



October 11, 2016  
Orange Park Library

- I. Call to Order: The meeting was called to order at 7:04pm. In attendance: Bill Krause, Tara Showalter, Gordon Simms, Kim Lundy, Ann Krause, Cari Holbrook, George Hoskins, Sara Guthrie, John Guthrie, Shelly Allen, Dave Allen, Bob Fernee, Jaime Williams, Michelle McCullough
- II. Review of Minutes: No meeting took place in September and therefore there were no minutes.
- III. Officer Reports
  - a. President's Report – Michelle McCullough (8 mins.)
    - i. Marathon High – Virtual Half Results – raised \$477 through 11 donors
    - ii. AT 25/50K USATF Championship – Angry Tortoise was chosen and we will receive promotional coverage for the event and they will provide the championship awards.
    - iii. RTTS Date Change – April 8<sup>th</sup> is the new date for the run.
    - iv. Jenny's Pennies – there is a conflict with Marine Corps Half Marathon but the event will still take place.
    - v. Jax Bank Water Stop – volunteers are needed for the Striders water stop on December 18<sup>th</sup>.
  - b. Treasurer Report – Bill Krause (8 mins.)
    - i. August and September Financial Summary: Reports were reviewed in detail by Bill Krause.
- IV. Committee and Director Reports (20 mins.)
  - a. Ham Jam Update (Bob Fernee):
    - i. Good number of volunteers so far
    - ii. JTC is advertising the event
    - iii. 30 people have registered so far
    - iv. Entry fee goes up on the 16th
    - v. Michelle to send out eblast
  - b. Marketing & Sponsorship
    - i. Need HELP!! Everyone needs to be actively seeking sponsors
    - ii. Now is the budget season for most companies
    - iii. No minimum really but prefer \$250
    - iv. Bill to spend sponsorship email request letter to everyone
  - c. Race Volunteer & Registration
    - i. Nothing to report
  - d. Social
    - i. Jenny's Pennies
    - ii. Pumpkin Run – possibly bring tent?
    - iii. Thanksgiving Tent

- iv. December – Holly Jolly Pub Run
    - 1. 3 mile route in Avondale?
    - 2. Charge \$5 per person to participate?
    - 3. Flashers and Jingle bells
  - e. Membership & Merchandise
    - i. Currently no discount for multiple year registration
    - ii. Possibly give 3-5 year discounted registration?
    - iii. Ideas to encourage multi year registrations? Special prize?
    - iv. We will revisit at the November meeting
  - f. Scholarship
    - i. Nothing to report
  - g. Children’s Running
    - i. Nothing to report
  - h. Running Team & Adult Running
    - i. A few members had to leave due to injury, etc
    - ii. Adding Kim Lundy
    - iii. Need to come up with a list of criteria and a process for adding members by the beginning of 2017
  - i. Awards / Hall of Fame
    - i. Presentation at Jenny’s Pennies – the plan is to present the awards after initial refreshments and during the ‘special announcements’.
    - ii. Run an article about it in the local papers?
  - j. Stride Right
    - i. Deadline for submission 11/15
    - ii. Items to add:
      - 1. Reginas trip
      - 2. Charlie – Angry Tortoise
      - 3. Resolution Run
      - 4. Senior Games
  - k. Gate River Run
- V. Old Business (4 mins.)
- VI. New Business (4 mins.)
- VII. Announcements – Next meeting is at Pinch a Penny on 11/15
- VIII. Adjournment

***Mission – Promote and encourage running by educating the community about the benefits of physical fitness and sport.***