

SRR Board Meeting – November 2, 2015
Eastern Bank Community Room – Davis Square Location

Present: Urvi Mujumdar, Kimi Macdonald, Carrie-Anne DeDeo, Nichole Bukowski, Melissa Glotzbecker, Jesse Edsell-Vetter, Jenn Fonda, Irene Lanois, Tom Breider, Paul Nelson, Stephanie Finnegan, Saoirse Finnegan, Steph's au pair

Volunteer Activity – Melissa

- BAA Half Marathon (Sunday 10/11) – Went well. Had three no-show volunteers. Melissa looked at BAA language about volunteer responsibilities (and rights), including “follow through on your obligations.” Melissa will email Mary Miller at BAA to ask if they send any emails out that restate this when you register to volunteer. Urvi/Melissa will also send out a reminder email to the club prior to Gobble volunteering.
- Gobble (Thurs 11/26) – The committee is meeting on Thursday after Casey's. We may pare down a little bit but not too much. C-A will talk with Melissa about the various different volunteer slots that weren't filled by the Racewire signup before she goes to the committee meeting on Thursday.

Kids program – Jenn

- Boston River Run – 11/8 – Last kids practice is this Wednesday. Not all the parents have gotten back to Jenn about pacing, but they may be able to double up some of the older kids. For the race, they have the same spot by the river as last year to put up the tent and tables. They've been encouraging parents to sign up to be SRR members to get the fee waived. In cases where one parent is a member and another isn't, we are going to ask the non-member parent to pay the \$15 race registration fee or encourage family membership.

Financials – Stephanie

- Steph will get the board financials by this weekend. Last Race to the Row deposit just went in. She has a couple reimbursements to process. We will probably get more Gobble deposits and increased revenue with membership drive.

Merchandise Update – Bradley / Anthony

- Melissa says Bradley placed the singlet order on October 27. Production time is officially 8 weeks, but they may come in sooner.

Welcome Wagon – Dafne

- Dafne (via email) says she gets a lot of inquiries this time of year because of Boston Marathon incentives people want in order to participate. Urvi will get back to her and say that preference (for bus and hotel) will be given for people who have been members for at least six months (October 2015).

Membership – Tinamarie

- 2016 registration; membership blast and renewal promotion – She will send out email this week about \$25/\$45 (discounted from \$30 or \$50) individual/family membership rate for 2016 if you sign up before December 31st, along with Mill Cities signup promotion.
- Ideas for recruitment – coffee shops/campuses – Tinamarie suggested dropping flyers/postcards to promote SRR at coffee shops and on college campuses. We spoke about trying to post information at Boston Sports Club - Davis Square, as well.

Community – John (via email)

- Runner Safety/Making Somerville Runner-Friendly – John has been put in touch with the cycling safety administrator, so we may be doing a SRR runner/cyclist safety workshop. John has also drafted a lot of the Runner-Friendly City application already (for the RRCA designation), even though it's not due till April 1. We could also make Liz a featured speaker with her "Light Up Your Joints" article. Nichole suggested SRR-branded safety vests or other reflective gear (something for Bradley and Anthony to look into).

Marketing – Julie (via email)

- Proposal for marketing materials; follow-ups on newsletter/blog; Living Social/Groupon – Julie is sending teardrop banners to print soon after board approval at last night. She has looked into different forums for the blog and discussed having different authors. Julie reached out (back) to Groupon about doing a promotion for An Ras Mor but hasn't heard back from them. We are also looking to update the good deeds page with updated donation amounts on the website but are talking to Adrian about wrapping that into website redesign.

Boston Marathon – Jesse E

- Hotel reservations; Committee – Tina has already gotten the hotel room reservation. Kathy will do bus coordination again. Need a new cheer zone coordinator this year. Urvi suggests having cheer zone and elite water stop captain work more closely together again to recruit volunteers and create plan for the day. Irene says she can do the cheer zone. We can also be clearer to runners and volunteers in advance about how elite water stop functions.
- Urvi says she should be receiving the invitational numbers this month.
- Urvi will send Boston Marathon survey results to Jesse, Jenn, and board as there was good feedback.

Club Races

- Gobble x 3 – Committee – Tom – As of meeting on 10/22, we have 200-300 more than last year at this time but 100 fewer than two years ago. Quote for new shirts was \$2000 less than what we usually pay. It will have "Somerville Road Runners" on the front. Scott wants to extend the after party to Sligo.
- Weekly Run Update:
 - Bur-Run –Paul, Seth; Boo Run recap – 10/29 – Urvi says Boo-Run was well-attended. Good costumes. Snag with t-shirts but not a big deal. Paul suggests not having shirts in future, and exploring other prizes or swag.
 - Casey's – Alison, Karen V – Prediction run sometime this month. Alison and Karen will be stepping down from this role in March when elections happen, in case we know of anyone with interest.
- Long Runs - Nichole/Aaron – Nichole says she and Aaron have suggested doing long runs once a month rather than once a week in order to bring in new people, with a kick-off event promoted more broadly than existing members. Kimi suggests putting stuff up at BSC in Davis. Nichole also was thinking of a holiday lights run.
- Winter Challenge – Committee – via email from Deb – committee meeting this week, toying with idea of January 8 or 9, will discuss Saturday or Sunday – moving back to Sunday might help avoid conflict with long runs and make parking easier – usual budget for tchotchkes and beer approved.
- An Ras Mor – Committee – no updates – lots of conflicts this year with Cambridge 5K (3/6), Ras na Eirhan (3/13), New Bedford (3/20), and Easter (3/27) – might move from Asgard to Middle East

Non-Club Races

- Competitive Racing / Mill Cities – Brian – registration going okay so far – need more women for open women category (18-29) and more men who are seniors (50+)
- SRR Grand Prix – Jesse – via Urvi – has announced Mill Cities as first race of Grand Prix – everyone who participates gets five points – he will follow up with board on rest of calendar, which is contingent on USATF Grand Prix (for which Joe is at a meeting tonight)
- Cape Cod Relay - Urvi – We had four teams at our first time there. Two teams placed, and we were the fourth club team overall. The Board will discuss making it an annual thing.

Other Items

- Holiday Party – 1/22/16 – The IT band is not available to play (per Brian). Dafne is taking it over. She will do slideshow again and have prizes. Time to start thinking about unsung hero and appreciation awards. Urvi will reach out to Melissa for suggestions for super volunteers and Boston marathon numbers. We will meet about numbers mid-December.
- Storage locker alternatives – Nichole – It matters how accessible it is to people (e.g., race directors) who need to access it. She can do another reach-out to closer places (Uhaul in Medford).
- Awards – Urvi – Need to start thinking about awards for the year: Unsung hero award / Appreciation
- SRR 20 Year/Coach Burton 10 year ideas

Tom suggests sending out a survey about what swag people would like (instead of t-shirts) for races.

Urvi suggests sending out an end-of-year survey to all members about a bunch of topics.

Nichole suggests hosting some kind of networking event for early 20-somethings – recruiting from BSC

could also help with that age group (Melissa). More Instagram, weekly contest. Kimi will talk to Julie.

Long-sleeve SRR tech shirts for Bur-run and Casey's. Show up at Burren with iPad to sign people up some Monday.

Next Meeting: Monday, December 7th – at Burren – Nichole's bday