

## SRR Board Meeting Minutes – April 6, 2015

Eastern Bank Community Room – Davis Square Location

Present: Urvi Mujumdar, Kimi Macdonald, Carrie-Anne DeDeo, Nichole Bukowski, Tom Breider, Melissa Glotzbecker, Joe O’Leary, Jesse Morrow, Jenn Fonda, Bradley Harris, Julie Holt, Tinamarie Sanborn, Gordon Pilotte, Brendan Kearney

### Volunteer Activity

- Recaps:
  - An Ras Mor – 3/22 – Carrie-Anne reports that we had about 50 volunteers and no no-shows. It was cold but volunteers were good-natured. We sent survey after to get volunteer feedback and might want to do this regularly in the future. **Carrie-Anne will forward the feedback to the race committee.** All in all, it was an easy race to recruit for.
- Ideas for volunteer participation – Melissa discusses ideas for increasing pool of volunteers by appealing to people not interested in Boston numbers, especially for events without beer afterwards (e.g. Homeless Coalition). Ideas include a raffle, jackets, points toward awards (like the Grand Prix), and reduced entry fees for club races, which could actually spur increased participation. She also notes that it is important for Boston numbers and volunteer recognition to get feedback from race committee about volunteers who went above and beyond. It was also discussed that volunteer surveys after each event will help the overall process. **Melissa will come up proposal for incentivizing volunteers.**
- Upcoming: Melissa reports:
  - Somerville Homeless Coalition Gala – 4/11 – We will need volunteers to direct traffic in the parking lot. Right now, we only have 3 volunteers and they want 8-10. We will probably just give what we can, as in the past. **Melissa will send one more email/Facebook post.**
  - Fun Run with Christopher McDougall – 4/18 – **Melissa will send email for 3-5 volunteers to guide runners.** (There will probably be more SRR people there.)
  - East Somerville clean-up – 4/25 (4/26 rain date) – Melissa will wait a little to put out a call for volunteers for that (after Boston).
  - MOMs run – 5/10 – We’re going to wait a little while to put out call for course support volunteers. Because it is a Grand Prix race, volunteers can get a participation point in Grand Prix and one raffle ticket. **Melissa will connect with Gordon on volunteer needs.**

### Kids’ program

- Jenn says that they have been going back and forth on ideas for spring session race, since they were were not able to start until March 25<sup>th</sup> at Tufts track (original date March 11th). Ultimately, it seems like the kids will be ready for Herring Run 5K, which is in exactly 8 weeks. They are working with us on reduced price and possibly a 2-mile race. (The other option is around the Esplanade the weekend of May 30 and is a little pricey for pacers.) They will try to get some of Nichole's students and kids' family members as pacers. **Jenn**

**will follow up with the board on proposal/plan for pacers (with incentives for club members), probably a reduced race registration code.**

**Financials** – Stephanie is out until after tax season.

### **Merchandise Update**

- Bradley reports that jackets have been mostly shipped out, with a small handful of ladies' sizes on backorder. It was a pretty successful endeavor, a little labor intensive with personalization and sizes and packaging and sorting and labeling. Financially, it was a one-time break even thing, though Anthony has talked about another order in late fall. As for other merchandise, **Bradley will take another look at stock of singlets, short sleeve shorts, etc.**

**Welcome Wagon** – No updates from Dafne this month.

### **Membership – Tinamarie**

- Tinamarie proposes a new member search feature on web, as well as the possibility of replacing membership cards/welcome letters. The new feature is on Sign Me Up, where you can look up if your membership is current. Tinamarie is talking with Kathy about replacing mailing cards to people with an email, which people could just show at Marathon Sports to get discount. **Brendan will help Tinamarie get into the MailChimp account so that the membership email comes from SRR.**

### **Community**

- Urvi shares John Gorvin's suggestion that we proactively reach out to Mayor Joe Curtatone and say that SRR would be interested in endorsing any walkway and/or pedestrian access initiatives.
- John will continue to handle the media inquiries/announcements role. This includes the Sean Collier Memorial Run, which he posted in various local media channels and outlets. **Nichole reports that her neighbor will write something about it in Somerville Times: we'll write it and they'll put it in.**

### **Marketing – Julie**

- Julie discusses a variety of cross-club marketing ideas, including: how we promote both our annual events and our club as a whole (incl. weekly runs and role in community), tools that race directors can use to cross-promote races (email, social media, flyers in bags), signage that we can brand as SRR, and potentially having a blog for the club. To that end, Julie is focusing on creating a toolkit for race committees with templates for marketing materials, sponsorship sheets, etc. **Julie to work with Kimi over the short term on the development of items.**
- A lengthy marketing discussion ensues, in which:
  - Joe and Brendan point out that price increase emails got a lot of registration.
  - Tinamarie suggests getting featured on *Chronicle*.
  - Jesse reports that we just put up a Twitter page and Instagram for 24 Hour Race and suggests having those for every race and for weekly runs.
  - We also talk about having an SRR fan page in Facebook that people can't post to, to which Joe adds the idea of having posts approved in our existing Facebook group.

