

SRR Board Meeting – December 1, 2014

Volunteer Activity (Carrie-Anne Dedeo)

Gobble x3 (Thursday, 11/27/2014 - Recap): As of Tuesday night 96 people had signed up to volunteer the day of the race via the registration page. Others volunteered for early number pick up and at sticker night. There were more tshirt and number distribution volunteers than needed on race day, but some spots were unfilled at other times. Those who signed up to volunteer during the race (beginning at 8:30) received their assignments with everyone else at 7:30 but didn't have anything to do until 8:30.

Volunteer Incentive Program (Molly Crellin, Urvi Mujumdar, Carrie-Anne Dedeo)

In response to recent concerns regarding levels of volunteer participation, the recent volunteer coordinators met to discuss how to increase volunteer participation and prepared a summary of our volunteer needs over the last three years. The summary shows that our volunteer numbers have been pretty consistent, with the recent exception of the BAA half marathon. We also need to address the perceptions that (1) we are overstaffed on events, and (2) volunteering is not a rewarding experience. We will do a survey to evaluate perceptions and possible incentives. We need a better way to track no shows at all events.

We discussed that the race committee for an event could share recruitment duties with the club volunteer coordinator (e.g., the gobble registration page) and possibly provide event related incentives. As part of this, we need to ensure that race directors and the volunteer coordinator coordinate regarding volunteers, since a number of volunteers directly contact race directors. Also, having race committees specifically identify volunteer needs (including a minimum and maximum number of volunteers needed) would be helpful. As part of this, we are going to develop a template to send to race directors to help standardize the information that race directors provide to the volunteer coordinator regarding their volunteer tasks and needs. We will track this information from year to year to enable us to evaluate those needs and plan for future years.

We discussed the possibility of making volunteering a membership requirement, similar to the current requirement for board members that they volunteer at one club race per year, but concluded that there would be tracking and enforcement issues associated with this type of requirement. We also discussed recruiting volunteers from other organizations such as track clubs and other local organizations who receive donations from race proceeds. We might try to develop some reciprocal relationships with other race committees, such as those in the SRR Grand Prix races that we will be providing with volunteers. One suggestion was to send out a Google form at the beginning of the year for club members to indicate which events at which they might want to volunteer. We also discussed a volunteer incentive program with volunteers earning points over the course of the year, but concluded that a year long program would likely be very burdensome to administer, so any incentives will remain at the event level.

Merchandise (Bradley Harris/Anthony White)

Softshell Jacket and vest designs have been circulated. We plan to make these available for preorder on the website, and would need an 80 piece minimum purchase for the best pricing. Anthony has ordered 3 sizes in both mens and womens for sizing in advance, which should arrive soon. He will bring them to club events for people to try on.

Bottle openers and new coozies are now in stock. Stickers have arrived as well.

Kate will give left over towels from last year's Grand Prix to Anthony to add to the inventory.

Community Liaison (Nicole Tateosian via email)

No updates.

Welcome Wagon (Dafne Cardamone via email)

Dafne will plan to have another new member welcome event at Casey's and will directly contact all new members. The last one, November 13th, was relatively crowded due to other events the same evening. She is hoping to have an event like this monthly.

Membership (Kathy Hynes via email)

Kathy has opened sign up for 2015, including the updated track sign up.

Financials (Stephanie Finnegan)

No updates.

SRR Kids (Jenn Fonda/Jesse Edsell-Veter)

The program wrapped up with November 9th race. The race was great, and race director was fantastic in working with the kids program. The fee was pretty expensive for pacers (kids did not pay a fee). The spring kids program will start in mid March, and the race at the end of the spring program will likely be the Herring run on May 17th. Jenn and Jesse plan to look at fundraising or a grant to help offset the cost of volunteering as a pacer beginning with the program next fall. Overall, program costs should decrease since some costs like reflective vests and background checks will be reduced going forward.

Club Races

Gobble x3 (Bill Bryant): Bill is resigning as race director after this year, but is willing to play a role as a consultant for the race committee in future years. We will need to determine whether we will continue to have use of the garage for the event. Several people have expressed an interest in serving on the race committee.

This year, the registration fee was raised by \$1.00 per runner, and total registration was raised by 100 runners. The traffic and parking department put out the signs for parking this year, which is an added expense over prior years. Overall expenses were approximately \$3600 higher this year, including needing trucks for longer and meals for volunteers at sticker night and garage set up. Unclaimed shirts didn't sell as well as prior years due to lack of \$5 for change. Net income was comparable to last year at \$46,480.

We included an option for runners to make a donation to the Sean Collier Scholarship Fund during registration, which collected a total of \$3,960, all of which will go directly to the Sean Collier Scholarship Fund.

The total distribution requests, as approved, are as follows:

Project Soup: \$23,000

Track Pack: \$6,000

Somerville Auxiliary Police: \$5,000

Sean Collier Scholarship Fund: \$3,960 (direct pass through from donations)

Ultra Around the Lakes (Seth Maleri) (July 24-25th): The new race committee is getting started (Seth Maleri, Jesse Morrow, Urvi Mujumdar, Dafne Cardamone, Melissa Glotzbecker, Eva Kopf-Ridout, and Shaun Miller). We have a provisional approval to use the location. Jesse is working on road permits and contacting the selectmen and DPW.

An Ras Mor (3/22/2015): They put in a bid to be in the USATF NE Grand Prix. Voting on the Grand Prix is ongoing. Otherwise, there are no updates.

Winter Challenge: The race is scheduled for Saturday, January 10th and the registration form will be emailed out shortly.

Weekly Run Update

Bur-Run (Seth Maleri): No updates. There are consistently about 30 runners each week.

Casey's (Alison Lackey/Karen Vitali): The Holiday Sweater Run/Sweet Off is scheduled for December 18th. We are looking into renewing our listing on cool running.

Long Runs (Todd Wallack)

No updates.

Competitive Racing (Brian Cullinan)

USATF Grand Prix series: voting is open for the 2015 series races. Brian and others have been encouraging club members to vote.

Mill Cities

The relay will be December 7th. We have 20 teams, with at least one team for most categories.

SRR Grand Prix (Jesse Morrow)

The first race, Yulefest 5k, has 81 club members registered under the SRR team with a few other volunteering. Jesse has been in touch with the race director for the second race, who will hold off on ordering tshirts until closer to the race to ensure there are enough. The rest of schedule looks ok relative to USATF NE Grand Prix, and Jesse will confirm once that slate is decided.

Miscellaneous

Holiday Party: The Holiday party is booked for the Center for the Arts at the Armory for January 23rd. Registration via signmeup will be up and running soon. Dafne is collecting pictures for the slide show during the party.

Awards: We will discuss nominees for the unsung hero and recognition awards this month.

Boston Invitational Numbers: We received 10 invitational numbers for this year. Molly will email the club regarding the application process.

Marketing/Google Docs Initiative (Adrian Bellando): No updates.

Boston Marathon: The hotel is reserved. It is more expensive than prior years, but there are not likely any better options. Most of the same coordinators have confirmed with Jenn that they will help out in the same capacity this year. Jenn will send out the logistics email to the club soon.

Tent: Anthony has taken over this project and will follow up via email with quotes for 10x10 and 10x15 tents.

Next Meeting: Monday, January 5, 2015