

Agenda April 10, 2018 Board of Directors Meeting

Call to Order: 7:00pm by Jon Guthrie

Members present: Jon Guthrie, Sara Guthrie, Bill Krause, George Hoskins, Ann Krause, Dave Allen, Shelly Allen, Bill Page, Kim Lundy, Kathy Murray, Jennifer Harper, Mike Mayse, Cari Holbrook, Doug Barrows, Scott Hershey

Members absent: Regina Sooeey, Jennifer DeSantis, Jamie Williams, Tabitha Williams

Review and approval of March BOD meeting minutes – a motion was made, seconded and passed to approve the minutes from the March meeting

Officer and Chair Reports

President – Jon Guthrie

- ✓ Growth on Facebook – now up to 1254 likes (+33 since last month and +18.6% since October 2017). Would like to see us surpass JTC's numbers.

Treasurer – Bill Krause

- ✓ March income was \$5900 and expenses about \$9400 (see reports for exact numbers)
- ✓ Revenues: membership money (Gate tent brought in a lot), donations, reimbursements from race events, and races (not much – made much less than last year).
- ✓ Expenses: storage unit, web fees, January newsletter, Gate expo, running class flyers, St. John's track lighting, children's running (a lot to this area because usually they order shirts at the end of the year, but are placing their orders earlier this year), and the last of the scholarship checks was cashed.
- ✓ Net worth of the club as of March 31st was \$98,169.11.

Social and 40th Anniversary – Dave Allen

- ✓ Mandarin Park picnic is the next big social scheduled for 4/22/18 and is the week before the Run to the Sun (4/28/18).
- ✓ Jen is getting final numbers and Publix is catering the event.
- ✓ Mike is bringing tents, plates, paper stuff, etc.
- ✓ Everyone needs to RSVP via Facebook event on the Strider page.
- ✓ Try to get people to sign up for the next two races while at the picnic.
- ✓ May Social – possibly something with Heartland?

Membership – George Hoskins

- ✓ Passed around a card for everyone to sign for Annie White, the wife of one of the Striders who recently passed. He found out about the passing after sending out a renewal notice and Annie responded that Dave Butler had died unexpectedly of a heart attack.
- ✓ Between both the GRR booth and tent, we got 28 new members and 87 renewals.
- ✓ As of today, we have 544 memberships: 240 family, 190 single, 66 seniors, 2 junior, and 36 lifetime.

- ✓ People are mostly paying via website with PayPal (70% of renewals and 80% of new memberships)

Strideright – Cari Holbrook

- ✓ Deadline for the May-June 2018 issue is April 20th and will get to the printer by the 23rd.
- ✓ George to put together a recap on the Gate River Run for this issue.

Media Coordinator / Facebook, Instagram, Twitter – Scott Hershey

- ✓ We had a TV set up at the Gate expo, and it might be a good idea to have it set it up and running at all the races.
- ✓ The Driven.net – looking at this as an alternative to runsignmeup. Still waiting to hear what the website fees are, but the pages are neat and less static with a newer style. Can be used to drive people toward Facebook, Twitter, etc.
- ✓ A question was posed about putting volunteer stuff on the website. Scott says they have widgets that can be used for this.
- ✓ Any photos you put on social media, remember to #floridastriders

Marathon High activities – Doug Barrows

- ✓ Season is now over
- ✓ This year, all Marathon High students were offered a \$10 entry to the Gate and to the Resolution run as well as free entry to Run 13.1.
- ✓ The students are being well taken care of
- ✓ There will be another shoe donation box at the Run to the Sun for them.

Running team – Shelly Allen

- ✓ Currently 20 members on Team 1 and everyone but maybe one person is wearing the singlet and being great ambassadors for the Striders.
- ✓ Would like to pick a new shirt or something for Team 1 members as a thank you for representing us at the MD5K.

Old Business: - Jon Guthrie

- ✓ Backdrop for photos has worked out great. Board approval needed for this purchase of about \$300 which also included the stand. Motion to approve made by Dave Allen, seconded by Bill Krause, and approved by the board.

New Business:

RTTS budget – Bill Krause

- ✓ Budget approval needed
- ✓ As of now, there are 515 runners registered
- ✓ Lost Sun Tire as a sponsor due to them being bought out by a different company, but we did gain Florida Eye Specialist as a sponsor.
- ✓ Kohl's has a new volunteer system and all stores are combined so the amount that we get from them will depend on the number of volunteers they have sign up.
- ✓ We are getting \$500 for this race from OPMC, \$500 from Dentistry for Children, \$500 from Vaughn motors, and we got Heartland for another 3 years.

- ✓ Expenses:
 - race flyers (\$300) – we are doing more social media advertising instead of flyers and this seems to be working better.
 - Race day food – new Costco manager wants to contribute water and fruit but we haven't confirmed yet
- ✓ Roads are going to be closed on race day that will affect the route. Doug Alred is willing to help redesign the course.
- ✓ Projecting a profit of \$4100
- ✓ Motion to approve budget was made by Mike Mayse, seconded by Doug Barrows, and approved by the board.

Run Class –

- ✓ Headed up by Vicky Connell
- ✓ Started last week at St. John's Country Day School Track
- ✓ About 17 people in the class so far.

Board members for next year

- ✓ Everyone present today will continue next year
- ✓ 3 current members wish to leave: Tabitha Williams, Jamie Williams, and Jennifer DeSantis
- ✓ 2 members wish to join the board: Vicky Connell and Stephanie Watson.

RRCA Convention – Jon Guthrie

- ✓ attended the convention this year with Sara Guthrie and got a good idea of how RRVA is involved, got info on insurance, lectures on injuries, met and ran with Meb, went to the expo, did the Cherry Blossom 10 Mile Run
- ✓ Had breakfast with Hal & Rose Higdon
- ✓ Learned a little about web technology for recruiting people
- ✓ Will write up something to add into the newsletter

Memorial Day 5k budget – Scott Hershey

- ✓ Sponsorship money comes out to \$4016 (\$375 from UF Health and \$333 from Regina)
- ✓ Medals cost a bit more this year
- ✓ Motion to approve budget with changes made by George Hoskins, seconded by Cari Holbrook, and approved by the board

Holiday / Christmas party - Jon Guthrie

- ✓ Date reserved for 11/24/18 (Saturday) at Haskell, the only Saturday available between Thanksgiving and Christmas
- ✓ The only complaint from last year was that the party was on a weeknight

Strider cruise – Jon Guthrie

- ✓ Looking for possible dates in Spring 2019
- ✓ Going out of Jacksonville:
 - 5 night: \$877/couple for interior room, \$967/couple for ocean view, \$1500/suite
 - 4 night: \$858/couple for interior room

Upcoming Events:

Annual Picnic at Mandarin Park 4/22/18

Run to the Sun 4/28/18

MD5k 5/28/18

Destination Palatka for Beck 5K 6/2/18

Family Fun Day at Hanna Park (summer date TBD)

Official 40th anniversary Celebration (Fall date TBD) –

✓ possible locations are OP Lions Club, Hilltop, Haskell

Destination Las Vegas Rock n Roll 11/11/18

Hog Jog 2018 / RD and date TBD

Motion to adjourn made by Scott Hershey, seconded by Ann. Meeting Adjourned at 8:40pm