- Melissa suggests having common hashtags that link back to same place, and Brendan suggests having list of all the Twitter handles and main one has all the others attached under it as a list. He points out Christopher McDougall reached out to us because of Twitter
- Adrian has created a Google drive for centralized location for info with a folder for each race, only accessible to club officers. **Julie, Kimi, and Urvi are testing it out and will send it out after that.**

### **Boston Marathon**

- Pasta party/Sean Collier Memorial Run (4/16) – Urvi reports that it is all set. Alison Lackey is getting link to fundraising page for people to donate to directly specific to that night. Gordon mentions donations to Dana Farber (individual runners) will go to same place. Auxiliary Police will be there, and Dan McGinty will say a few words to kick it off.
- After party at Burren (4/20) – Jenn says that we are getting the back room with bartender and food from 5-8. Jenn will create Facebook page invite to get a headcount, estimated around 50. We will be sharing the space with about 10 of Crystal Campbell's people. Urvi wants the invite to remind people that beyond food in back room, it will be at each individual's expense. Gordon suggests a free beer for each person who runs the marathon (but that is ultimately not agreed to and club will cover additional appetizers and gratuity for staff in back room).
- Cheer Zone/Elite Water Stop (4/20) – 17 volunteers are signed up (all slots taken care of), as well as people to pick up bags at Casey's and Wellington. **Scott will send out email about BAA security and directions/parking.**
- Bus/Hotel (4/19-4/20) – There are still a few spots left on bus. Aaron is taking over hotel responsibility from Tina Mack (who will be away).
- Fun Run with Christopher McDougall (4/18) – Brendan reports that there are two different fun runs on that day, one at noon before 2:00 reading in Boston, other at 5:00 before 7:00 reading in Cambridge. **Brendan will set up a Facebook event and Twitter giveaways.**

### **Club Races / Runs**

- Weekly Run Update:
  - Bur-Run – Gordon reports on the Memorial Run planned for 4/13. There will be a candlelight vigil at 9/11 Memorial at end of run. We could use a couple volunteers to hand out candles. **Kimi will talk to Seth and Paul about setting up Facebook page for it.**
  - Thursday Night Run – As discussed, the Sean Collier Memorial/Pasta Party is 4/16. Possible May/June events include running course backwards and/or a contest to design new course using new stretch of bike path. Alison has talked to Mike about promotional events potentially with Aeronaut, Taza, and Dave's Fresh Pasta. **Gordon suggests having cake for Steve Pepe who is retiring April 30; he will sent out emails to older members.**
- Long Runs - Nichole reports that Kirkland Tap & Trotter and Out of the Blue want to host long runs throughout spring/summer. Suggestion for Walden long run came up again.

- Marathon course recap – 3/28 – Run went well, and there were plenty of awesome volunteers.
- An Ras Mor – Joe reports that the race had almost as many people as last year (when it was a USATF race), and this year we didn't have to pay the USATF prize money. We didn't necessarily make more money because a lot of people signed up early, and we spent more money on two-tone shirts, koozies, and walkie-talkies (which Brian LaValle will hold onto and other races can use). We pulled in \$9500 (a little less than last year), plus 50 signed up on race day. We charged \$40/person on race day. They haven't yet settled on amount to donate. **Joe will send email to board with breakdown for charities.**
- 26x1 – June 27 – Brendan told Matt Malone at Tufts the date via email and cleared it with Tufts calendar first.
- 24H UATL – July 24-25 – Registration is up to 60+. Urvi says we will send blast after Boston to promote it as a BQ course on Twitter and Instagram. Lino is going to redesign logo. Jesse says we got permits. We are looking to intensify relay competition and also try to reach out to other running clubs for teams and ask them for volunteer support at water stops. **Joe will give Melissa Mystic coach's email, and Melissa will reach out to other clubs in area.**
- Race to the Row – August 23 - Julie says we have all permits. Registration is open, and we're working with Federal Realty again. There's a farmer's market in space where we had post party last year, so we may be closer to Slumbrew bar. It costs \$25 till Memorial Day and then \$30 after. **Scott will reach out to Joe about possible one-mile race.** Jenn will be contacted to help out with kids' race.
- Gobble x3 – Joe, Gordon, and Bradley report that the new committee put the permit in and is cementing dates in calendar in new Google drive. They have a meeting set up for the Weds. after the marathon.

### Non-Club Races

- Competitive Racing / USATF GP – May 24 – Joe reports that 18-20 people used coupon code for Vermont City, plus two registered on their own.
- SRR Grand Prix – Jesse shares costs of awards. There will be picnic baskets for overall/AG winners, messenger bags for people who ran 5 races, and water bottles for 3 race people, as well as trophies that will be passed on next year. On May 30, Aeronaut will open at 12:00 for us to host an awards party. Jesse doesn't have pricing on that yet, but he estimates under \$2000 cost for whole Grand Prix. Bradley suggests different water bottle vendor based on past experience. **Jesse will send breakdown + shipping to board for approval.** We should also promote date of party.
- Sponsorship: Somerville Homeless Coalition 5K – 10/3
- Mt. Washington - Tinamarie has an extra bypass code to sign up for Mt. Washington. We can have them each year if we provide 5-8 volunteers. Great opportunity for club.

### Other Items

- Contact info/Disclosure Forms - collected during meeting.
- Google Drive - to be sent out to club officers and board and race directors.
- Set 2015-2016 Board Meeting dates for website
- 20th year reunion/History of SRR – Gordon suggests a year-long celebration with different dates/places : Harpoon beer tasting (Steve Burton's bday?), Eddie O. race, Paul Clark race in fall, approach Slumbrew/invite old-school people to come to Slumbrew beer hall after R2R, something at East End Grille on a Thurs. night. Could bring up some of the history as people come back. **Julie and Urvi suggest adding some of that history info to website.**
- Paulie Collier is moving his summer series to Assembly Row because DCR is not allowing races along river due to widening of Greenough Blvd

**Next Meeting: Monday, May 4, 2015**