



Charlotte Running Club Board Meeting Agenda

Location: Dowd Y Conference Room #2

Date: Oct 18, 2014

Board Meeting: 11-4

Present: Bill Shires (President), Eric Bilbrey (Vice President), Paul M. (Treasurer), Wen N., Rob D. Lori G., and Dave M.

Absent: Melinda W and Billy S.

Comments in **Green** are a recap of the discussion points, conclusions, and/or decisions by the board.

CRC Extended Meeting topics

- **11-11:30 Division of club roles and responsibilities –**

Bill went through the list of club roles and responsibilities. He went to talk about how are these task currently reside with just a few individuals within the club, but they really need to be more widely dispersed. The discussion focused on these type of tasks being allocated out to the different committees which could then be assigned to individuals.

- Run Sign Up membership database Coordinator (status, renewals, benefits),
- Newsletter Editor,
- Club Email Coordinator,
- CharlotteRunningClub.org Coordinator (Update CRC website)
- Club Email via Constant Contact Coordinator (writing and sending of club wide emails)
- Social Media Coordinator (Facebook, Twitter, Instagram)
- Mileage Program Coordinator
- Race Results Coordinator
- Advertising Coordinator
- Online Presences Coordinator – manage user accounts and passwords for CRC
- Social Coordinator
- Event Coordinator (TRM Pacers, Cheer Zone, etc)
- Club Asset Coordinator – (Clock, Banners, Tent, Coolers, etc),
- Gear Coordinator (current gear and new gear),
- Club Logo and Images Coordinator – Graphic Artist,
- Club Bylaws Official,

- **11:30 – 11:45 Preplanning for the coming year's activities** (Use Survey/Focus Groups to provide planning of activities for late '15 or for '16)

Eric and Lori talked about their club with survey that they are planning. The purpose of this survey will be to gauge what activities that the club members would like to see our club hold in '15. Additionally, the survey will cover other topics such as participation in CRC activities and events, reasons for joining CRC, would they like to see different levels of CRC membership, club dues, paying dues vs. a donation to the club, etc. They are looking to have this survey turned around and the results returned before 11/15/14.

- 11:45 – 12 Club Activities '15 (Draft)

Bill talked about the need to planning of activities for the upcoming year. Part of the reason for CRC members to renew is the desire to participate in club events and activities. The list below is potential events and activities that might be include in the club's renewal email. Lori and Eric will use their survey to potentially augment this list with different events and activities based on the results of their survey.

- Greater Charlotte Health & Fitness 4 miler/Relay
- Feb - Tethered Couples Run - Valentine's Day
- March St. Patrick's Group Run
- April - Scrambled Egg Run
- May - CRC Birthday Group Run
- Jun - Summer Picnic
- July - Tour de Charlotte Group Runs - one group run each week at a different location around Charlotte.
- Aug - Brain Freeze Run
- Aug BRR - Social/Info Meeting
- Oct TRM Preview Runs
- Nov TRM Pacer/Cheer Zone
- Dec Holiday Lights Run

- 12 – 12:15

Mileage Program – Bill and Mike reviewed how the current mileage program process. Then Dave talked about how it might work under his leadership. The board approved going forward with Dave's approach.

The club's mileage program will continue with the monthly email reminders. It will use a gdocs spreadsheet to track mileage. Participating club members will use a link in the reminder email to open the gdocs spreadsheet and enter their monthly mileage. Dave will continue to roll up the totals to be posted to our club's website.

Members will receive a mileage program patch to mark the achievement for '14. .

- Monthly Coordinator
- Possible Automation Methods- Dave Munger

- 12:15 – 12:30 Club Renewal Swag

The Board discussed the previous club swag items, their distribution issues, and club member feedback about the swag items and distribution methods.

Then, they moved to send each club members a new membership card for '15 along with a club magnet. Mike will be in charge of ordering the cards and magnets.

They will also make club gear available for purchase via the renewal process. This will include singlet, tech-shirt, and hat. Rob will follow up with Vac & Dash about the cost of such items and the included shipping.

- o Gear/Magnets/Hats/Shirts/etc
- o Membership Cards

- **12:30 – 1 Board Expansion**

The board voted to add one at-large position to the club board. The reason for the expansion was to create an odd number of positions. Therefore, no board vote could ever end in a tie. Bill will make the necessary modification to the club's bylaws and have it ready for review on or before the club's Nov. meeting.

- o Expand the club board to 11, 13 or 15 members
- o have an executive committee and a distance committee
- o Executive Committee (Pres, VP, Sec, and Treasury)
- o Distance Committee Members (optional attendance at Executive Committee Meetings)
- o expanding to an odd number
- o Amendment to the Bylaws required.

- **1-1:30 Board Meeting frequency**

With the club shifting to a committee structure next year, the board will change its meeting schedule. Board meetings will be held in Jan, March, May, July, September, November, and December. The January meeting is necessary to elect club officers. The club bylaws require an annual December meeting to recap the year and announce new club officers. The months of Feb, April, June, August, and October will be used for committee meetings. Those meeting will be held at the discretion of the committee members.

- o Creating an executive committee (Pres, VP, Treasury, and Secretary)
- o Meet every 3 month.
- o Jan full board meeting, then executive committee meets (March, June, Sept)
- o Dec - Annual Meeting which is the full board.

- **1:30 – 2 Board influence**

Eric proposed creating the committees listed below to help handle the task of running CRC. (Each committee will have a lead organizer. For organizational purposes – this will initially be a CRC board member, but over time, this position could shift to a non-board member). The

- The committees will be the following

- Membership – Lori (surveys, dues, club renewal, new memberships, etc)
- Sponsorship & Advertising – Eric

- Community – store relationships, charities work, volunteer activities (??)
- Communications – Dave (newsletter, social media, and website)
- Running (Racing/Competition) Events – Mike
- Social Events - Wendy (this includes picnics, happy hours, lectures, and club outings)

- Expanding board influence by building out a committee structure involving non-board members. (covering areas such as: membership, events, social, sponsorship, etc)

- **2 – 2:30 Club Branding**

The club branding discussion rolled in the above topic. Between sponsor, advertising, and the communications committees, the club branding within and outside the running community should be addressed.

- Better recognition by the community
- Expanding CRC's reach in the running community and Charlotte community as whole.
- Better work with different "regional" running groups in Charlotte area who may not feel CRC is close enough/relevant to them --such as Davidson, Gastonia, Huntersville, etc.
- What makes CRC different from all of the other running/social groups in the area (and thus worth the membership fee). What can we offer members that other groups can't?

- **2:45 – 3 BB&T Stadium Run**

The cost of holding a BB&T Stadium Run was more than expected. To hold such an event would likely need major sponsorship dollars to make happen. At this time, CRC could not see proceeding with this initiative.

- **3-4 Wrap up & Open Topic**

Lori opened this discussion by asking what our club goals. Bill commented that we need to revisit club goals again. At one point, the club had a list of 1, 3, and 5 year goals. Revisiting these goals could help give the different committees better insight toward their purposes. This will be a topic for a future board meeting.