



Meeting Description	Monthly meeting		
Date	8/24/2016	Time	7:15 PM ET

Attendee List

Board Members			Guests		
Juanita Constible		Warren Frick	n/a		
Dave Haber					
Joanne Hampton					
Patricia Miller					

1. Preliminary Matters

- Quorum was established. (5 of 7 officers present. Missing: Tammy and Camille.)
- Joanne noted that a correction is needed to the minutes from the last board meeting. The scholarship checks were made out to the recipients’ universities, not the students themselves. Joanne said she’d talk to Camille.
- Agenda was approved.

2. Treasurer Report

- Destination Races has still not paid LRR \$1920 for the Wine Country Half Marathon volunteers. Joanne and Dave have been in repeated contact with them. Once that payment comes in, Dave expects the 2016 Actual YTD to rise from \$1945 to \$3865.
- 2016 expenses are currently at 102.3% of FY16 income.
- We have 87 paid members, including 2 new members and 6 renewals since the June board meeting.
- Dave tested Eventbrite as an alternative to SignMeUp and flagged several significant issues. We agreed without a motion or a vote that Eventbrite was not suitable for collecting membership fees, and that we would continue using SignMeUp for now.
- The Treasurer’s report was unanimously approved.

3. Discussion About Membership Lists

- As part of the Treasurer Report, we discussed whether the email list and Facebook page should be open to non-members (either former members who have not renewed or people who have never been members). Joanne said she has already cleaned up the Constant Contact email list to match our current members. We discussed the Facebook page at length and agreed that it should be a member benefit. (There was also a secondary safety concern of discussing running plans in front of strangers who have never come out to run with us.)
- Joanne moved to remove all non-active members out of the Facebook page after she has individually reached out to them. Warren seconded the motion, and the motion was unanimously approved.

4. New Membership Ideas

- We discussed ways in which to make new members feel welcome. The group largely felt there was no need for a formal mentorship program, as club members naturally tend to play that role on their own. The discussion concluded with two action items:
 - Joanne will approach Tammy and Mike about turning the September 24 mystery run into a "Mystery and New Members Run", possibly with some kind of cookout afterward.
 - Joanne will look into pricing for LRR bumper stickers and/or temporary tattoos when she goes to the print shop for Loudoun 10k Trail Run items. That swag can be given to new members when they sign up.
- Later in the meeting, when the AGM was discussed, Dave suggested that we should all make an effort to take pictures of new members so they can be featured in the slide show.

5. Suds and Soles Discussion

- The first three Suds and Soles went very well. Attendance was a bit low for the first one because of bad weather, but was good for the second two.
- The events have been attracting people outside the club, although it's not clear if we have new memberships as a result. Suds and Soles is also an excellent way to advertise the Loudoun 10k Trail Run.
- Black Walnut Brewery was especially popular, and Pat would like to add two more runs there in late September or October, potentially with an Oktoberfest theme. Black Walnut isn't typically open on Thursdays, but Pat will explore options with the brewery.

6. LRR Website

- The new website is up and running. Juanita is continuing to refine it, including by adding and updating run maps. Several run maps are wildly out of date, so Juanita will bring updates to the board for approval.
- There have been more than 400 unique visitors per week since the site was launched on August 13. (Note: Juanita incorrectly said about 500 during the meeting).
- Action items:
 - Add run sponsor instructions (see related discussion below, in "New Business")
 - Add mailing address to "Connect" page
 - Create comprehensive set of written instructions for the next board.

7. Annual General Meeting

- Heidi has reserved Skills USA for 2/18/17. Backup date is 2/25/17.
- Joanne would like to take a fresh approach to the party, which has been the same for years. Ideas discussed:
 - Silly awards (e.g., Most Sparkle)
 - Dance party, with a flash mob to kick things off. (Heidi is looking into a dance floor.)
 - Black tie optional
 - Academy Awards theme (the Academy Awards are on 2/26/17)
 - Constantly loop the slide show instead of showing it in a separate room.
 - No cupcakes!
- Action items:
 - Board members should come to the next meeting with additional ideas.
 - Joanne will ask for AGM committee volunteers in an email to the club.

8. Scholarships

- The scholarship application materials need to be revised to make things easier for both students and the selection committee. (For example, Emily contacted Dave to ask if she was supposed to get two payments of \$500 -- for \$1000 total!)
- Need to clarify criteria: Are we rewarding leadership, or running skills, or some combination, or something else? Action items:
 - Board members should come to the next meeting prepared to discuss selection criteria, which will help guide requirements
 - Once we have agreed on criteria, we can revise the materials accordingly.
 - Ensure these recommendations are ready for the next board, because we need to start the scholarship process sooner to ensure university deadlines are met. (Some colleges start sending acceptance letters in February.)

9. New Business

- We still need some way of tracking where all the LRR gear is. Juanita will set up a Google Doc.
- There hasn't been enough water at some of the recent weekend runs. Action items:
 - Add sponsor duties to website (see above).
 - Send the duties around to volunteers when Cami solicits the next round of volunteers and then again when the schedule is completed.
 - Joanne will send the original file with the instructions to Juanita and Cami.

10. Next meetings

- Race committee: 7 pm, 9/7/16 at Jim Schatz's office
- Board meeting: 7 pm, 9/22/16. Location TBD.

The meeting was adjourned at 8:38 pm.