

## INDY RUNNERS

Board Meeting – February 9, 2009, 6:00 p.m.  
Meeting Minutes

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**Present:** Bethany, Brian C, Libby, Todd, Wanda, Brian S, Byron, Chad, Ivey, Jeff, Jessica, John, Rick, Terry, Tom B, Tom E, Marty, Mike

**Not Present:** Aaron, Will, Bob, Brian G, Curt, DeLen, Matt

### **I. Old Business / Updates:**

- **3 new board members:** Todd
  - Jeff Richardson (newsletter and eblasts)
  - Ivey Long (walker representative)
  - Jessica Cavallo (volunteer coordinator and social director)
  - Reminder – board members need to attend at least 50% of the meetings to stay on the board and so their assignments won't get dropped
- **2008 club financial report:** Libby
  - Todd has 2008 report, and suggests having a brief report each month
  - General comments - cash flow is up from last year, but in the summer will be a better comparison; we have more sponsors than last year; spent more on newsletters, changed postage, more members to mail to; spent more on refreshments and less on snacks; see comparison between training programs, shirt account coding difference; Costa higher number in 2008 vs 2007; spent more in printing for training program booklet; Brian C could go back and get some better comparison numbers; Brian C will give Libby all the info he has; Libby will work to keep better records so we can have better comparison numbers, will lead to better board management of finances
  - Libby clarified that the club is ok as a not for profit with a balance because we aren't generating income from unrelated business and all the money goes back into the club for club expenses; we will file a 990EZ form for IRS
  - Since Libby is treasurer and accountant, there will need to be an oversight committee; the bank statements should be sent to a different address; Brian and Libby will work this out and Libby will make a recommendation on the oversight committee
- **Membership:** Rick
  - See handout of comparison numbers; we have more training program participants than last year, a few more will trickle in over the next few weeks; only half of last years participants are in the program this year; what about offering a discount if you participated last year?; what about people who join in the middle of the program, or who drop out in the middle of the program and don't do the mini and don't come back; what is the 500 Festival rate of people who do the mini?
  - Just sent out letters for renewals; targeting people who didn't renew last year; next time send out reminders in a timely manner; need to mail an invoice just like mailing any other kind of bill; need to work to retain members
  - Missed getting membership at Groundhog event, but Rick did get a couple people to join; should have had t-shirts right there to give people that just signed up, but Rick did send out emails to prior Groundhog participants, but need to really focus on getting them right there at the event; we only had 50 members run in the Groundhog
  - At Costa send letter / email to participants and give them an opportunity to join for \$15; at the Dallas running club they have to be a member to run the races, we don't do that, but we should discuss this at the summer retreat board meeting; Todd is doing the Atlanta marathon and their program is \$100 so we need to promote our training program
  - Rick will continue to gather numbers and run comparison reports as the years go on so we can get a better picture of our membership and participation in events, need to get past 5 years for comparison numbers
  - We offer 2 programs – the mini training program and the club itself; if they have done the training program and they are still serious about exercise they should still be interested and there is still value
  - Need to survey people who don't renew, like the Groundhog participants, if they run only because it's free, maybe we should rethink about the event being free and giving them all the free club stuff
  - Do we offer gift memberships? In the last mailing of the newsletter put the renewal form
  - Outrun the Sun event wants to connect with Indy Runners to increase participation
  - Website should promote more of the club benefits and activities; **Assignment** – Chad: add Gray Goat Sports as sponsor to website

