

**SRR Board Meeting – May 4, 2015**  
Eastern Bank Community Room – Davis Square Location

**Volunteer Activity – Melissa**

- Proposal for Volunteer Incentive Program (Melissa will send for board review)
- Recaps :
  - Somerville Homeless Coalition Gala – 4/11 (supplied a few volunteers)
  - Fun Run w/Christopher McDougall – 4/18 (event was subsequently cancelled)
  - East Somerville clean-up – 4/25 (4/26 rain date) (1-2 volunteers)
  - Boston Marathon Week (plenty of support throughout the week which has been documented including volunteers at elite water stop/cheer zone)
- Upcoming: MOMs run – 5/10 – So far, 10 volunteers have signed up through the volunteer group Melissa set up on the race registration website. In addition, 5-10 SRR members signed up to volunteer. before Melissa set up group. Pensri says we need 8-9 more people for course support. Micho will be adding a volunteer link to the main race page. In addition, Jenn will talk to Gordon about organizing the kids' run.

**Kids' program – Jenn**

- Mystic River Herring Run – 5/17 – The race organizers are charging us a special flat rate of \$12 per kid or pacer. Last year the race sent the club the full invoice after everyone registered. Only non-SRR member pacers (e.g., parents) will pay the full fee themselves, which they will do by reimbursing us. Jenn will collect the cash and checks from them and then deposit the money at Eastern Bank. Melissa and Nichole may try to recruit Belmont High track girls as additional pacers.

**Financials – Stephanie**

- The board received the April financials with profit and loss details and profit and loss comparisons to last April. There was one \$200 deposit of unknown origin, possibly Anthony from the Casey's pasta dinner . She's waiting for confirmation.

**Merchandise Update – Bradley**

- The jackets have all been delivered.

**Welcome Wagon – Dafne**

- Dafne is trying to coordinate with Tinamarie to get new members to volunteering. She will talk to Tinamarie to discuss which event – maybe the 26x1. Melissa suggests the 24 Hour as another possibility, since it's a good place to get to know people.

**Membership – Tinamarie via Urvi**

- The online system for new members has been updated. There is now self-serve look-up on SRR website. Tinamarie and Kathy are now sending welcome letters electronically with membership card new members can print out. Kathy has now officially sent out last batch of hard-copy cards before moving to the new system.

**Community – John via Urvi**

- The Scholarship Committee gives 3 scholarships per year to Somerville High Students. They met this week and decided on 3 recipients. The scholarships will be given out at the awards dinner on 5/27.

## **Marketing – Julie/Kimi**

- Julie and Kimi are meeting biweekly to work on marketing materials including the following :
  - Mission statement and boilerplate language – Kimi created these from a variety of existing resources. Will be sent to the board for approval.
  - *Somerville Times* article –Kimi wrote a draft to be sent to the board, Steph will confirm donation amount, and C-A will revise. Nichole will find out what lead time her neighbor needs to publish it.
  - Signage and Marketing Materials – Julie is getting the following materials, meant to make it clear our races are our races: 1) 12' x 2.5' banners for 24 Hour and Race to Row, 2) three sets of generic race day signage (bag check, number pickup, all yellow with black with logo in corner) that race committees can check out from storage locker, 3) teardrop banners. She will get approval from board and has already obtained a discount code for Vista Print from Eva. She notes that we can use these signs for several years and that Lino is working on new logo for the 24 Hour Race.

## **Boston Marathon recap - Jenn**

- We had amazing volunteers, including Aaron in hotel room and everyone Scott organized at 30K. Jenn will send around two Survey Monkey surveys to ask what we can improve on, one to runners and one to volunteers. This will help with next year's planning along with documentation/sample emails that Jenn has created.

