

Hill Runners of Hunterdon

1Q20 Board/Annual Meeting Minutes

Date: January 30, 2020

Meeting Commence: 7:00 PM

Meeting End: 8:30 PM

Attendance: Becca Mazzolla, Dave Brown, Cyrena Terricone, Erin Fulton, Ed Layedon, Dennis Schmatz Joe Galioto, Kris Doty, Ken Sanchez, Mirril McMullen, Colin Saville, Chris Franklin, Rachael Wild, Andy O'Hearn, Beverly Attinson, Dick Hopkins, Valerie Mathews, Ron Pawlikowski

1. President's remarks
 - a. State of the Club is good
 - b. Board Changes - Becce moving to Member at Large, Erin stepping down but continuing with newsletter, Kris D to do Secretary
 - c. We will continue to support distance running, will go over finances with Valerie
2. Vice President's remarks
 - a. It's been a great year keeping up with everyone's races and posting to the website.
3. Approval of 4Q19 minutes
 - a. Minutes approved
4. Volunteering Events
 - a. Clinton Township Country Run – April 25
 - i. New race management company - we should proactively to reach out for volunteer - **Action Item: DS to reach out to John Lertola initially and confirm**
 - b. Main Street Half – October
 - i. When the call for the expo goes out will we coordinate to be a part of the expo
 - c. Other –
 - i. GOTR
 - ii. BCAC Races: Beautiful Beast, Run the Mill, etc. **Action Item: CF to reach out and coordinate volunteer efforts**
5. Social Events
 - a. Annual club dinner
 - i. HRH Annual Dinner: Al Fresco's and Chimney Rock. **Action Item - CT to reach out, gather information, and secure reservation for March**
 - b. Member-hosted runs
 - i. Sunday Runs to host: Let Ron know. We reimburse 25 dollars towards

food

- c. Guest runner days (February 1, March 7, April 4)
 - i. CT to Cover all days.
 - ii. Ways to bring in more members: Plan/map out shorter run of 3-4 miles. Sponsored Ad on facebook to reach out to more. Posts on other facebook forums/pages. Consider moving some of the guest runner days to Sundays. **Action Item: Schedule once a quarter Sunday run as a guest runner day. RP and CT to coordinate.**
 - d. Additional HRH social runs - Pub Run, Balloon Run, Pie Run
 - i. Pub Runs: Schedule some social runs from local pubs. **Action Item: RP and DH agreed to head the search committee and come back with a proposal.**
 - ii. The Pub Run: Look into shifting the run to a cooler time of year (instead of July)
 - iii. Balloon Run, Pie Run - to schedule later in the year.
 - iv. Faherty Run - March 1st, Sunday. Replaces the regular Sunday run for us.
6. Cross-Club Relations
- a. Rose City/HRH USATF team
 - i. USATF National XC race was a great success. (Ed and Dick attended.)
 - ii. Kathy Hale organizes the team events. Discussed various races in detail: Cherry Blossom race, Clinton Country Run, Super Hero Half, Lager Run in Glen Ridge, to name a few. You need to be a member of USATF NJ and of the club. Feel free to reach out to Kathy for information. A team is set for the Spring Classic 15K, March 22 with Dave B and Kathy H so far from HRH.
 - b. USATF, General
 - i. Since the club is no longer members, we are not listed on their website. This is one way to reach out to potential members. A couple years ago the annual fee was \$60. **Action Item: DB to look into and consider reinstating club membership.**
 - ii. Individual memberships get various benefits, such as discounts to races.
 - c. Base Camp
 - i. We have had a lot of cross-over between clubs. Including recent Wednesday night track runs at North Hunterdon. They also meet Wednesday morning. Include this information in the newsletter. Include on the website these track workouts too.
 - d. Races:
 - i. Rock n Roll Club Run Teams - Benefits for signing up as a team for races. Interested reach out to DB.
 - ii. Kutztown Fools Run, March 28th
 - iii. Run for the River, May 3rd.
 - iv. Broad Street Run - Lottery Opens on Sunday.

- v. Dumb Dutchman Run - Sunday May 31st.

