

SRR Board Meeting – December 7, 2015
The Burren, 247 Elm Street, Somerville MA

Present: Urvi Mujumdar, Kimi Macdonald, Stephanie Finnegan, Saoirse Finnegan, Tinamarie Sanborn, John Gorvin, Jenn Fonda, Nichole Bukowski, Melissa Glotzbecker, Tom Breider, Bradley Harris, Julie Holt, Kathy Hynes, Joe O’Leary, Carrie-Anne DeDeo, Irene Lanois, Jason Lachapelle

Volunteer Activity – Melissa Glotzbecker

- Gobble recap - 11/26 – Ton of volunteers, though quite a few didn’t show up. We need to emphasize Superheroes next year (need more volunteers during the race). Overall, we had more than 100 volunteers, including more non-member volunteers than most club events. We should talk in future about how to draw non-members into the club. We needed a lot more people at water stop after race (more this year because of higher temps) and during the race as well. Jason suggests having SRR members help out at post-race water tables after running the race and/or having clean-up crew come out just a bit earlier and do water stop before cleanup.
- BAA volunteer spotlight – We’re going to be one of first groups spotlighted by the BAA and will be up on BAA website in next week or two. Melissa will let people know when it is up. They liked our community involvement, including our work with the Homeless Coalition
- Upcoming: Post-holiday party 1/22/16 – Melissa is condensing volunteers slightly from last year and will send out a request around the new year. It’s very popular, since you get into party for free.

Kids program – Jenn Fonda

- Boston River Run Recap – 11/8 – Great race. We had about 30 kids run. Volunteers came out. Everything’s settled with invoices. They’re going to start planning for the spring in about a month.

Financials – Stephanie Finnegan

- Reimbursements have been done to date. Steph just needs to do Nov. financials
- Julie asks if R2R donation checks went out. Steph says they did and East Somerville Main Streets cashed theirs recently.
- Only one scholarship has gone out so far. Steph suggests reaching out to two other recipients to see if they’ve submitted their proof of enrollment yet.

Merchandise Update – Bradley Harris/ Anthony White

- Reflective merchandise (Nichole Bukowski) – Nichole found a company that does cool reflective shirts that we could have people wear for runs at night. Urvi suggested doing survey like we did with recent women’s singlets to gauge interest.
- Bradley – Ladies singlets paid for, and we’re expecting them soon. A lot of people have expressed interest in jackets, and they will do another order with shorter ordering window and no sample distribution. We’re low on sweatshirts and ordering new ones.

Membership – Tinamarie Sanborn

- We have had 175 registrations since we opened new link for 2016. Tinamarie will coordinate with Nichole about postcard drop/run. She saw something about social media ads that start at \$10/each. Kimi will look into it and get back to her. We can also boost a post for current SRR fanpage starting at \$5. Julie says that doing so worked well for R2R (which you can see because you get analytics).
- Email through signmeup doesn’t always get through to TM. Bradley says he’s not getting any. Kathy suggests looking into other possibilities, but Urvi says Active has a lot of fees. Still, it’s

worth investigating for 2017. John Gorvin says Brendan Kearney knows a lot about this from his days at Race Menu.

Community – John Gorvin

- Safety talk TBD – John has been in contact with police officer Maryann Manfra. He's going to throw out a couple dates in January/February and check the schedule for the Police Academy training room, which we can use for free. After we choose a date, John wants to meet with Officer Manfra about a framework. He has emailed Brendan about coordinating with WalkBoston on this and invited Liz to show up.

Marketing – Julie Holt

- Kimi set up SRR Facebook fanpage. It has ~100 likes so far.
- Julie ordered the teardrop flags, tent, etc. They should get here in the next couple weeks.
- The first newsletter ready to go in blog post form. Kimi is going to email Jesse, Joe, and Culla to ask if they will write race recaps for future newsletters .
- Kimi is going to post to Yahoo group and Facebook members group an overview of all the marketing initiatives that Julie's been doing for past few months, giving highlights for members of what to look for in coming few weeks.
- Nichole Bukowski – Plans to do an Instagram contest for lights run and something similar in January. The prize could be a gift card to a restaurant or running store.

Boston Marathon – Jesse Edsell-Vetter (via email)

- We still need an Elite Water Stop Captain (other coordinators are in progress). This person will work in conjunction with Irene who is cheer zone captain.
- Boston invitational numbers – application deadline is 12/9 (this Wednesday)

Club Races

- Gobble x 3 Recap- Committee – Joe O'Leary – We made more than years past because Paola found a shirt vendor that was \$4500 less than in past. We made a tiny bit less in revenue but total net income was almost \$4000 more than years past. We increased Collier donations a little bit (rounded up to nearest 100) but kept donations same overall. Joe distributed the financial breakdown and will send a link to final version when it's done.
- Weekly Run Update:
 - Bur-Run – Seth, Paul
 - Thursday Night Run – Alison, Karen
- Long Runs - Nichole, Aaron
- Winter Challenge 1/10 – Committee – email went out to today
- An Ras Mor 3/6 – Committee – There's a good chance we might be part of Grand Prix and also that we will have the post-race party in the big downstairs room at the Middle East.

[Note: Meeting was cut short by closure of the Burren back room. Minutes from end of meeting are abbreviated.]

Non-Club Races

- **Competitive Racing / USATF GP** – Brian
 - Voting for 2016 slates - VOTE
 - Mill Cities recap
- **SRR Grand Prix** - Jesse

Other Items

- RRCA/USATF renewals ; bylaws amendment - Urvi
- Website domain renewals – Adrian – will send proposals to board
- 2015 Member Experience Survey – Urvi
- Race director items: storage locker; line item for race proceeds
- Membership recruitment ideas
 - Postcard drop run/Instagram contest - Nichole
 - Boston Celtics social night
- Holiday Party – 1/22/2016
- Awards - Unsung hero award / Recognition awards – send to board if you have ideas
- SRR 20 Year/Coach Burton 10 year ideas

Next Meeting: Monday, January 4th, 2016