

# INDY RUNNERS

Board Meeting – April 13, 2009, 6:00 p.m.  
Meeting Minutes

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**Present:** Brian C, Libby, Todd, Wanda, Aaron, Brian S, Ivey, Jeff, Jessica, Rick, Terry, Tom, Will, Marty

**Not Present:** Bethany, Byron, Chad, Curt, John

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

- **Brief Financial Report:** Libby
  - \$3,000 more in cash, the apparel made the difference; see report handout; Terry has 90% of Costa expenses turned in so next month the report will be more accurate; she would like to compare big expense club events like the Costa and mini training; she will do quarterly reporting and get comparisons; noted it's difficult to get financial info from Active.com.
- **Membership Report:** Rick
  - 699 active members, up from 725 last year
  - the training program has 50% renewed from last years program; retention is about 57%; lots of people sign up for the training program put then don't show up; are the pacers keeping in contact with their groups, getting to know them; should we create an incentive program this fall to get people to sign up for 2010 training program? Jeff has some ideas on contacting people and will work with John
  - snail mail dues reminders is working; in Nov. 2009 should send snail mail billing and they can also renew on website; at all social events promote the club and membership
  - Rick will get numbers for age group retention so we can focus on those groups; we need to set a retention percentage for the club so we have a goal
  - For the Costa, only 18% of participants were club members; we introduced the ¼ marathon to get more members but it didn't happen, why not? If they run the Costa could they automatically become a member? Why aren't the other 80% of the participants members; should we start taking credit cards to make it easier? For the Costa we need better promotion and marketing, and generally better organization; should have done a survey
- **Sam Costa:** Terry
  - Acknowledged everyone on the board for all their hard work to make the Costa a success!
  - Participants: 2007 = 480, 2008 = 564, 2009 = 710 (1/4=281, ½=429); course has been certified
  - Scoring: 5 – 10 people not timed – don't worry about it; few glitches in timing and Terry found and corrected those; 2 people cut the course short and had to redo a couple of awards
  - Shirts: Infinity delivered the shirts late and shorted the order
  - Sentry volunteers: too many chiefs and not enough Indians; poor planning on where they were to be stationed; poorly coordinated; the map helped; Mic was having a 'bad day' and he wrote 'the book' on how to place people
  - Project Plan: need one because this is too big a job for one person to handle; discuss this at another meeting; committee to handle this is: Aaron, Jessica, Wanda, Ivey, Terry and Robin
  - Vintage shirts: \$200 for the scholarship fund
  - Race Day Registrations: 101 people (1/4=39, ½=62) for a total of \$4500
  - Clean up activities: 30 awards to be mailed; deal with sweatshirt shortage; gather race day registration details
  - There will be a follow up meeting with the church folks
  - 2010 planning:
    - Marcia G – finish line food
    - Mic – course management
    - 30+ free registrations from church volunteers; pre print the applications
    - move the event down to North Beach (out of church lobby) because they have more room; Terry and Marty will work on this
    - continue to get board involvement and other volunteers
    - invest in a marketing plan
    - these are growing pains because the race is becoming a bigger event
    - possibly change the ¼ course
    - possibly hire a race manager
    - Terry is writing a 'Costa Book' on how to organize the event
    - 40<sup>th</sup> recap will be in newsletter next issue
- **Registration Update, RRCA State Bid, etc:** Chad, Terry, Todd
- **Mini Training Program, Post Race Tent:** Brian, Todd
  - Todd sent out map on tent location in Military Park; there will be people at the tent all day, Steve Moody

- Todd will contact subway – 350 sub sandwiches; lost our Frito Lay contact, Ivey has a contact with O’Malias to get chips
- Tomorrow’s training – might rain, 10 mile run, Brian S will set out cones, there will be 2 waterstops
- Geist marathon – will have handout for 2 additional weeks of training (basically repeats the last 2 weeks); Jessica will have the club tent there; 10 members participated last year
- Brian will put together a manual to help Tom run the mini training program for next year
- Thanks Brian – the training program went so smooth this year!!!
- **Social Calendar:** Jessica
  - We are a social club; family events are Indians game and a summer picnic; there are already socials after some Thursday and Saturday club runs; if you have any ideas please forward to Jessica; the board members need to show up and promote the events; the calendar will be published in advance and get RSVP’s; possible to use email invites
- **Indy Racers:** Aaron
  - Tent issues – sometimes we have it sometimes we can’t locate it, need to use it at events so people will know where to gather; sometimes there is a conflict with the training program
  - The schedule of races has been modified; Aaron will see if Michelob Ultra will sponsor a new tent, cost is about \$700
  - St. Patrick’s day race – in 2010 will get discount and will have club logo on website
  - Indpls. Monumental Marathon – will give us a discount and they want pacers
  - July there is a marathon relay – this is creating enthusiasm
  - Need to make sure Indy Racers are Indy Runners members – Rick and Aaron will compare lists

## II. New Business / Open Discussion

- **Fall Training Program:** Todd for Bethany
  - need a new point person; need someone to be in charge of buying food, set out cones, announcements, waterstops (over 6 miles – 1 stop, over 10 miles – 2 stops), disassemble and store club stuff; Brian C will put together a check list of what needs to be done
  - need to promote that it’s free to club members; there were about 50 people participating last year, maybe there should be a surcharge? It starts in June and people are already asking about it; should there be an incentive program to get more participants? Should have handouts in the tent after the mini
  - John and / or Byron could be volunteer coordinators
- **Club Storage:** Group
  - need to revisit this topic; just put it in the budget; eliminate the inventory confusion; currently stored in Jessica’s garage; she will start the inventory list; maybe buy a trailer like Indy Racewalkers Club (retreat subject)
- **IR Scholarship:** Group
  - Brian and Aaron want to do it this year
- **NIFS Meeting Next Steps:** Todd
  - Effective for 2010 training program; April 23<sup>rd</sup> meeting to talk about combining the programs; IR has a larger group than NIFS; maybe try some things together this fall
- **Geist Half Volunteers:** Tom
  - They need back of the pack sweepers, every 2 volunteers we get 1 free entry; put on FaceBook page to ask for volunteers
- **Shoe Donation Time:** Group
  - Jeff will include this in the next eblast; Todd has an outlet for all the collected shoes
- **Post Mini Club Ideas:** Group – not discussed
- **IR Apparel in Sponsor Stores:** Group and Retail reps.
  - Marty suggested we create a revenue structure and offer it to sponsors/retailers; maybe short sleeve shirts, singlets (not Indy Racers) and hats to start with; great for our members and out-of-towners here for conventions; include membership forms; necessary to make a profit? Tom, Todd and Will will work on revenue structure
- **Other:**
  - Jeff – charity donations, from shirt sales a portion goes to a certain charity? Has extra copies of newsletter for board members to hand out; submit stuff to Jeff for next newsletter; April issue is mostly about the mini; June will be mini wrap up; will change type and colors to make it easier to read; create a survey about the newsletter
  - Marty – next are 2 long races with a ½ marathon on a trail, asking IR for 25 volunteers; IR get percentage to go to scholarship fund; send email to board to approve for a new event opportunity

Meeting adjourned at 8:30 pm

Next meeting date set for May 11, 2009 at 6:00 pm at Hogs Head BBQ

Submitted by:

Wanda Black, Secretary, Indy Runners