



FARC Board of Directors

Meeting Minutes

February 16, 2023

In Attendance: Angela, Jeff, Shawn, Mike (fleet feet), Brian, Vic C, David, Vic B, Carrie, Mike

Called to order: 7:02 by Brian

- Reading and Approval of Minutes: Vic B has a question about the minutes change to \$42,700 in revenue Motion: Angela motioned David 2nd
- Reports of Officers
 - Treasurer's Report (Rebecca)

1. This report covers activities since 31 December 2022

2. We have one outstanding check from 2022:

a. 4618 - Kathleena Mumford (2021 Grand Prix winner replacement check) - I mailed out on November 7 to her new address, but she has not deposited it yet. I reached out (12/14/2022) and never heard back.

3. We received a handful of checks yesterday February 15, 2023) that I will deposit on Saturday. They will be

a part of next month's report, but I just wanted to note what we received here:

a. We received the check from Coldwell Banker (\$4500) that was meant to cover the awards for the

2022 Grand Prix cash prize winners. We only received this late, because I requested it late (the need to request this was not on my radar).

b. We received four more Great Train Race sponsorship checks.

c. We received the January merchandise sales check from Lucky Road (\$436.25).

d. We received the Devil's Den surety refund . . . finally.

4. Things I know I need to do:

a. Shawn, I know you said that the Braswell scholarship check is given through the Community Foundation, but I believe that there was some check that check wrote directly the past couple of year. I will look into this this weekend and get back to you.

b. 2022 taxes . . . I will start planning this out this weekend.

- Motion: Vic B approved, Angela 2nd

- Vice President (Ospreys, etc...) (Vic B)
 - Ospreys comments: Pretty much same as always:
 - 40 kids every Tuesday and Thursday. A lot of new faces weekly.
- President (BP)
 - 2023 Goals (I usually to this in January but... stuff happens)
 - Work towards making the club more sustainable
 - We need to be looking a year or 2 ahead on critical positions
 - Identify key volunteers and develop a plan for "What if"
 - Do we have someone else who can fill the gap
 - 911 "Let's Roll" Endurance Event
 - support request from Katharyn Poplin
 - John Calabese and Kate Moga are planning a free trail run on July 15th
 - Would like us to put it out to the club to participate so that more runners get introduced to our local trails
 - Possibly man an aid station
 - 2023 club pamphlet
 - Do we want to print some
 - If so, who wants to work it
 - Track Series
 - Terry McLaughlin reach out to Kristen about bringing the track event back at JMS
- Reports of Committees
 - Merchandise
 - Merchandise: Working on balancing inventory. Should have a plan for merchandise for the summer season by next meeting.
 - Grand Prix- Shawn
 - The grand Prix medals invoice has been paid by FARC.
 - We will be bringing giveaways and postcards promoting the Grand Prix to the Dahlgren Half on Saturday.
 - Need 1 or 2 volunteers for the FARC Table
 - Next race is Stafford Hospital on April 15 - Need to schedule Meeting with Drea from Stafford Hospital
 - Membership
 - 700!!
 - Social Committee (Jeff)
 - Newsletter (Will)
 - We now have 519 contacts in Constant Contact and this does change our rate plan. Not surprise given Brian's note on membership. Good problem to have!
 - Regarding Constant Contact we have a 69% email open rate overall.
 - Regarding the newsletter, here are the stats:

- a. January open rate was 77.6%
 - b. Desktop open rate was 95.6%
 - c. Mobile open rate was 4.4%
 - Volunteer Committee
- Old Business
 - Plan for Dahlgren Half FARC table (merch, Grand Prix, etc...)
 - Status of RRCA Convention attendees
- New Business

Mike (Fleet Feet)
 oversees 3 stores
 Emphasis on community and resources
 His main job is community engagement
 He is here to see what he can do to help and support us
 Has helped a 5K in Woodbridge with more participants
 Shoe reps covering pub runs
- Around the Table (chicken)
 - Vic B is working on the beer license with MCM for the Historic Half
 - Mike Wood is doing his Capstone Project for school, he is looking for help and if anyone could answer questions. When he is done he would like to share it with the club
 - Audit: Vic B will take on this task.
- Adjourn: 8:24pm David and Shawn all approved