

Empire Runners Club Meeting

Thursday, February 28, 2019

Location: Round Table Pizza, Montgomery Village, Santa Rosa

Call to Order: 6:35 pm by President Luis Rosales

Members present: Luis Rosales, Tanya Narath, Dan Karbousky, Chris Gardina, Andrea Guzman, Catherine DuBay

Officer's Reports

- President – Luis Rosales
 - The club is in need of a new membership director.
 - Special thanks to Gil Moreno for his years of hard work growing the club to what it is today.
 - Friends of Trione-Annadel State Park (FoTASP) Flyer
 - They have made great progress through lots of donations and volunteer efforts. They are looking for ideas in 2019 – send them to danstamps@FOTASP.com
 - There is a FoTASP fundraiser on June 29, 2019
- Treasurer – Tanya Narath
 - Current Club Balance as of Jan 31, 2019: \$93,083.40
 - The club's CPA is working on our 2018 taxes. There is a new preparation checklist that will require assistance from other board members

Committee Reports

- Club Party – Shirley Fee
 - 111 people showed up (about the same as last year)
 - we still have Finley Center reserved for 2020, but could consider new venues (i.e. Deturk Round Barn)
 - Possibly more entertainment (i.e. music, dancing)
 - **Email suggestions to Shirley: wolf4leafy@gmail.com**
 - **Andrea to post on ERC social media**
- Hall of Fame / Spirit of the Club – Tori Meredith
 - Nominations are due by October, but we hope to get them throughout the year
 - Ralph, Carl, and Bill do age grading to make sure qualification requirements have been met
 - Tori creates the book
 - Spirit of the Club is a separate award and will be in a separate book
 - Members suggestion (Larry) – get a list of current members and look to see who would qualify – the committee could identify the members and also take nominations

Approval of Minutes: Approval of minutes from January

New Business

- **Proposal #1:** Donation request for the IDo26.2 program
Presented by Tori Meredith: **Request:** \$2000 to pay for t-shirts that are earned by students running a total of 26.2 miles, and for the foot tokens that are given to every child for each 5 miles achieved. Background: 13,236 elementary students are participating in the iDo26.2 program in 69 Sonoma County Schools. We estimate that 88% (about 11,648 students) will be completing their marathon to earn an iDo26.2 T-shirt that will be given out by May 10th. The goals and benefits of our iDo26.2 program are: 1. Goal setting. 2. Improved General Physical Health. 3. Emotional Health. 4. Improved Learning, academic performance and success. 5. Healthy socialization
APPROVED \$2000, with the possibility of more funding pending further communications from Tori, with 6/6 votes

- **Proposal #2:** Hire a graphic designer to redesign our club logo giving it a fresh look and feel.

Presented by Catherine DuBay: **Request:** I propose that we hire a graphic designer to redesign our club logo giving it a fresh look and feel.

I do not know the total cost of but given a couple of recent projects I have done with graphic designers and logo redesign I would estimate \$1500-\$2000. I would suggest we reach out to 2-3 local graphic designers and take a look at their work. As a board, we can choose which one we work with. After we have decided on a few solid versions we can present to the club. We can, either vote on the final design at a meeting, put it out in an email for vote or simply decide as a board. Sometimes the more diplomatic approach seems fair but in reality, can cause more friction. I am open to a discussion on how we pick the final version.

APPROVED with 6/6 votes.

Announcements: Strategic Planning Discussion

Background: The ERC board has had many discussions offline with various members about the direction the club is going and how to spend the club funds. The board decided to reach out to Sonoma State for help with their strategic direction. Ureka and Vanessa will be helping us with the direction we want to go with the club. They are from the Masters of Organization and Development Program at Sonoma State. They have worked with many clients already and have the support of their entire cohort.

Questions from Ureka and Vanessa (see photos of notes in Appendix I):

Why did we join?

What do we like about the club?

What would you like to see more of?

What kind of outreach does the club do?

What can be improved?

How do you feel about the future of the club?

Next steps: Ureka & team will be setting up action planning and working with the board and other ERC members.

Race Reports

Past: Valley Ford Relays was cancelled (2/17) due to rain/flooding; 2/23 Healdsburg 5k Love Run

Upcoming: Ilsanjo Classic was cancelled (3/3); 3/17 St. Patrick's Day 5K, presented by Melody Karpinsky. Offering club booths for \$50 for outreach. 4/6 Annadel Half Marathon – 10th anniversary this year – discount for ERC members – Andrea to post on FaceBook; \$250 sponsorship for booth, request for volunteers, 20% discount for Fleet Feet shopping night

Proposal #3: Have a booth at the St. Patrick's Day 5K on 3/17 in Santa Rosa's courthouse square.

Presented by Catherine DuBay. **Request:** Request for \$50 to host a booth.

APPROVED with 6/6 votes.

Other Announcements and issues for discussion

- John's update: ERC Officers need to have Safe Sport Certification with USATF. John will be following up to make sure we comply with all requirements. John is the email link for USATF for the club.
- The club will need to renew its USATF membership in 2020 (every 4 years).

Appendix I: Notes from Strategic Planning Discussion

1. Why did you join?
2. What do you enjoy about the club?
3. What would you like to see more of?
4. What can be improved?
5. How do you feel about the future of the club?

- ①
- YOUTH
 - SOCIAL NETWORK
 - ROUTINE
 - COACH
 - RUNNING GROUP
 - JOINED B.C. SHE MADE ME JOIN
 - FRIENDS
 - CLUB GIVES BACK
 - GROUP WORKOUTS
 - RACES!
 - FREE RACES

(2)

- YOUNGER PEOPLE + INVOLVEMENT
- ~~RACE~~ RACE DIRECTORS + PEOPLE IN CHARGE
- ORIGINAL GROUP WHO ENJOYED RUNNING + COMMUNITY INVOLVEMENT
(ISSUE: NEED SAME INVOLVEMENT
→ YOUNG PASSIONATE LEADERS)
- GENERATION SHIFT → HOW TO NURTURE THEM
- OUTSIDERS PERSPECTIVE: NOT INCLUSIVE ENOUGH
(VLOG, WEBSITE, FB, WORD OF MOUTH)
- LOST GIL (DID MEMBER ACQUISITION)
- EVENTS FOR OUTREACH
- COMPETITORS: RUNNING STORES

- CLUB BBQ FREE FOR MEMBERS
- TRY TO HAVE ACTIVITIES
- COACH AND OUTREACH, SCHOLARSHIPS
- VOLUNTEERS + COMPENSATION
- HOW TO REACH HIGH SCHOOLS?
 - DIFFERENT MENTALITY
- NO TARGETED RUNNING GROUPS FOR TRAINING - DISCONNECT
- KIDS LOVE JUNK!
- HOW CAN WE GET 30-35 Y.O. TO STEP UP IN LEADERSHIP?
- HOW CAN WE MENTOR THEM?
- REPLACEMENT - CHANGE DYNAMIC?
- WE ARE GETTING OLDER (LOST PEOPLE)
- IF NO LEADERSHIP, THEN FUTURE UNCLEAR
- COST OF LIVING; ADDEN RESPONSIBILITY
- WE DON'T OFFER SOCIAL GROUP (SHOP STORES)
- OPPORTUNITY TO JOIN THEIR GROUP RUNS, ALSO IN THEIR OFF-SEASON

- RELATIONSHIP WITH 4 RUNNING STORES (4)
- CLUB'S TRADITIONS - WHAT TO CONTINUE,
AND WHAT TO DISCONTINUE