

FARC Board of Directors Meeting

February 15, 2024

Courtyard by Marriott, Fredericksburg, VA

Call to Order

- Meeting Called to Order at 7:00pm by Vice President, Vic Barthelemy

Board Members

- In Attendance: Brian Pessolano, Vic Barthelemy, David Lovegrove, Rebecca Ivester, Andrew Wood, Jeff Haber, Tony Luna, Will Triplett, Tracy Lloyd

- Quorum Present? Yes

Others Present: Vic Culp, Adam DiMatteo, Angela Anderson, John Ashburn, Kristen Loescher

Approval of the Minutes

- Motion by Rebecca Ivester to approve the minutes of January 18, 2024 as circulated
- Seconded by David Lovegrove and carried without dissent

Reports of Officers

- Treasurers Report (Tony Luna)
 - Reports will now cover an entire month (previous reports were mid-month to mid-month)
 - FredNats 5k check had to be re-issued because they didn't receive the original check, which caused the club to pay a bank fee
 - \$6,800.77 was spent on the Grand Prix banquet
 - Received check from Coldwell Banker to pay for Grand Prix awards
 - Lucky Road donations of \$500 each quarter will start 3/2024
 - There were 2 GTR RunSignup accounts and all events have been moved to one account and the 2021 GTR account has been closed. The \$1,080 left in the 2021 account has been moved and is registration money for this year's race.
 - Checks have been sent out for Grand Prix awards, Grand Prix banquet, and FredNats 5k
 - Vic Culp offered to help with taxes
 - Motion by Rebecca Ivester to approve the treasurer's report. Seconded by Brian Pessolano and carried without dissent.
 - Action Item: Tony still needs to be added to the Truist account

- Vice President (Vic Barthelemy)
 - Ospreys now meet at 4:45pm and the start time will continue to adjust depending on the sunset
 - 30 kids came tonight
 - If you come out to help, park in the YMCA parking lot because the Pratt Park entrance will be locked

Reports of Committees

- Merchandise (Vic Barthelemy)
 - In January, the club sold \$377 in merchandise
 - There's plenty of FARC winter wear at Lucky Road (still 50% off)
 - Buffs and seat covers will be giveaways at the FARC table for the next race and will be reported as a loss
- Grand Prix (Shawn Carrington)
 - Rebecca Ivester will be at the FARC table at the Dahlgren Half
 - Suggestions were made to revisit Brock's for next year's banquet and to get a better sound system
 - Vic Culp is preparing a report of people who finished 2 races, so we can have medals ready when they complete their 3rd race. Vic is currently testing his report and will test it again at Shamrock, so it will hopefully be ready to use for Spring Fling
 - Action Item: Need 3 volunteers for each race to help hand out medals.
- Social (Jeff Haber)
 - Next social run is 3/13 and the social committee will provide food
 - Baseball game deposit has been paid for 70 guests (\$1400 total)
- Newsletter (Will Triplett)
 - January newsletter had a 99% delivery rate with 289 people out of ~400 opening it on the first day it went out
 - Deadline to submit articles for the next newsletter is Sunday, 2/18 and the newsletter will be sent out on 2/21
 - Vic Culp's scholarship paragraph will stay in the newsletter this month. We can do a direct email about scholarships if we aren't getting enough responses.

Old Business

- 30th Anniversary of Club
 - No additional updates are needed for the Great Train Race, so it's being removed from this topic going forward
 - Everyone agreed on the 30th anniversary logo
 - Andrew Wood will take the magnet design to Crown Trophy and get updated quotes for 300, 500, and 700 magnets
 - We currently have 361 memberships and 600 members. We need to decide if we're mailing out the magnets for additional cost (and how many per family membership?) or handing them out first come/first served at various events (Saturday runs, social runs, races, Ospreys practices).
 - Vic Culp suggested we hold a fun run on the anniversary, April 7th
- 100,000th Grand Prix Finisher & Prize Package
 - Vic Barthelemy will email Shawn Carrington to ensure the committee is working on these items
 - David Lovegrove will start hitting up local businesses for prizes so we can start promoting
- Membership Management/Committee
 - Rebecca Ivester and Tracy Lloyd created a welcome committee and have started sending out welcome emails to new members when they join the club. The email includes upcoming events and gives new members a personal contact if they have questions.
 - Tracy Lloyd has taken over sending new member information to Dana if they expressed interest in the Ospreys
 - Tracy Lloyd has updated the automated email that's sent to members when they make a donation to the club
 - Sometimes people create a new account after their membership expires and the new RunSignup changes will check if an account already exists to help prevent this from happening
 - Action Item: Tracy will work with Tony to finalize the tax letter and distribution timing to members when they make club donations

