tim Robinson)

Constitution & Bylaws: (Randy Cook)

Elections: (Lori Sherwood) – Per Marie Price: Social Media will start soliciting for new board members as elections approach and she recommends board members do the same. Current board members need to let Jean know if they plan to run again.

Grand Prix: (Stacin Martin) – In a couple of days the Grand Prix scores will be up to date Post the “Strider 1-Mile”.

Grand Prix Multi-Sport/Triathlon: (Lisa Armistead)

Grand Prix Walking /Walking: (Bunny May) – While the Strider walkers help at the Rock-N-Roll water station, Bunny would like to order a dozen Tidewater Strider “Walker” T-Shirts to help promote the walking program. Dan Edwards mentioned that there is an order in the works with Ocean Creek Apparel and she may be able to get onboard with her order. Tim Robinson made the motion to order 15 shirts, Jim Martin seconded it and the board unanimously approved (10 yea / 0 nay /0 abstentions). A motion was also introduced by Thomas Hicks to order Strider logo T-shirts (Next-level) and hats for “Race Committee” members to wear during races. This would help participants correctly identify who a race official is and add a little professionalism to the club. Dan Edwards motioned to have an order of 3 dozen shirts and 2 dozen hats (both kinds of hats – Trucker and Orange hats) added to the Ocean Creek Apparel order. Steve Shapiro seconded the motion and the board unanimously approved (10 yea / 0 nay /0 abstentions).

Grand Prix Youth / Youth Program: (Steve Sheppard/Angelo Celesia) –

- Latest New Energy Flyer was released and posted on the website.
- There are currently 31 coaches on board with New Energy. There is still a need for more at the Chesapeake and Mt. Trashmore sites.
- Youth runner membership as of August 5th 2019 is at 265 with an anticipated 30-50 more in September.

Hall of Fame: (Bee McLeod) –

History: (Randy Cook) – The History of 2019 is updated through July. Randy is looking to see if anyone has any information on the 1979 Turkey Trot results. This is the ONLY year we do not have the results for. Dan

Edwards mentioned a person's name, but he currently lives in the Cayman Islands. Unfortunately, there was no motion to fly Randy to the Caribbean. The search continues.

Marketplace: (William Tallent) –

Membership: (Bob Brunner) - Strider Membership finished July 2019 with 1,841 members. One year ago, we had a membership count of 1,787 members. There were 95-transactions in July involving 160-members.

Nominations: (Rich Hildreth / Jean Phelan)

Policies and Procedures: (Randy Cook)

Programs: (Drew Midland) – There was an outstanding turn out for the Striders Adopt-A-Highway. 17 volunteers braved the 90+ degree temperatures. We were joined by WTKR News who filmed us working and interviewed Rich Hildreth which aired that night on the news.

Publications: (Jean Phelan)

Race: (Dan Edwards/Thomas Hicks/Rick Brown) –

Dan mentioned that we need to promote the 10-Miler more on social media. It seems we are lagging on sign ups. We are good with volunteers. Dan mentioned that there was a suggestion to adjust the course to go 2 ½ up and back twice instead of the 5 miles up and back once but the board was unanimous in keeping it as is. If there was a huge drop-out rate it would be considered, but we didn't see that last year. The race will start at 7:30am. We do have a watermelon challenge...getting them there COLD.

We picked up a couple of small contract races on Nov 2nd and Nov 3rd.

The Turkey Trot 10k will be live and out before the Rock-N-Roll ½. Permits have been filed for the streets and park. Dan proposed a question to the board...Should we keep the same race course as last year? Or should we include the lake side portion? Dan mentioned last year's course was logistically easier to track since the Start and Finish occurred directly in front of the YMCA. Board agreed.

Jim Dare is looking for some feedback on the Mel Williams Memorial Scholarship race. The board mentioned it was well organized, there was no trouble on the course, water stations worked well, there was a great turn out of volunteers, the raffle went smooth and quickly and most importantly there was plenty of pizza and beer. Tim Robinson mentioned we may have an issue next year with the park replacing the cobblestone bridge near the rose garden.

The Strider Mile at Virginia Wesleyan University was a great success this year. It was well received and there were more participants of all ages than ever before. There was a timing issue which bungled up the awards a bit, but all the corrections were made and everyone eventually received the correct award. The Distance Medley Relay was a huge hit as well as the post-race BBQ. Dan Edwards mentioned we need to thank the University for providing their support and the water/ice/restroom access. Tim Westfall concurred and mentioned sending a hand written letter to the school thanking them would be ideal. Dan and Thomas will follow up on this task. The Striders did donate a check to the School's Track team as payment of services.

