

## **BRRC General Meeting Minutes**

Date: 6/11/2015

Location: Perkins

Attendees: Mariko Morgan, Joan Pribnow, Jean Greene, Pat Trout, Frank Anselmo, Jim Hoppe, Dennis Doyle, Patty Doyle, Ken Mulvania, Jody Shapiro, Lori Buratto, Dori Whitford, Bart Haggin

Meeting called to order at 6:36 pm.

### **Agenda Topics**

#### ***Old Business***

Topic: Treasurer's Report

Discussion: Treasurer's Report provided by Paul Gill was looked over and approved by the membership. Everything is current.

Action Items: N/A

Person Responsible:

Deadline:

Topic: Oreo Cookie Award

Discussion: The Oreo Cookie Award was given to Sylvia Quinn, 78 years old. She was the oldest person to finish the CDA Marathon, and she did it in a world record time for her age group of 4:19:52!

Action Items: N/A

Person Responsible:

Deadline:

Topic: Newman Lake 25k

Discussion: Bluegrass band is \$600. Ken will contact the band to hire them. Amplified music is not allowed at the property, so they will have to play acoustic. We're requesting they play between the time people are finishing and the awards ceremony. Estimated time: 2 hours.

Action Item: Contact band to hire them.

Person Responsible: Ken Mulvania

Deadline: ASAP

Topic: Let's Climb a Mountain

Discussion: Race Director Ron Nukowitz was not present at the meeting. More volunteers are needed.

Action Item: Keep recruiting volunteers

Person Responsible: Members

Deadline: ASAP

Topic: Taxes

Discussion: Law regarding exemptions for non-profits was passed. However, the law may not apply to past years. We should be frugal since we may owe past taxes.

Action Items: N/A

Person Responsible: N/A

Deadline: N/A

## ***New Business***

Topic: Rebranding/changing name of the club

Discussion: Our current name, Bloomsday Road Runners Club, is often confused with the Lilac Bloomsday Run. For example, people stop by our booth at the Bloomsday Trade Show and ask us all sorts of questions about the Lilac Bloomsday Run, such as can I volunteer and how do I look up old times. There was a suggestion of becoming an umbrella organization for other smaller running clubs like we did for Manito Running Club. This would increase numbers and participation and help them with things such as insurance. Some advantages of having a different name, such as Spokane Running Club, would be to differentiate ourselves from Bloomsday, and a very straightforward name might be easier to promote and more easily recognized. Another issue of why a rebranding campaign may be needed is that we are not getting enough volunteers and new race directors. If we are going to rebrand ourselves, everything (new name, logo, website, etc) should all happen at the same time. We talked about some of the other local races in the area and how they have grown relatively fast, such as Hot Summer Nights, Negative Split, Windermere. These races have music and festivities after the runs: DJ/band, food, raffle prizes, beer garden, etc.

Action Items: Continue discussion

Person Responsible: Members

Deadline: Ongoing

Topic: Partner with Flying Irish to promote our races

Discussion: Flying Irish is a great place to promote our races since they have 300-400 runners there every week. Heavy promotion with the Flying Irish by Dirty Dash, Negative Split, Color Run, and Windermere has helped these races grow quickly. A couple things to consider: these races offer a discount code for registration and a portion of that money goes to the Flying Irish. Also, BRRC still wants to help local cross country runners/students. This led into a conversation about what our focus should be: increase membership or increase race participation? Most agreed it should be race participation. For the next couple months, let's focus on promoting the July Picnic, Sunday Sundae, and Spokane Marathon. Promote on facebook and through email. If we're going to restructure the board in the future, we need a PR position.

Action Items: Continue discussion

Person Responsible: Members

Deadline: Ongoing

Topic: Race Series Structure

Discussion: We talked about ways to improve the race series. One idea was to provide prize money to race series winners. Another suggestion was offering participant prizes other than a hat, mug, or shirt. If people sign up for the race series in the middle of the season, it's hard to compete with people who have already raced 6 times earlier in the season. We could create 2 separate series. For example, one series with a July cutoff and another with a December cutoff. We could do race series awards at the July picnic, which would also increase attendance at the July picnic. We need to spend a few months brainstorming and put together a committee to roll it out.

Action Items: Continue discussion

Person Responsible: Members

Deadline: Ongoing

Topic: Spokane Marathon Training Clinic Update

Discussion: We're getting more people at our training clinic runs on Sundays. We could use help with mentoring for walkers. One suggestion was to create a 1000 mile group on facebook where people could post their weekly miles and miles for the year.

Action Items: Keep promoting the Spokane Marathon Training Clinic via Facebook and E-mail Newsletter.

Person Responsible: Jody Shapiro, Jim Hoppe

Deadline: Ongoing

Topic: Fourth of July Run

Discussion: Still on!

Meeting adjourned 7:55pm. Submitted by Mariko Morgan