7. Marketing

- a. Aid stations – future locations/dates
 - i. Will pick a date in the spring when the weather gets warmer. We will need volunteers.
- b. Race expo tables – e.g. Main St. Half
 - i. Discussed earlier. We will sign up again for Main Street Half
- c. Logo clothing – future orders
 - i. Items available today (hats, visors, magnets, mugs, etc.)
 - ii. The Sneaker Factory Store:
 - 1. Last time only 5 items were ordered. Club to purchase some items and have available for members to purchase throughout the year. Open the store only once a year.
 - iii. Also consider pint glasses or wine glasses. Consider duffle bags for “travel team”. We will need race shirts available (some team events require matching singlets). **Action Item: CT to look into these items.**
- d. Website – sponsored ads, club run updates, race reports, results, member photos
 - i. Website been cleaned up - Forum took down, member photos reduced to board members.
 - ii. Race results are posted - Ron now doing it. Let ron know if you run a race.
- e. Facebook - metrics
 - i. **Action Item: CT to look into sponsored ads.**
- f. Newsletter
 - i. Erin and Joe - second newsletter published recently. Kathy Hale offered to help Erin.
 - ii. Topics: Member features, blurbs on recent races.
 - iii. DON't send as word doc.

8. Membership

- a. For 2019:
 - i. 73 Members, and 14 Honorary - up from 65 in 2018
- b. Status/updated list, new members
 - i. Honorary members - any additional expense to the club - no. Ed withdrawals motion.
- c. Renewal process – PayPal, updated waiver/consent required
 - i. Send out reminders, **Action Item: RM to send out email to members who haven't renewed to fill out survey**
- d. Member services and benefits
 - i. Runner's Warehouse discount
 - 1. Sent out via renewal email notice, and it is reduced to 10%
 - ii. Race results
 - 1. Ron and Dorita doing this

- iii. Running routes
 - 1. Ron keeping up with this
- iv. Social runs
 - 1. Discussed earlier.
- v. Race calendar
 - 1. DB makes a list of yearly races members participate in. Can we list what members are running in said races? Forum used to be the way to organize groups to races, now done usually through facebook or via emails, etc.
- vi. Newsletter - discussed above.

9. Treasurer's Report

- a. Financial status
 - i. Val discussed budget from 2019
 - ii. PO Box Cost (76 in 2019) keeps going up. Alternative way to collect the dues/mail. Such as a board members home address. This would be for 2021, as 2020 was renewed already.
 - iii. ProCare will be coming down since they have not renewed for their Ad, and we have reached out to them. **Action Item: VM to ask Steve to take down.**
- b. Budget proposal
 - i. Race Sponsorship/Contributions - bring it back as we have reserves this year. Open Discussion. In the past - we donated \$25 for a member for a race donation. Board to discuss and make a donation to Camp Carr.
- c. RRCA membership and insurance renewal
- d. Budget Vote/Approval
 - i. DB Motion to vote in budget - EL second the motion. Motion passes.

10. Additional Business

- a. EL - Some antibiotics that can make you susceptible to rupturing tendons. They are florakinalons, anything ending in "flux".
- b. EL - Share old Runner's World or other running magazines. And running books.
- c. Board member elections for 2020 term
 - i. Slate of nominees:
 - 1. President – Dave Brown
 - 2. Vice President – Ron Pawlikowski
 - 3. Secretary – Kris Doty
 - 4. Treasurer – Valerie Mathews
 - 5. Social Director – Cyrena Terricone
 - 6. Member At Large – Becca Mazzolla
 - ii. DB motion to vote - Motion passes for board members.

HILL RUNNERS OF HUNTERDON - PROPOSED 2020 BUDGET
Annual Meeting - January 30, 2020

Balance Forward 1/1/2020 **\$ 1,330**

Income

Dues (@55 Individual members)	1,375
(@4 Family memberships)	160
Third party Advertising on Website	60
Fundraising	125

Sub-total Income **1,720**

Expenses

Road Runners Club of America Dues & Insurance	520
IRS 501c3 Non-Profit renewal	-
Paypal Fees	25
Annual Meeting Food & Beverages	75
Web Site Administration - Steve Brookman	100
PO Box	76
Advertising/Publicity	
Business Cards/Flyers	-
Race Sponsorships & Contributions	100

Social Activities

Annual Dinner	SELF-FINANCED	
John Fischer Pub Run	SELF-FINANCED	
Pie Run		75
Guest Runner Day Refreshments		150
Member Hosted Runs (x \$25)		100

Sub-total Expenses **1,221**

Estimated Ending Balance 12/31/20 **\$ 1,829**