

Hill Runners of Hunterdon

4Q18 Board Meeting Agenda, December 15, 2018, 10am-11:30am

Attendees:

Valerie Mathews, Cyrena Terricone, Dave Brown, Rebecca Mazzolla, Ron Pawlikowski, Erin Fulton

1. Review of last minutes and action items
 - a. No Comments/Revision. Minutes posted to the website.
2. Volunteering Events/Local Races
 - a. Recent events – Main St., Turkey Trot, GOTR, USATF
 - i. Main Street Expo: Great recruiting event, lots of new members from the Main Street Expo
 - ii. Turkey Trot: Many members missed the photo, but based on results, it was good club turn out, including many new members joining the HRH Turkey Trot Team.
 - iii. Girls on the Run (GOTR) November 5k in New Hope: Susan, Carolyn, Libby, Rachael and Cyrena volunteered.
 - iv. USATF races with Rose City: Kathy has been organizing and members have been participating
 - b. Future events – (in next 3 months)
 - i. Santa con in Clinton: Cyrena is running
3. Social Events
 - a. Recent Events:
 - i. Pie Run: Another good turnout, thanks to participants and volunteers. And thanks for donations to the Clinton Open Pantry, we received a thank you from them for our donation.
 - b. Member-hosted runs: Still waiting to hear from Joe G. about a potential run from United Way
 - c. Janet's light run: Planned for Friday 21.
 - i. **Action Item: Becca to send email blast to club with details.**
 - d. Guest runner days (Jan 5, Feb 2, Mar 2) – note: NYRR Kleinerman 10K on Jan 5
 - i. Erin to do guest runner day 1/5
 - e. Additional HRH social runs – none at this time
4. Marketing
 - a. Aid stations – future locations/dates, hold till spring
 - b. Race expo tables, hold topic until next quarter.
 - c. Logo clothing – plan for an order in spring
 - d. Website – sponsorships, (Sneakers Plus?), reminder for renewals to current sponsors and contact to sneakers plus.
 - i. **Action Items: Becca to send reminder to current sponsors.**
 - ii. **Action Item: Valerie to contact Sneaker Plus (again).**
 - e. Facebook - Continuing to be Great way to connect

- f. Flyers, Becca to update and send out. Flyers can be used to post at fitness clubs, community boards, shared at expos or other events for marketing and reach out.
 - i. **Action Item: Becca to incorporate comments and resend to members for final acceptance.**
- 5. Treasurer's Report
 - a. Income, expenses, checking account balance
 - i. Current Balance \$708, this includes recent renewals already coming in
 - b. Upcoming annual expenses:
 - i. RRCA and insurance to be about \$400-500;
 - ii. Steve's web fees are reduced significantly since he found a new platform.
 - iii. Post Office Box Renewal.
 - c. Reminder that dues increased to \$25 for single and \$40 for family.
 - i. **Action Item: Becca to send email blast for renewals.**
 - d. Liability waivers: These are already on the membership application; however, per RRCA insurance should be done annually, not just when a member joins the club. We will need to start getting members signatures on the waivers.
- 6. Membership
 - a. Status/updated list, new members
 - i. **Action Item: Becca to update list with recent new members**
 - b. New member apps handed off to Becca
 - i. **Action Item: Becca to send out welcome emails.**
 - c. 2019 renewal reminder to club members
 - i. **Action Item: Becca to send out reminder email to club**
 - d. Member services – race results, race calendar, etc.
 - i. **Action Item: Becca to Include services to members in welcome email.**
 - ii. Race calendar.
 - 1. **Action Item: Dave to update.**
 - iii. Consider using What's App app to use as a communication with members. Board to bring up and discuss with members at the annual re-org meeting in beginning of 2019.
 - iv. For improved communications about races members are participating in and other events and activity the club and members are involved in to the club membership we shall start a Newsletter. Tentatively planning for a monthly newsletter email as needed.
 - 1. **Action Item: Erin to draft template.**
 - v. Run routes.
 - 1. Ron and Jim continue creating turn by turn directions for the Sunday runs.
- 7. Additional Business
 - a. 1Q19 meeting date and location – January 28, Monday at Valerie's house.
 - i. **Action Item: Becca to Send email to membership**
 - b. Annual dinner: Planning for March 24 at Capuano's again.

- c. Website Updates: Correct Erin's last name, Remove non-member photos and all photos except for board members on the member photo page.
 - i. **Action Item: Dave to Contact Steve on correcting Erin's name.**
 - ii. **Action Item: Ron to Contact Steve about updating/removing photos.**

Meeting Adjourned at 11:30am.