## **Club Races / Runs**

- Weekly Run Update:
  - Bur-Run – Gordon says that there were 40+ people tonight and also Gordon notes amazing job Burren did after marathon for free. He says we should give them some recognition at some point for their generosity.
  - Thursday Night Run – Alison via Urvi – The Sean Collier run went very well. We are thinking about switching the charity next year to Somerville Auxiliary Police scholarship in Sean's name. We raised \$400+ for the Jimmy Fund this year. In May and June, they have a plan for a backwards run, a run on the new bike path, and popsicles. Mike at Casey's is looking into a promotion with Night Shift brewing, and other local area businesses.
  - Long Runs – Nichole (and Aaron) propose having a standard SRR long run on weekend (even if location and route changes). We will send out Google doc to club, and people can sign up. If someone doesn't host a run, then the run will start from ABP. People can volunteer to be the lead runner that weekend and map out about three possible distances. Groups could naturally break out into paces. They are planning to pilot this idea for the summer. Already tentatively planned are: Scotoberfest end of May, a joint CRC and SRR run on 6/6, a Walden run in July, and another Aeronaut run in August, plus people hosting from home. They will send the proposal to board for final approval and then send out the Google doc this week, with the aggressive goal of having handout at MOM's Run.
- Club Races :
  - 26x1 –Brian and Brendan via Urvi – Greater Lowell and Melrose have signed up teams. CRC and Wicked are TBD. They're using the same signup process as previous years. This year, the race will take place on 6/27 (because of Mt. Washington).
  - 24H UATL – Urvi – We're two months into registration with about 100 people signed up as of last week. Lino's working on a new logo. Committee is working on all other aspects.

- o Race to the Row – Scott – The committee has been meeting biweekly since about a month ago. They got a permit about a month ago (permitting is now done online). It took half a year for approval. The after-party is moving to a bigger lawn because of a farmer's market in the space we were in last year. We have the same sponsors : Ernesto's Pizza, JP Licks, Harpoon. We're adding a fast mile at 9:00, with the 5K at 9:30. It will tentatively cost \$35 for one race or \$45 for both. There is also a free 1/8-mile kids' run. The fast mile will be open to all ages. There will be more family fun activities at the party, including a bouncy house and face painting. The insurance is \$200. Early bird pricing is \$25 till Memorial Day weekend. They'll distribute postcards at MOM's Run, 26x1, and 24 Hour. Federal Realty (Sarah) will send a \$2000 donation.
- o Gobble x3 – Joe via Urvi – The committee had their first meeting and assigned tasks,.

### **Non-Club Races**

- Competitive Racing / USATF GP – Brian via Urvi – VCM next and final run in the club USATF incentive program. He'll report on it at the June meeting. There are other races upcoming for the USATF GP throughout the year.
- SRR Grand Prix and Awards Party – Jesse via Urvi – Jesse is working on securing the date of 5/30 with Aeronaut. They plan to open from 12-2 just for SRR. Jesse is ordering awards.  
ADDENDUM: Aeronaut event was not secured and party moved out to end of June.

### **Other Items**

- Gordon – Harpoon is looking for volunteers to stuff bags for the 5 Miler at their warehouse in Woburn tomorrow night
- Mini elections for positions starting July terms – Urvi - Boston Marathon coordinator, kids' coordinator, Grand Prix coordinator. We'll use the same process as usual elections. Board will appoint people by the end of June (at the 6/29 meeting).
- Google Drive/Club documentation – Urvi – Adrian created a club Google drive more for archival documentation than working documentation. Bradley has archive or historical merchandise stuff that he can add to Google Drive. Access is limited to club officers/board members.
- Storage locker– Urvi – Steph needs to receive emails for payment after situation where they told Joe we were behind even though we weren't. Also, we need more keys (every race director) and need things signed out to prevent people not knowing where items like tent are. To that end, we need physical clipboard and pen. Melissa will organize one-off volunteer opportunity to do full inventory to document for year. We should also organize the space a couple times a year and/or make standard schedule for races a week after race is over.
- Urvi is going to update bylaws this year and the facts & figures/awards & accolades documents on website
- Nichole – 6/3 is National Running Day. She and Aaron are working on planning something.

**Next Meeting: June 1, 2015**