- Retail shops promote IR memberships; if possible it could be added to their purchases; they could have an IR shopping night and IR could provide refreshments, Mike and Marty seem to think this is possible; this should be discussed at the retreat meeting
- **Sam Costa:** Terry
  - Registrations - Rick is getting email registrations and Terry is getting hard copy registrations; currently about 100 people registered; set the cut off date so people will be encouraged to pre register and reduce day of registration, last year about 25% of the people registered that morning; charge a higher fee for registering that morning; day of registration they only get a timing chip but no shirt, or maybe very limited supply; there is a maximum of 1400 participants; Marty is doing registrations on active.com; at this time last year there were more registrations so we need to push the event; get tri-fold registration forms in stores; registration is \$50 on race day; **assignment** – Terry – will get info to Todd and Jeff to fix up registration form and get it printed, send to board for approval; **assignment** – Chad – once approved put it on website; **vote** - \$15 bump in price for registration after postmark deadline of March 17 for both races and not guaranteed a shirt, **passed** with 3 voting no
  - Parking - Could be parking issues; maybe use North Beach and they also have restrooms
  - Course - Not able to get course certified for State Championship for RCAA, but will send paperwork for future years; finish line is going to be where it's supposed to be; this will be different from past years; finish by the lobby and start location is yet to be determined
  - Logo – will email shirt logo shortly; optional apparel will be available to order from the website; there will not be an inventory, they will be ordered then purchased; the polo shirt is embroidered
  - Volunteers – need to get a more professional volunteer form; this needs to be on the website; **assignment** – Terry get form to Chad to put on website
  - Finances – Libby will get checks to Terry in advance for what he needs
  - Legal Stuff – paperwork from Carmel Town Board will come back this week; insurance USATF and additional insured like Carmel and police will be done online at RRCA.org
  - Timing and Scoring – done by Marty
  - Marketing – send out eblast, Todd and Jeff will work this out; **assignment** – Brian - send out invitation on Facebook; Facebook has IR Costa link, also add summer / fall training program info
- **Mini Training Program:** Brian C
  - Weather has cancelled the last 2 weeks, but we WILL have training tomorrow so be there! Moved the mileage back a week
  - Seminars – **assignment** - Todd will modify schedule because of cancelled training; check to see if we can use gym instead of classroom; Heather Fink from NIFS will be here on the 17th
  - Butler – may have basketball game conflicts; may need to move March 10 to March 12
  - Pizza – tomorrow is also pizza night; need 4 tables in front
- **Social:** Curt not at meeting; Jessica will work on social schedule
- **Volunteers:** Tom
  - On Feb 13<sup>th</sup> Todd and Will will run the volunteers for Butler game; still need volunteers for Friday and Sunday; on 26<sup>th</sup> need 4 more; on 28<sup>th</sup> need 8 more; the early sign up and incentive program is working! Karen S has worked 13 games, Berry L, Steve W, and Ivey all have over 10 games; is there an award for over 10 games? Thanks to the board for sending out emails asking for additional volunteers; there will be about 16 or 17 people that will get the \$50 check for volunteering; security does the Horizon League and not IR; maybe we should plan a social outing after the ticket taking and give them a ticket to the game; this is working out so much better than in the past
  - Big round of thanks to Tom! Yeah!

## II. New Business / Open Discussion

- **KLA:** Todd
  - Ivey has volunteered to be onsite and will need the display boards for the running / walking / health fair; she will also need some newsletters
- **Sponsors:** Todd
  - A retail sponsor can show up on any Tuesday during training nights and talk to people; they could take orders for merchandise and deliver it the following week; this should be equal for all sponsors; this has always been an option, Mike and Marty would like to do this (actually Marty's idea); maybe let Brian C know in advance so it can be promoted; have retailers at training program event since it offers value to members; **assignment** – Todd – will selling stuff be a problem with Butler, ask Karl
  - Sponsor package is equal rights for all sponsors; anything that's already being done will not have exclusive rights for naming that event, but if you bring in something new to the club / event / whatever and then that retailer / sponsor can get naming rights; in their contract if it's a new event they can name it
  - How can we get additional sponsors like Anthem, Clarian, etc? IR has not asked them

- IR merchandise and scholarship program – Marty would like to put IR stuff in his store, eliminate Tom from having to follow up on stuff, we could have our own rack, promote IR, change our merchandise so that if you want IR stuff go to one of the four retailers, no apparent down side to this and we may get new members; they will price shirts according to what's already in their stores; buy merchandise through retailers and they sell it, we get payment plus royalty, IR doesn't want to really make lots of money on this, percentage of profits could go to scholarship fund; Brian and Will want to be involved in scholarship program, \$1500 and 2 for \$500, see handout; **assignment** – Todd – will send out scholarship form to board for approval plus give back programs; IR could have specific volunteer inventory; IR will sell all merchandise at retailers and online, redo the website to point to retailers
- **NIFS and IR collaboration:** Todd
  - Todd is working with Heather on collaborating the 2010 training programs; participants will be able to trade training nights
  - IR could get all their participants after the mini because they don't offer any kind of summer or fall training programs

Meeting adjourned

Next meeting date set for March 9, 2009 at 6:00 pm at Aristocrat Pub

Submitted by:

Wanda Black

Secretary, Indy Runners