

# FARC Board of Directors Meeting

June 20, 2024

Courtyard by Marriott, Fredericksburg, VA

## Call to Order

- Meeting Called to Order at 7:00pm by President, Brian Pessolano

## Board Members

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

Others Present: Vic Culp, Amanda Deshler, Angela Anderson, Chris Koehler, Stephanie Wood

## Approval of the Minutes

- Motion by Rebecca Ivester to approve the minutes of May 16, 2024 with changes (change Brad Ripken to Brad Rippey)
- Seconded by Will Triplett and carried without dissent

## Reports of Officers

- Treasurers Report (Tony Luna)
  - Haven't received spring fever check yet
  - Received Grand Shamrock fees and the last couple of GTR checks came in
  - Close to \$17k brought in by GTR (FARC brought in \$2k of it). Should this money go into kickstarting new merchandise? On demand store hasn't really worked and direct order is more expensive. It is a lot of work to research and purchase merchandise.
  - Motion by Brian Pessolano to earmark \$2k from GTR (account 245) for merchandise committee (account 370), and the merchandise committee will come back to the board with recommendations. Seconded by Will Triplett and carried without dissent.
  - Expensed magnets should go to account 314, rather than account 330
  - Motion by Rebecca Ivester to approve the treasurer's report as amended. Seconded by David Lovegrove and carried without dissent.
- Vice President (Vic Barthelemy)
  - Ospreys are still on break right now

## Reports of Committees

- Merchandise (Vic Barthelemy)
  - Nothing new with merchandise
  - Action Item - Vic Culp hasn't received the merchandise report, so Vic Barthelemy should reach out to Lucky Road to get the report
  
- Grand Prix (David Lovegrove)
  - The spring medal will be given out at the July 4th race
  - Vic Culp has sent out spreadsheet of people who ran at least 2 races
  - Devil's Den is 6th race and the summer medal will be given out at that race
  - David Lovegrove is moving and needs to step down from the Grand Prix Director role
  - Angela Anderson already organized venue, food, and date for Grand Prix banquet
    - Banquet will be held on January 25th at Brocks
    - \$2,801.90 invoice is for 80 people (~\$20 per person) and includes heavy hors d'oeuvres (buffalo wings, meatballs, bbq bites, chicken skewers, veggie and fruit platters, etc.), soft drinks and water, cash bar. Cost also includes the projector.
    - Set up starts at 2pm, 3-5pm for event, and must be out by 5:30pm
    - Deposit is due on July 10th. Angela Anderson will forward the details to her committee and then send to Tony Luna to pay the deposit
  - Gerry Griffin is interested in helping with the Grand Prix, but needs to understand the commitment
  - Michelle Lemke is on the GP committee and is handling awards
  - Yearly GP Directors meeting should be planned with all race directors to get ready for next year and sign race agreements
  - It would be helpful for recruiting if we had job descriptions for the board positions
  - Action Item: Rebecca Ivester will reach out to Shawn Carrington to see if she has the GP Director binder
  
- Social Committee (Jeff Haber, Robyn Lee, Adam DiMatteo)
  - Ball game and social run were very successful
  - Social runs are sustaining a good crowd
  - Starting to search for a venue for the Christmas party

- Newsletter (Will Triplett)
  - The newsletter has a 98.5% delivery rate, 92% open rate, and the click through rate is 41%
  - We should share open positions/job descriptions for 2025 in future newsletters
  - Next edition of the newsletter will go out on 6/26 and input is due by 6/24
  - Upcoming races are covered in the editor's remarks and Will Triplett is starting to push them a little earlier. Some of the summer races come up quickly.
  - Action Item: Tracy Lloyd will send Braswell 5K training info to Will Triplett for the newsletter

### Old Business

- SPCA Rescue Run 5K Recap
  - 366 people signed up for the race
  - There were a couple of misunderstandings and hiccups (cones weren't put out, deposit was needed for barricades, etc.), but they weren't noticed by runners. Brian Pessolano will have meeting with Melanie, the race director.
  - Some runners didn't love the medal
  - Some runners were disappointed that there were only 1st place and 2nd place awards. The SPCA did advertise that there would only be top 2 awards, but it isn't the norm for races.
  - There has been good Grand Prix participation this year
  - After the race, Melanie sent out GP points and information about the next race to all participants. We think this has been helping GP participation.
- Runner Training (Rebecca Ivester, Tracy Lloyd)
  - Unfortunately, Lucky Road didn't respond to emails from Rebecca Ivester about a party for Historic Half training participants and it's too late at this point to do it
  - Lou Peradotto will lead the Braswell C25K Training again this year and Tracy Lloyd will assist.
  - Registration for the C25K training is through RunSignup when people register for the Braswell race
  - Training will be at Pratt Park on Tuesdays and Thursdays, starting with a "meet and greet" session on July 11th. The training group will also come out to the regular FARC runs on Saturdays.
  - Lou Peradotto is simplifying the flyer and will focus on advertising the training

