

**SRR Board Meeting – October 5, 2015 – Minutes**  
Eastern Bank Community Room – Davis Square Location

Present: Tom Breider, Nichole Bukowski, Brian Cullinan, Carrie-Anne DeDeo, Stephanie Finnegan (and Saoirse), Melissa Glotzbecker, Julie Holte, Brendan Kearney, Kimi Macdonald, Irene Lanois, Urvi Mujumdar, Tinamarie Sanborn

**Volunteer Activity - Melissa**

- The Somerville Homeless Coalition 5K took place on Saturday 10/3. SRR had approximately 10-12 people signed up to help out. Melissa will follow up to see exactly who volunteered for our records.
- The BAA Half Marathon will take place on Sunday 10/11. Melissa says that we should be all set with volunteers. The BAA wanted 10-12 volunteers, and we currently have 13 signed up, with two more possible. Melissa will follow-up with these volunteers, in response to Paul Clark's email asking the SRR volunteers who are signed up to help at the finish line to also help out at the number pickup tent when they get to Franklin Park.

**Kids program – Jenn and Nichole**

- Jenn reports via email that the program has been underway for past few weeks.
- Nichole adds that we have four parents signed up so far in the new program for parents. Reasons for joining include wanting to be able to support their kids and keep their kids running.

**Financials – Stephanie**

- Stephanie update the board on financials via email.

**Merchandise Update – Bradley / Anthony**

- Nothing new from Bradley and Anthony.
- Melissa reports that she is working with Bradley on looking at options for women's tanktops that are a little bit longer. The company from which we order our current singlets has a women's option that is 2 inches longer and has a racer back. They're also about five dollars cheaper. We will need a minimum of ten to place an order.

**Welcome Wagon – Dafne**

- Dafne is otherwise occupied with the birth of Greta.

**Membership – Tinamarie**

- Tinamarie suggests a discounted membership on Living Social or Groupon as a recruitment tool.
- Urvi suggests sending out \$25 promotional membership offer email to the larger community, which Brendan seconds by suggesting we send it out to entire email list of 7,805 people. Urvi will talk to Tinamarie about getting these email blasts out soon, along with the discounts for existing members' early renewals.
- Nichole shares a parent's suggestion of a weekly run that doesn't start at a bar as a way to recruit a new group of people.
- Tinamarie explains the new electronic membership card, which is sent by email to new members. People can choose to print them out or call them up on their phone by using the member look-up function on the SRR website.
- Tinamarie has also been in contacted with *Chronicle* in the hopes that they will produce a piece on the club and thereby to build awareness of SRR among a wider audience.

**Community – John**

- No updates from John Gorvin.

### Marketing- Julie

- There was a meeting last week about using a newsletter/blog to consolidate announcements, calls for volunteers, etc. We can also use it for member spotlights, race recaps, etc. The content would be managed by more than one person, and the purpose would be informational and for team-building. Julie will put together a mock-up in near future. She is currently looking at technical aspects of blog form (e.g., Blogspot) or other options. We'll aim for December or January for the first edition.
- Julie receive an email from Living Social to ask if we wanted to do deal for race registration. This may be worth pursuing for An Ras Mor. Julie will follow up with Living Social.
- Julie has found some good quality vendors with decent prices on pop-up tents and tear-drop banners. We can get a yellow or black 10x10 pop-up tent with art on sides and top panels from Peak Banner for \$470. It would be good to have an extra tent, and it seems like a worthwhile expense, especially with Race to the Row and 26x1 being profitable. It would cost \$145 to add sides, and a double-sided flag with pole and base is \$184. Julie will put together formal proposal with all the numbers
- Julie needs to reorder postcards (and/or get some from Kimi, who says she has a huge stack at her house).
- Julie set up table at Homeless Coalition 5K and had about a dozen people stop by and ask about weekly runs

### Club Races/Runs

- Weekly long runs/community runs – Nichole
  - We has a community run out of Slumbrew a couple weeks ago. Despite some overlap with a yoga group at the bar, it seemed to be a success. Nichole and Aaron are working on trying to create more community runs.
  - Nichole suggests using variations on a route Mark Duggan mapped out a few weeks ago with Fresh Pond and river, as a set route for different distances for weekly long runs. Tinamarie suggests creating a pace doc and have people commit to paces in advance, so that people know if they have someone to run with.
- Our Bur-run came straight from the Bur-runners, who came back to get their bags because Burren is waxing their floors.
- Casey's update –Urvi reports that Alison and Karen have tweaked volunteer slots to three timers and no sweeps and consequently seem to be having easier time filling spots.
- Gobble x 3 – Tom doesn't know of any problems . Steph says money is coming in from registrations.
- An Ras Mor – no updates.
- Club races : Brian suggests setting aside a line item for reinvesting in ourselves from our (profitable) races and using the money to renting tents, cones, etc.
- 24 Hour : Urvi adds on that runners said that they wanted better/different food, in which case it would be worth raising price, so we can maintain donations to charity.

### Non-Club Races

- Competitive Racing – Brian
  - The USATF Grand Prix series over this year. Participation has been down the last few years, and there's been talk about refocusing on the USATF Grand Prix this year.
  - Mill Cities – We should get word out early this year and emphasize that it's a cool event because it's the only time everyone gets to compete as a club. We want to make announcements at Casey's, Bur-run, and track every week. He will write up text for a

flier to hand out at every run. Urvi is updating Google drive page with announcements for Casey's and Bur-run every week and can make sure that Mill Cities gets in there.

- SRR Winter Grand Prix – Urvi reports that the board gave Jesse feedback via email about his proposal.
- Cape Cod Relay – Urvi reports that we have four teams going down for the Sun., Oct. 25 race.

#### **Other Items**

- Nichole has been researching storage locker alternatives. She still needs to make a few phone call to find out dimensions and then want to find out from race directors which options make the most sense in terms of distance from races. She notes that some require insurance through the rental place. We will need 24-hour access or at least late access. Urvi will send options to race directors.
- Google drive/club documentation/Bylaws – no discussion.
- The SRR Post-Holiday Party is set for 1/22/16, the weekend of Derry as usual.
- SRR's informal twenty-year anniversary is coming up next year (first Khoury's in 1996). It's also the ten-year anniversary of Coach Burton passing away. Urvi will contact race directors about using club colors for race shirts this year in his honor.
  - Brian adds that he and Diona scanned and photoshopped a bunch of photos shortly after Coach Burton passed away . He'll look for them to post on the website.
  - Julie notes that the Homeless Coalition has award in his honor
- Brendan asks if it's time for Somerville to apply to become a Runner Friendly Community from RRCA ? Urvi will loop John Gorvin in on the conversation.

**Next Meeting: Monday, November 2<sup>nd</sup>**