

SRR Board Meeting – October 6, 2014

Volunteer Activity (Carrie-Anne DeDeo)

Somerville Homeless Coalition 5k (Saturday, 10/4/2014):

We had half a dozen volunteers along the course, and the feedback was that it went smoothly. The only confusion was getting the time slots confirmed with the SHC Coordinator, but that worked out.

BAA Half Marathon (Sunday, 10/12/2014):

Dozen volunteers signed up. Greg Soutiea will be the on-site team captain. Online registration has closed, but volunteers should be able to sign waivers at the event. In years past, Elisabeth Worthing sent a final list to the volunteer coordinator to account for this.

Merchandise (Bradley Harris/Anthony White)

No updates.

Community Liaison (Nicole Tateosian)

No updates.

Financials (Stephanie Finnegan)

No updates.

SRR Kids (Jenn Fonda/Jesse Edsell-Veter)

The program has reached capacity at 50 kids. Long sleeve t-shirt order went in. The target race has been secured (Boston River Run on Sunday 11/9) with a 3.2K and a 5K. Twenty pacers will be needed and Jenn and Jesse will reach out to Carrie-Anne for volunteer pacers, and they will reach out to Stephanie regarding payments for race registration fees and shirt orders.

Welcome Wagon (Dafne Cardamone)

Still waiting on team picture from the 26X1. In a later related discussion, we talked about having a “new member/bring a buddy” night at Casey’s to both encourage attendance but to also bring newer members together. Dafne will follow-up.

Membership (Kathy Hynes)

2015 sign-up to open soon (October 31st) with the promotion we’ve run in the past. Much discussion went on about handling track sign-up (indoor/outdoor vs combo) and the suggestion came up to just have one option for track at \$50 for the year. Next steps will be to get numbers from Kathy on how much indoor/outdoor participation differed, and to check with Stephanie about how this may impact financials. Then board will vote accordingly.

Club Races

Gobble x3 (Bill Bryant):

Registration is open and up to 500. The link is on the SRR website to promote the race.

Race to the Row (Scott Abrams):

Donations were processed on October 2nd: \$4000 for East Somerville Main Streets, \$1000 for Track Pac, \$500 for Somerville Auxiliary Police. The race date has been set for next year:

8/23/2015. Permit was submitted (done online), and food/liquor included in initial permit.

Winter Challenge (Scott Abrams/Deb Downs):

Scott will be stepping down, and Deb will look for a new co-director.

Weekly Run Update

Bur-Run (Gordon): Suggestion to make the Boo-run out of Casey's on Thurs, October 30th. Pub crawl format and people signing up formally through Runreg like last year. Gordon to check with Alison L. and Karen V. about coordinating with Casey's.

Casey's (via Alison Lackey through email):

Alison reported that attendance has been low. We discussed some ideas to help with this: promoting "check-ins" or going to the SRR Facebook page. For instance, someone can post "who's going to Casey's this week? Like if interested", on the premise that seeing your friends participating will spur participation. Suggestion came up to have a "New Member" or "Bring a Buddy" night. New members often ask about the Thursday run, so this could be a good intro. Cook-offs haven't been doing well for a while, but we discussed taking a pause and bringing back the favorites next year: Mac and cheese, Bacon, Chili, Pumpkin have been hits.

Long Runs (Todd Wallack):

Carrie-Anne's idea to have the Google Doc sign-up has been successful. We've had several hosted long runs over the past month and a couple upcoming. Scottoberfest will be on Saturday, November 8th in Belmont. Joe suggested hosting a run prior to Boston. Jenn hosted a run in Brighton yesterday that had a few people turnout.

Competitive Racing (Brian Cullinan)

Lone Gull 10K Recap: 36 runners to make 6 teams. We had the 4th place team in a couple divisions. The next series race is the Manchester City Marathon on November 2nd. Thus far, 28 people signed up. Greg Picklesimer is leading the series. We discussed that we'll have a men's, women's, men's masters, women's masters and spectating teams. This is a huge improvement over last year when there were 6-8 participants in total.

The club USATF incentive pilot has been huge success. A lot of people did Lone Gull and people are excited to participate. If we choose to go this route next year, we can wait until the slate has been decided on and pick two races strategically.

Mill Cities (Brian)

The relay will be December 7th. Sign-up sheet is going on in next couple sheets. The plan is to make announcements at Casey's/Bur-run over the next few weeks. We really need runners in the 20s age group.

SRR Grand Prix (Jesse Morrow)

Jesse came up with a couple suggestions based on feedback and the survey that was sent to the club last week. First, change the name to Grand Prix (drop "winter"). Second, change the position term to be July 1-June 30, rather than the March-Feb cycle like the other board/appointed positions. The provisional slate that we discussed and agreed upon (pending board approval and no conflicts with the USATF Grand Prix):

- December: Yulefest 5K (Dec 14th)
- January: Lazy Dog 3 miler (Jan 18th) (though this was not on the slate and was a write-in, we discussed the benefits of supporting a local race that is put on by a former SRR)
- February: Cambridge Super 5M (Feb 1)
- March: New Bedford ½ (March 15th)
- April: Shifters 5K (April 5th)
- May: MOMs run (May 10th)

Miscellaneous

Elections/Appointed Positions: Due to the previous suggestion to make the SRR Grand Prix Coordinator on a different term than the usual elected officials (July-June rather than Mar-Feb), we discussed also switching the Boston Marathon coordinator and the Kids Program coordinator(s) to this cycle too to allow for full seasons of planning. The suggestion came up to also move the elections for appointed positions to one month after the Board positions are filled to allow for any candidate to put his/her name in for an appointed position if he/she did not get elected to a board position. The Board will decide on positions and terms before the coming year.

Holiday Party: The date is set for January 23, 2015 at the Center for the Arts at the Armory in Somerville. Urvi has asked Carrie-Anne, Dafne, and Pensri to help as they were on the committee last year. Planning will begin soon with Redbones catering and other details.

Marketing Manager:

We had previously discussed the long-term duties of this position and to combine with the PR position come the next elections. In the short term, we need to have individual(s) organize and gather into one drive: logos, marketing materials, names of printing companies and vendors. Additional tasks would include social media and seeking out the right person to refresh content, as well as managing and owning the promotional material such as tent/banners/membership brochures. Currently, some of these tasks are being performed by members. Brendan Kearney is doing a great job with the email blasts to promote each club race.

Adrian volunteered to start to put together a list of printers/vendors, and then to work with Kimi to create a Google Drive directory to gather all materials.

As a longer-term/broader solution, we discussed having a “Board-designated” Google Drive with folders for each area as it stands on the website: weekly runs, club races, volunteering, long runs, etc., and to have site owners and designated permissions for each folder. The board would have access to the entire drive, and the access would be restricted amongst the general club members. We will discuss this more in detail as the project gets underway.

Next Meeting: Monday, November 3, 2014