

Hill Runners of Hunterdon
Minutes of Annual Meeting
January 19, 2011

Present: Beverly Atkinson, Susan Brookman, Mark Corgan, Kathy Crossin, Chris Franklin, Holly McDonald, Steve McKenzie, Dan Minzner, Louan Minzner, Andy O'Hearn, Frederick Slapa, Dennis Schmatz and Wes Knowles.

President Schmatz called the meeting to order at 7:15 p.m.

Agenda/Discussion Items:

1. Roll Call of Officers

Dennis reported that Past president Bruce Marshall and Social Director Kim Harris were excused. All other officers were present.

2. 2010 Minutes

Dennis reviewed the minutes of our last Annual Meeting. *On a motion by Andy with a second by Beverly, all present approved the minutes.*

3. Financial Report

Beverly distributed copies of the 2010 Financial Report (attached). The year-end balance stood at \$3,029.14. Revenue was adequate to cover all expenses for the year even though dues-paying memberships were down significantly from the prior year. *On a motion by Susan with a second by Kathy, all present approved the financial report.*

4. Board of Directors/Officer Nominations

Dennis reported that he, Chris and Beverly were willing to serve in the same capacities in 2011 that they had served on 2010 (President, Vice President and Treasurer, respectively) but that Holly (Secretary) and Kim (Social Director) had requested that others fill their seats on the Board of Directors. He led everyone present in thanking Kim and Holly for their dedicated service.

Beverly requested that the Bylaws specify that the task of maintaining the membership roster be the responsibility of the Secretary. *Upon agreement that this was an acceptable clarification by members present, Beverly nominated Susan to serve as Secretary. Holly seconded the motion, Susan indicated that she would accept the nomination, and the members present voted to elect her as such.*

After discussion of the requirements of the job, during which members noted that Kim had gone above and beyond the duties of her post by organizing several activities in addition to working with hosts to schedule and promote activities, Louan volunteered to serve as Social Director. *Chris made a motion to nominate Louan to serve as Social Director. Beverly seconded the motion and the members present voted to elect her as such.*

Susan made a motion to accept the returning slate of Board members/Officers. Kathy seconded the motion and the members present voted to elect Dennis as President, Chris and Vice president and Beverly as Treasurer. It was noted that by virtue of the fact that since the 2009 and 2010 Presidents (Dennis and Chris) are still serving actively on the Board of Directors, Bruce Marshall will again fill the role of Past President.

5. Membership Letters

Chris noted that membership letters were not sent to new and renewing members in 2010. All agreed that the letters should be sent to acknowledge the people who support HRH with dues. Chris will send the letters he drafted last year to the Board for review/updates, and the Secretary will ensure that acknowledgement letters are sent as members join and renew their memberships.

6. Bylaws

As noted above, Beverly moved that the responsibility for maintaining the membership roster be explicitly noted as a duty of the Secretary. Dennis seconded the motion and the members present voted to amend the bylaws accordingly.

7. Clinton Country 15K

Dennis and Chris reported that after discussing the matter with the Race Director last year, the idea of HRH taking over administration of the race was dropped. It is expected that we will again staff two aid stations

and provide the sweep runner for this annual event which will take place in April. After discussion, Dan volunteered to contact the Race Director to inquire about the possibility of HRH providing door prizes (suggestions included complimentary one-year memberships to HRH) and/or awards to runners not at the front of the pack (suggestions included trophies, complimentary one-year memberships to HRH and gift certificates to running shops) in an effort to boost visibility of HRH and to provide additional support for the race. Kathy will work with Dan if the Race Director is receptive.

8. Social Activities

Members shared ideas for new activities that would encourage active members to get to know one another better, encourage non-active members to become engaged and extend HRH further into the regional running community. Ideas included inviting other running clubs to run with us and then gather for breakfast (Dennis will reach out to these clubs) and holding more “destination runs” at places where runners could gather afterwards for coffee and/or breakfast.

9. HRH Clothing

Dennis reported there has not been enough demand to place an order from the supplier HRH has used in the past for items such as singlets, but that there are individuals who have expressed a desire to purchase clothing with the HRH logo. Dan offered to find out what the per-piece imprint charge would be from the company that he and Louan use for their business clothing. HRH members would be able to purchase their own clothing items (singlets, sweatshirts, etc.) and then aggregate an imprint order. Dan will report his findings to the Board and HRH members will be notified if we can arrange something.

10. Member Issues

* Chris noted that although many members like the race results section of the HRH web site, some members have expressed a desire that they be able to race without having their results posted there. He suggested that the membership application be updated with an “opt-out” check box to allow for this. There was agreement that this would be valuable. While discussing this idea, other updates were suggested for the application (collect just one email address and phone number per member, provide for an “opt-in” information section to the web site forum). The Board will update the membership application.

* Susan reported that Steve sometimes receives an overwhelming number of photos from members who have taken pictures at an HRH activity and would like to have them posted on the HRH web site. He asks that members select a few representative photos to offer for posting rather than sending him a large file with many photos. Wes noted that it would also be helpful if members reduce the size of photos if the files are large.

* Andy suggested that HRH and its members could benefit by using Facebook in addition to the HRH web site. Wes and Dan explained how organizations and businesses can use Facebook to attract potential members and clients to their web sites. Members decided that HRH should evaluate all marketing avenues that could help create greater public awareness of our activities and support our mission of promoting long distance running as healthful exercise and as a sport. Andy volunteered to lead an ad hoc committee to do this. Chris and Dan volunteered to serve with him – they will explore marketing options and submit a report with recommendations and a budget to the Board by April 2nd.

* Frederick asked how new posters are added to the HRH web site forum. He had believed that posters were required to be members and was taken aback when a non-member posted some questions and statements that seemed to question the value of HRH membership. Chris explained that the forum has been open to anyone who the web site administrators (Steve, Chris, Bruce and Holly) have found to be legitimate people (as opposed to spammers). Wes and Frederick offered the suggestion that the forum be limited to HRH members so that it could be considered a benefit of membership. After discussion, Chris volunteered to explore the matter further with Steve, Bruce and the Board.

* Dennis agreed to send a happy new year email to all members that contains highlights from this meeting.

11. Adjournment

On a motion by Steve which was seconded by Chris, Dennis thanked Wes for hosting HRH and adjourned the meeting at 9:00 p.m.