Meeting Description	April 2025 Board Meeting		
Location	Wegmans – Leesburg		
Date Scheduled	4/2/2025	**Time Scheduled**	7:00 PM ET
Start Time	7:03 PM	**Finish Time**	8:20 PM

Attendee List							
Board Members						**Guests**	
X	Kristene Jordan	X	Patricia Miller				
X	Judy Kwitnieski	X	Jeff Rienstra				
X	Robert Meeks	X	Heather Agee				
X	Yu Zhang						

Meeting Topics		
Item	**Discussion Points**	**Topic Facilitator**
1	Preliminary Matters – attendance, establish quorum, approve meeting minutes for last meeting, approve agenda for this meeting.	Heather
2	Treasurer Update – Income, Expenses (past and forecast)	Jeff
3	Membership Update	Yu
4	Club Task Update	As Assigned
5	Survey Results/2025 Goals	Judy
6	New Business	Open

Club Task Update			
Item	**Description**	**Assigned**	**Status/Notes**
1	Website/Technical Administration	Dave/Yu	NSTR.
2	Communication – Email/Newsletters/Etc	Kristene/ Heather	NSTR – no newsletters planned at this time. Kristene to share new welcome letter with Heather for possible update.
3	Run Maintenance – routes, schedule, sponsors	Yu/ Heather/ Jeff	All club members will take a look at runs listed on website to see if any new ones should be revived. Heather will send out for water sponsors starting the first of June.
4	Social – Suds-N-Soles, Memorial Day, Labor Day, Christmas Party, Spotlight Runs	Rob/Pat	Suds-N-Soles is scheduled for Apr 17 @ Loudoun Brewing.
5	Giving Back - Charitable Donations	Jeff	NSTR
6	Giving Back - Scholarship	Kristene	Web form is working. Scholarship is posted with schools and first applicant is in. We will try to present the winner in person.

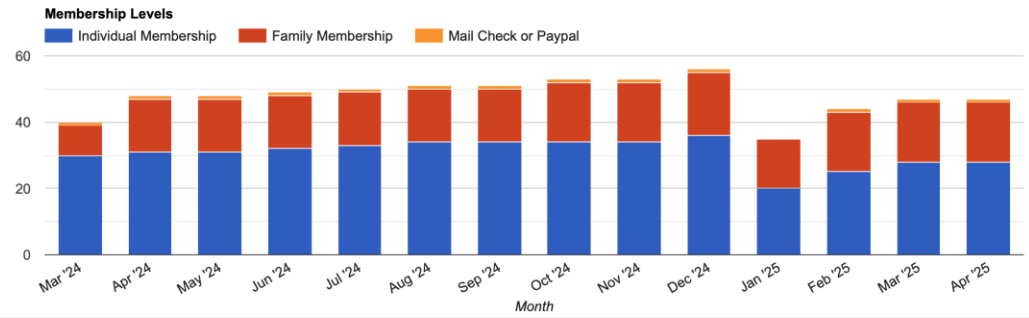
7	Giving Back - W&OD Adopt a Trail and Friends of the W&OD Mtgs	Heather/ Pat	Trail Cleanup this month is scheduled on Apr 26th for the trail-wide Celebrate Trails event. Bags provided – Heather will pick up.
8	Club Business - Wine Country Half Marathon	Kristene	31 May – we have 3 volunteers already – Kristene will petition for more.
9	Club Business - AGM Planning	Judy	NSTR.
10	Club Business - Election Coordination	Tom/Nate	NSTR.
11	Club Business - LRR Swag	TBD	NSTR.
12	Run Club recruiting on the W&OD – water stop and chat	TBD	No POC assigned at this time. The board is looking into coordination requirements and location/logistics options.
13	Strava	Kristene	Kristene has been posting runs on Strava.
14	Social Media – FB, Instagram, X	Heather	Social media presence has increased on Facebook and Instagram and seems to have a positive impact.

Meeting Notes (by discussion Item)

1. Preliminary board matters were completed
    a. Attendance was taken and a quorum established.
    b. Last meeting minutes (AGM) approved via email so no action required.
    c. The board approved the agenda for this meeting.
2. Jeff provided the treasurer update.
3. Yu provided a membership update – 3 new members since last meeting.

Membership Purchases By Level

Membership purchases in the last 12 months, with a breakdown by membership level.



MEMBERSHIP LEVEL	MAR '24	APR '24	MAY '24	JUN '24	JUL '24	AUG '24	SEP '24	OCT '24	NOV '24	DEC '24	JAN '25	FEB '25	MAR '25	APR '25
Individual Membership	30	31	31	32	33	34	34	34	34	36	20	25	28	28
Family Membership	9	16	16	16	16	16	16	18	18	19	15	18	18	18
Mail Check or Paypal	1	1	1	1	1	1	1	1	1	1	0	1	1	1

4. The board reviewed club task status and made notes in the table above.
5. Judy shared the survey results and the board discussed the takeaways.
    a. No change to morning run times or days of the week.
    b. Consider adding an evening run (Judy is proposing a spring walk/run series to encourage newer runners).

c. Update the language on the run calendar that says "no run sponsor yet" to "carry your own water" since some folks thought that meant the run was not happening.
d. Continue marketing via social media. Post a QR Code advertisement at local coffee shops, breweries, and other places (including our coffee and suds-n-soles stops). Add our website and social media links to Strava. Make sure members can find our website when they join our social media groups
e. Consider bringing back some old runs to add some variety.

6. The board was invited to bring up any new business from a board member or other club member.
    a. No additional new business.