



## February Club Meeting Minutes

President Alex Wolf-Root ([president@empirerunners.org](mailto:president@empirerunners.org)) called the February 2011 meeting to order at 7:30p.

### Secretary's Report:

Secretary Paul Berg ([secretary@empirerunners.org](mailto:secretary@empirerunners.org)) read The January meeting minutes, which were approved as read.

### Treasurers Report:

Treasurer Tanya Narath ([treasurer@empirerunners.org](mailto:treasurer@empirerunners.org)) reported that the current club balance is \$50,759.43, down \$738.18 from the same time last year. The Student Grant Fund balance is \$2,915.00 approximately \$1,140 more than the same time last year. High School donations YD \$630.00 projected \$9,525.00 for 2011. Club party: Income \$1,336.00, Expenses \$3,155.00 (including Grand Prix awards and volunteer recognition) - Net \$ -1,818.00.

### President's Report:

President Alex Wolf-Root reported on the results from the member survey that was conducted the past 2 months. 78 people responded, 74 members. The top priorities listed are "keep events affordable for members", and "have a diverse (age-wise) member base". Lowest priorities were "organize a walking group", and "support not directly running related causes". There were 39 free responses, most notably strong sentiments both for and against supporting elite athletes.

### Committee Reports:

Nate Koch reported for the Bylaws Revision Committee that the draft report has been sent from attorney Linda Rosen to member Ginny Doyle for review. The draft should be sent to committee members next week.





## Race Reports:

### 1. Recent races/Runs:

- a. USATF XC Nationals 2/5/11. Montgomery senior Julie Nacouzi placed 5<sup>th</sup> in the junior division, qualifying to represent the USA at the world championship in Spain in March. Kim Conley got 8<sup>th</sup> in the womens' open race.
- b. Club Party 2/5/11. Fun.
- c. Valley Ford Relays 2/20/11. Larry Meredith reported a record number of teams at 39, plus 2 DQs. Several individual and team records were broken, see the newsletter for details.

### 2. Upcoming Races/Runs:

- a. NorCal 10-miler 3/5/11. PA road race, Redding
- b. Big Cat HS Invite 3/5/11. SRHS 9am.
- c. Ilsanjo Classic and neoclassic 3/13/11. 10 and 4 milers.
- d. Loop de Loop 4/3/11. Pre-register at H&S day before.
- e. Annadel Half marathon 4/17/11

## Unfinished Business:

1. New Volunteers: PA/LDR officials. Will Ortlinghaus and Brad Zanetti have volunteered for these positions. Both have taken the required exam.
2. New Volunteers: Permits & Insurance: Laurie Martin will take over this position from Jerry Lyman.
3. New Volunteers: Empire Open. Greg Jennings volunteered to be race director. He has some ideas about adding a less-competitive open race. And beer.
4. Club Sponsorship. For sponsorship director Shirley Fee, President Alex Wolf-Root presented the proposal. 2<sup>nd</sup> by John Harmon. Approved Unanimously.



## **Sponsorship Proposal**

The Empire Runners Club will change the Sponsorship Levels of the Club, in accordance with the decisions of the Sponsorship Committee, to the following:

### **Primary Sponsor:**

As the Primary Sponsor of the Club, you will be intimately tied into the identity of The Empire Runners Club.

- Prominent banner placement at all of our races
- Banner placement whenever we have a tent at another event
- Logo on shirt provided to all members
- Flyer placement at all our events
- Logo on all club brochures
- Logo on the shirts for all of our events
- Opportunity to have a table at our events
- Prominent banner on our website's homepage
- Prominent banner on monthly newsletter
- Prominent visibility at the Kenwood Footrace
- Prominent logo placement on all email blasts to our database
- Open channels of communication with club officials
- Right to make presentations at monthly club meetings

Top bidder, donation of \$5,000+



## **Secondary level:**

- Banner placement at all of our races
- Flyer placement at all our events
- Logo on all club brochures
- Logo on the shirts for all of our events
- Logo on our website's homepage
- Logo on monthly newsletter
- Open channels of communication with club officials

Next top bidders, three max, donations of \$2,500+

## **Tertiary**

- Logo on website sponsor page
- Right to supply flyers for all our events

Donation of \$500 or \$1,000 of product

All three of the above level of sponsors will be on a calendar-year agreement. Sponsors who agree early to a 2012 sponsorship may get a pro-rated sponsorship for the remainder of 2011, depending on individual circumstances (ie- may link on website, but too late to get on Kenwood shirt).

## **Club Discounts:**

- Logo on sponsor page
- Logo on Club Discount flyer, to be given out at our events
- Logo on Club Discount email, to be sent to all members

Give club members 10% or better off product/services. Open to all sponsor levels.



Current sponsors will keep their benefits/visibility for the entirety of their remaining prior arrangement.

There will be no cost to the Club, though there will be the potential to greatly increase the income and profile of The Empire Runners Club with bigger sponsors.

## **New Business**

Santa Rosa Express needs new directors and coaches. Bob Shor explained that the youth running group has been in existence since 1977. Serving children and middle school runners, it has fostered the beginning of many illustrious running careers. It is a big time commitment 3x week, plus weekends.

## ***Monkey Business***

Larry Meredith reported that club members Kevin Tuescher and Karen Frindell will be performing music at Café Azul on Saturday night at 7:45pm.

Thursday night runs will now shift back to the regular time of 5:30pm at Howarth Park.

Val Sell will be conducting running drills at MHS track at 5pm on Tuesdays before the 5:30 regular workout.

**Raffle:** Theresa Manchester won \$17, and \$17 went to the student grant fund.

**Drawing:** Roberta Kralj would have won \$200 if she attended the meeting.

President Alex Wolf-Root concluded the meeting at 8:35 pm.

## **Attendance:**

Paul Berg, Tim Stewart, Tanya Narath, Luis Rosales, Melanie Rosales, Brad Zanetti, Larry Meredith, noTorious Meredith, Elihuh Root, SLedge, Alex Wolf-Root, Chris Mason, Thereasa Manchester, John Harmon, Jen & Will Ortlinghaus, Darryl Beardall, Mini-Mel, Mr Mini-Mel, Super George, Bob Shor, Bones Koch, Don Sampson.