- Track Tuesdays (Andrew & Stephanie Wood)
  - Some people wanted to move the time back, but the decision was made to keep it at 6pm
  - About 12 people have been coming out each week and people outside the running club have come out with their families
  - Maybe it should be advertised again since there are only 5 more weeks left
  - There are no resource constraints and people have come out to help, like David Lovegrove and Chuck Love
  - The top 3 results have been shared and a recommendation was made to show both male and female since it's always the guys at the top. Stephanie Wood has started taking a picture of everyone's results so everyone can see their results week to week.
  - Maybe relays can be added in the future

#### New Business

- Devil's Den Budget
  - Chris Koehler presented the Devil's Den budget, based on 100 runners and he took into account the FARC discount and "no shirt" options
  - VDOT deposit is in case we tear up the road
  - Reynolds (car dealership in Orange and is really supportive of community events) agreed to be a sponsor again this year. Last year he contributed \$1500, so estimated \$1000 for this year. Last year, Reynolds wanted to participate more in the race, besides handing out finisher awards. It was suggested they bring out a car and ceremonially start the race or do a branded water stop
  - Need to get a photographer and either find a sponsor to pay for the photographer or maybe ask Chuck Love to do it for free
  - Expected total income is ~\$6500
  - Sports complex didn't ask for a deposit this year and the regular fee has already been paid
  - \$200 of the \$750 prize money is "bonus" money in case anyone breaks a record
  - Input for finisher awards was solicited and people like the mason jar idea best for this year
  - Need to go through Tony Luna for purchases, because it's tax-free if payment goes through the club card
  - USA Running, Run Washington, and local event calendars are being used to advertise the race and the Culpeper Running Club has been notified about the race

- River Rock Outfitters is doing packet pickup, 11am-4pm, and age group awards again
  - Action Item: Chris Koehler needs someone to help organize volunteers on race day (will reach out to Tee Meyers), help setting up course on Saturday (have them contact Vic Culp), and a lead bike/trail bike person (maybe Peterson)
- Beer Mile
    - Fredericksburg isn't allowing new street closures for races, so we can't use Billikens
    - Brian Pessolano met with owners of Maltese and they've created a course
    - Although we have extra beer from the Historic Half, Maltese requires us to use their beer
    - The budget assumes 150 people and we should clear \$3600 once done since we don't need police or equipment from the city
    - The date will be August 24th, with a 10am start, and plan to have everyone stick around for the after party and each lunch
    - Brian Pessolano will send a write up to Will Triplett for the newsletter
- John Robbins Memorial Scholarship
    - Action Item: Board should read the emailed application and send their vote to Tracy Lloyd by next Thursday, 6/27
- Savings Accounts for Scholarships
    - Vic Culp found the FARC accounting procedures for Treasurer and will scan it in for the Board to review
    - It was recommended for Tony Luna to look into insured high yield savings accounts and figure out how much money to put into them
    - The club used to use local banks, but most of them have been bought out by national banks, so using a local bank is not a requirement

- RunSignup University
- We knew we couldn't send anyone to the RRCA convention, so the intent was to use the convention money to send Will Triplett to the RunSignup University in PA
- Motion by Rebecca Ivester to use the money that would have been spent on the RRCA convention to reimburse Will Triplett for his RunSignup University expenses. Seconded by Tracy Lloyd and carried without dissent.
- Will Triplett's summary:
  - Industry-wide race participation has rebounded in 2023 with 10% growth
  - 54% participants are female, 26% registrations are within 3-days of price increase or registration closing, 35% participants save their card info, and there's a march towards fee transparency
  - The new RunSignup version allows us to track volunteers
  - Most emails are viewed on phones and we can use source tracking codes to see where people are viewing. RunSignup can also send out automated emails to a target audience
  - RunSignup has an option that allows people who opt out of shirts to choose to donate to the race's charity instead
  - RunSignup is looking at text marketing, and we'd have to pay 1 cent per text which could add up quickly
  - Action Item: Will Triplett needs to recreate the newsletter in V2
- Brian Pessolano has upgraded our membership page to the new version

#### Around the Table (Chicken)

- David Lovegrove
  - Amanda and I are moving to my hometown in July and will miss the club
- Brian Pessolano
  - David Lovegrove was at the root of what this club has been for many years and will be greatly missed

#### Adjournment

- Motion by Tracy Lloyd to adjourn the meeting
- Seconded by Rebecca Ivester and carried without dissent
- The meeting was adjourned at 8:35pm

Minutes submitted by Tracy Lloyd on June 23, 2024