The Strider Cross Country Classic will now include a Kids 1.5 mile race and make it a youth grand prix event. There will be a \$10 fee and the kids will receive a T-Shirt and awards.

Scholarship/Campership: (Dan Edwards / Jim Dare – Tim Robinson sent out all but two scholarship checks.

Dan Edwards reported that there were surprisingly only two camperships this year.

Teams: (Thomas Hicks) – The Striders won the Mel Williams 5k Cup this year and the cup was given to Betty Brothers. The next team run may be a 10-miler in November.

Volunteer: (Marie Price)

Social Media: (Jean Phelan- Face Book / Jim Martin- Twitter & Instagram) –

Jim Martin will now take over the Instagram posts.

Website: (Jim Martin)

- Continued to work with Randy Cook on the new look Race Archives section of the website. www.tidewaterstriders.com/racearchives
- Updated all the latest New Energy information regarding the up-coming training starting September.

Old Business:

- The board was tasked to review and update all the Award addendums listed in the Tidewater Strider Policy and Procedure since they were last edited some twenty years ago. One of the awards that was not listed was the “Inspiration Award”. Steve Shapiro wrote up the detailed guidelines for the award and shared them with the award committee chair who approved them. Randy Cook moved to make the “Inspiration Award as part of the “Addendums” in the Policy and Procedures. It was seconded by Stacin Martin and unanimously approved by the board (10 yea / 0 nay /0 abstentions).

Next, the board thoroughly reviewed detailed edits Steve Shapiro made to the other Award addendums which included: Volunteer of the Year award, Presidential Award, Appreciation Award, Race Director of the Year, Outstanding Male and Female Performance Award and the Outstanding High School Male and Female Cross Country Runner. Many minor changes were introduced by various board members during the review which Steve incorporated in with his edits. It was also recommended that the Jerry Bocie Founder’s Award and the T-Shirt of the year award be removed from the awards list since they have not been bestowed in years and endorsed by the board. The motion was then made by Randy Cook to approve all the deliberated changes. It was seconded by William Tallent and unanimously approved by the board (10 yea / 0 nay /0 abstentions). Steve Shapiro stated he will produce a finalized document of the addendums and forward them to the Website chairperson, Jim Martin, for publication by October.

- A few months ago the President, Steve Shapiro, formed a sub-committee consisting of board members: Drew Midland, Scott Ward, Marie Price and Jim Martin and tasked them to consolidate some of the

existing publication related committees. After much discussion, the sub-committee determined that the “Public Relations and Publicity” committee could be dissolved (This motion was approved during last month’s board meeting) and the “Social Media”, “WebSite” and “Publications” committees would all be merged into one committee to now be recognized as the “Media” committee. The detailed policies and procedures were developed by the sub-committee and then documented by Drew Midland. Board members were given a copy and asked to review the draft. During today’s board meeting Drew Midland quickly re-reviewed the policy points with only one minor change and then motioned the board to approve this consolidation and the policies and procedures. Tim Robinson seconded the motion and the board unanimously approved (10 yea / 0 nay /0 abstentions).

- A new method of capturing Golden Runner information during race sign up was introduced to help alleviate difficulty the race directors were going through and it was tested successfully during our most recent races. Going forward, this process will be used for all Strider races. A big Thanks to Stacin Martin and Angelo Celesia for making this happen.
- Tim Westfall introduced the idea of producing hardcopies of the Strider’s RunDown publication for members and was asked to produce some cost estimates needed to accommodate this endeavor. In his research he reviewed previous Strider budgets and determined we were at one time spending as much as \$3,200 a month, but noticed that number gradually getting lower and lower as less and less copies were being produced. With the company Tim is looking to do business with, they can produce 1,900 publications and have then stuffed and mailed to our members for a fee of \$3,100 dollars a month. The board decided to transition this over to the newly formed Media Committee for further review/research and discussion.
- The Striders are good to go with forming a team of the Richmond Runners Invitation and look to coordinate races for 2020. WE would definitely want to offer our Elizabeth River Run as one of the race, but have to make sure it does not conflict with any other clubs races.