- Runner Training
 - We've partnered with Lucky Road to create a training program for the MCM Historic Half on 3/19
 - Supported long runs will be on Sundays, starting on 3/3 through 3/12, at 7:30am from Lucky Road
 - There will be 3 pace groups (9mm, 10:30mm, and 13+mm run/walk) with volunteer pacers for each group
 - We're using the long run distances from the Hal Higdon Intermediate I Training Plan
 - Water stations will be provided for long runs of 6 miles and longer
 - Rachel King is creating routes that will incorporate parts of the race route
 - We may include a pancake breakfast after one of the training runs and offer Dahlgren trail runs as an option
 - Training will be free via RunSignup, with an option to purchase a training group shirt for \$15
 - Andrew Wood still needs a contact to start planning the Track Tuesdays series. He's assuming the cost will be \$25 per week for 8 weeks during the summer, which he will pay if he doesn't get donations. Some volunteer coaches will be needed.
 - New runner and intermediate training is still needed
 - C25K training for Braswell 5K is done by FARC and we need to start promotion of the training earlier for better participation

New Business

- UCAN Sponsorship
 - UCAN reached out a couple of months ago to talk about a sponsorship
 - FARC would get the following:
 - discount of 20-30% for every purchase (except sales) via a link to FARC members only (club can get commission or give the commission up to get a bigger discount)
 - UCAN could be a nutrition sponsor for our races
 - FARC club members could order free sample packs and just pay for shipping
 - UCAN would provide \$1500 worth of samples throughout the year
 - UCAN would get the following:
 - FARC would be required to send 4 emails to club members or UCAN content can be sent in our monthly newsletter. UCAN would provide the content
 - FARC would be required to send 1 dedicated UCAN email to club members to promote UCAN's cyber week sale

- UCAN's logo and link would be visible on the FARC website
- UCAN's purchase link would only be shared with FARC club members
- Contract doesn't prohibit FARC from using gatorade as a sponsor or promoting other products. There's nothing in the contract about exclusivity.
- Motion by Brian Pessolano to approve the UCAN sponsorship. Seconded by Tracy Lloyd and carried without dissent.
- Action Item: Rebecca Ivester will follow up with UCAN to finalize the contract

Around the Table (Chicken)

- Kristen Loescher
 - Weather reports are calling for snow the night before the Dahlgren race, but we're still moving forward with the race.
 - An invoice for Grand Prix race deposits was just sent to Tony Luna (they weren't sent last fall)
 - Need help getting in touch with Chris Colder about Devil's Den. David Lovegrove will help and will check in on the RunSignup site
- Vic Culp
 - Since Water's End has gone out of business and the club paid the deposit by check, he suggested the club have someone pay the deposit with a credit card and be reimbursed by the club going forward. Brian Pessolano doesn't want to ask club members to use their personal credit card, so we would only handle deposits this way if the club got a credit card.
 - Will be away for 8 weeks after Slamrock, so reach out soon if course measuring needs to be done. Brian Pessolano will ask about the downtown mile
- Tracy Lloyd
 - Need a volunteer to take meeting minutes next month and Angela Anderson volunteered.

Adjournment

- Motion by Tracy Lloyd to adjourn the meeting
- Seconded by Vic Barthelemy and carried without dissent
- The meeting was adjourned at 8:10pm

Minutes submitted by Tracy Lloyd on February 17, 2024