

Colonial Road Runners Board Meeting Minutes

Tuesday, December 3, 2013

Meeting began at 7:05 PM at Williamsburg Regional Library, Room B

Present: Brenda Mitchell, Stan Rockwell, Jim Winthrop, Jim Goggin, Mike MacDonald, Bob Walker, Rick Platt, Will Murray, Greg Dawson, Steve Menzies

Absent: Randy Hawthorne, Ron Henn, and Jennifer Quarles

1. Annual CRR awards banquet the last weekend of January – Rick sent out email today to a dozen people about helping out. Janis Kailos may help. Preference is January 25 at 5 PM. Greg may help. Rick also listed others who may help. Windsor Forest is the probably location. Brenda will check on the availability of the site.
2. Proposed adjustments to the CRR Grand Prix point scoring system. There may be 22 GP races in 2014. Current system is the best ten races count. System should encourage people to run the races. Board voted to recommend that the best 12 races count. Grand Prix contenders designated by Rick will make the final decisions. Number 1 tie breaker is CRR membership. Second is head to head competition. Greg suggested total accumulated GP points be second tie breaker, Rick, suggested it be the third. Head to head won the vote, total points to be suggested as 3. Other tie breakers will be determined by the contenders as well.
3. CRR clothing sales, including website photos and descriptions: Will Murray and Steve Menzies. Will has been selling sweat shirts at the races and reports good sales. Still have a big inventory of the clothing which Will is keeping. The Fry family is also willing to store the summer clothing. Steve has one of every item and has pictures of the gear in .JPEG format. He and his son will put them on a web page as tables with pictures and descriptions for the web site. He hopes to get that done over winter break. Sales will be local. Viewers can look at the pictures on the site and email Rick as to what they want to buy and can pick them up at races.
4. Publicity for CRR races. Several races had low attendance this year. The board looked at ways of expanding publicity via web, running site calendars (RRCA, Runners World, Washington Running Report, Running in the USA, etc links to most are on the utilities page of the CRR website.), print media, press releases, etc. Races can be added to online running calendars. Coordinate through Rick. Both Google and Bing list the CRR website schedule page as the top return when you search “road races in Williamsburg, VA.” There was a comparison with the turnouts of CRR versus races such as the Run for Chocolate and Color Me Rad. Those races are very different in set up, planning, for profit, etc. They also rely heavily on online registration. Race directors are currently responsible for publicity and vary widely. Some races have no online registration and do little publicity, while others put much effort in, and the numbers of participants tend to reflect that. [Note: There was a draft of a race manual for directors put together a couple

of years ago to give guidance to those wanting to sponsor a race and to those directing a race, but that was dropped as not necessary.]

5. Flyer distribution for CRR races. Flyers were available after the meeting for distribution.

6. (This item was moved to first on the agenda and took extensive time.) Tentative CRR race schedule for 2014, including several changes in race organizers and one appealing new race. Also a change with the Achievable Dream Half Marathon and 8K Runs.

Busch Gardens 8K this Sunday. We will assist.

Dec 14 Sleighbell timed by Colonial Sports. We work with them on the finish line.

PTC Sat 1/18, banquet for CRR 1/25 or 1/26 depending on evening or afternoon

Toano Icy 8K – 2/8

Col Half Marathon and 5K 2/23 Sun.

March 1 Warhill HS March of the Lions 5K now a CRR GP race. First sat in March

3/8 Swamp Run 5K

3/22 Yorktown Victory Run

4/5 Queen's Lake 5K – CRR Scholarship Race

4/12 not confirmed Kiwanis Shrimp Fest – Kate Coelln wants to have race at Jamestown 4H Camp. Would be longer than a 5K. May be a 10 K race. Start and parking at Jamestown Beach campsites. Part on cap to cap trail. Should start 10 to 15 min after ferry arrival/departure time due to the associated traffic flow.

4/26 – Run the DOG

5/3 – Walsingham

5/10 50K CRR affiliated race not GP

5/17 Fam Fun Fest at Chick Riverfront Park 1 mile fun run

5/17 Salute to the Military 5K – not sure where yet. And not confirmed

6/7 Run for Mental Health – haven't heard back from Sandy yet. There other sponsor possibilities as well.

5/30-31 Run for the Dream

6/21 Warhill 5K Legacy Soccer

7/12 Run for Scholarships

8/9 Vineyards

8/23 York River SP Lafayette HS will take over

9/6 Hare and Tortoise

9/13 Colonial Heritage

10/11 Run for the Hills tentative

Still waiting on Icelandic 8K to see if that will come back

7. Final two CRR races for 2013, with the usual help needed for the Christmas Town Dash 8K Run (Dec. 8th) and the Sentara Sleighbell 5K (Dec. 14)

8. Summary of fall 2013 CRR races, including Flat Out Events working with the CRR

9. CRR conflict of interest statement – Jim used the RRCA template. Rick felt it was overly bureaucratic and potentially problematic, and also felt it is not necessary because of the low revenue of the club. Tabled. May be simplified and addressed again.

10. Reports from all CRR board members, including membership, team competition, clothing sales, finish line organization, etc.

Brenda - 165 members. Also got \$60 for scholarship fund. Will double check for membership when scholarships in 2014 to be sure they are awarded to members. Over 500 people from Rick's original member list in need of renewal.

Bob - May need to repair or replace clock at some time soon.

Mike - Possible trail race at local two day mountain bike race. Duathlon may also be a possibility.

Stan - Online update: 651 followers on Facebook, 127 followers on Twitter, over 38,000 page views on CRROnline Blog, Williamsburg Running open discussion listserv has 157 members, CRR member listserv has 163 members. Mailchimp is now used for the member mailing list. Yahoo Groups is still used for the discussion list.

Greg gave update on USATF championship races. Greg also did a blog post on CRR Online today about our teams. It was linked to from Twitter, Facebook, and the CRR

website. There had been at least 50 views by the afternoon. The article and team information is at <http://crronline.blogspot.com/2013/12/greetings.html>.

13. Query from Ed Irish about reimbursement for portable lights for intervals for \$271.81. Rick said that the treasury could cover that. We voted to reimburse him with CRR taking ownership with Ed storing them as Bob Wilson does the finish line equipment.

14. Annual club meeting with elections will be after April 15 but before April 30. Date dependent on speaker availability. The Board needs to address this date at that meeting. Currently the By-laws require the meeting to be between February 1 and April 15.

15. Newsletter not discussed. No update on pursuit of RRCA Runner Friendly status for Williamsburg. These old business items were not on the agenda.

16. Meeting minutes approved for Sept. Meeting dates for next year finalized: March 4, June 3, September 2, and December 2 all at 7 PM in Room B of the Williamsburg Regional Library. Stan will schedule the room. Meeting ended at about 8:50 PM.