New Business:

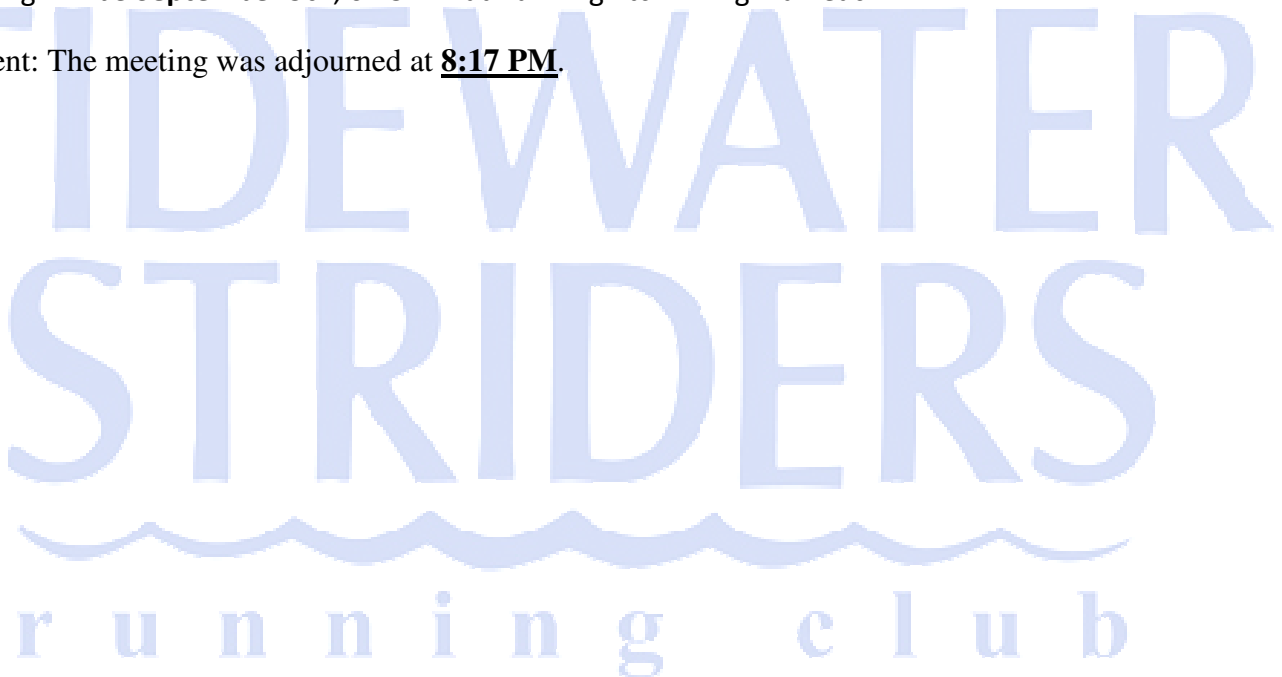
- This past week, Rick Brown announced to Steve Shapiro and Dan Edwards that at the end of May 2020, he and his wife will be retiring from the Race Timing business. The Striders certainly appreciate all the work Rick and Sharon, who are both Strider Hall of Famers (Class of 2011), have done to help promote the club by producing Class A race results. Their services will be greatly missed. Steve asked the board to start thinking of alternatives in Rick and Sharon’s absence. Can we rely on volunteers or should we hire new timing companies? It was suggested an RFP be written up to determine pricing and perhaps a new Race Sub-Committee be formed to discuss this specific topic further.
- A suggestion to give 80+ year old members lifetime membership was brought up and determined we already offer this benefit to members who are 75+ years old and have been a Strider member for at least 10 years (as noted in the Policy and Procedures under the Membership section). The member

currently has to submit a request for this benefit to the Membership committee chair (currently Bob Brunner). To publicize this more, this benefit will be displayed in the Membership section of the website.

- Tim Westfall mentioned that Linda Long loves 80+ year old runners/walkers and wants to recognize them. He said she is willing to fund post-race awards. It was concluded that this will be a race director's decision.
- Tim Westfall recently attended a BizConnect networking event and would like the board to consider joining to improve the club's business connections (The fee would be \$150-\$200 a year). Steve asked that we add this to our next meeting agenda to discuss further.
- Lastly, Drew Midland announced starting August 19th he will be attending school locally to earn prerequisite credit for the PA school he will be attending in 2021. He will continue to work at Running Etc., but in a part-time capacity and may have some future scheduling conflicts.

Next meeting will be **September 9th**, 6:45 PM at Running Etc. in Virginia Beach

Adjournment: The meeting was adjourned at **8:17 PM**.

The logo for Tidewater Striders Running Club features a stylized sun with a face and wavy lines representing water. The text "TIDEWATER STRIDERS" is written in large, light blue, sans-serif capital letters. Below it, the words "running club" are written in a smaller, light blue, lowercase sans-serif font, with each letter separated by a small gap.

TIDEWATER
STRIDERS
running club