

Empire Runners January 27, 2011 Club Meeting
(Pending approval at the February 24, 2011 meeting)

President Alex Wolf-Root (president@empirerunners.org) called the January 2011 meeting to order at 7:31 pm.

Secretary's Report:

Secretary Paul Berg (secretary@empirerunners.org) read the December 2010 meeting minutes, which were approved as read.

Treasurer's Report:

Treasurer Tanya Narath (treasurer@empirerunners.org) reported that the current club balance is \$49,327.10, down \$8958.74 from the same time last year. The Student Grant Fund balance is \$2374, approx \$768 more than the same time last year.

High School donations YTD \$315, projected \$9525 for 2011, vs. \$9637 for 2010
Resolution Run: \$1370 race entries, (\$645) expenses. Net \$725 vs \$786 for 2010.

President's Report:

President Alex Wolf-Root reported that NorCal Running News magazine (<http://norcalrunning.com/>) has a profile of the club in the recent issue, including an interview of former president Nate Koch.

Healdsburg Patch website (<http://healdsburg.patch.com/>) mentions the club this week.

Race Reports:

A. Recent races/Runs:

1. Last 10k & Final 2mi - 12/18. Large turnout, no rain.
2. Jingle Bell Run - 12/21. Low key fun, great food. Kazoos!
3. Resolution Run - 1/1/11. Record turnout of 260+ runners. Julie Nacouzi of MHS set a new women's record. Most Improved runner was John Anderson. Piner HS athletes did a great job running the show: registration, finish line, course monitors and stayed late to help clean up. Kudos! There was a nice article in the PD with photos.
4. Eggnog Mile - 1/1/11. 2nd annual at MCHS. Clover donated the egg nog. CGHS runner Chloe Hall set a purported world record @ 6:39 for the mile.
5. BATC BA Cross Challenge - GG Park - 1/16/11

B. Upcoming Races/Runs:

1. Club Party - 2/5/11 @ 5pm, \$10.
2. Valley Ford Relays - 2/20/11. 4 member teams each run 2.75 mi. Arrange a team yourself or email Larry Meredith (thirstyboy1@sbcglobal.net) your info including 5k time and he will match you up on a team.
3. Run for the Dream Indoors - 2/26-27/11. Fresno, only indoor collegiate track in CA. Saturday for HS runners, Sunday youth and masters.
4. NorCal 10-Miler (PA Road Race) - 3/5/11 in Redding. Masters and senior

races.

5. Ilsanjo Classic and Neo Classic - 3/13/11. 4 and 10mile races, great hill course.
6. Loop-de-loop 4/3/11. 7 mile loop relayx2 or 14 miler. Alec Isabeau reported that there will be pre-registration the day before at Heart&Sole.
7. Petaluma Footrace - 4/10/11 is offering ER member discount. Register online, expected to sell out so register early.
8. Double Dare Duathlon - 5/7/11. Brad Illing spoke about a new event from Events with Sole, which involves running and biking at the Asti winery in Cloverdale. Details at www.doubledareduathlon.com.

New Business

- a. PA/LDR officials needed. John Harmon reported that the PA is enforcing a policy that requires each club to have certified race officials depending on number of PA participants. Since we had 79 PA members last year, we are required to have at least 2 qualified officials. Bob Shor is already qualified, but it was unclear what someone needed to do to become qualified, and what responsibilities it entailed. John will research and report back.
- b. Comstock Middle School sent a contingent of 6 to present their request. Principal Jose Benitez spoke about the LA marathon program for middle school students, and how he was trying to institute the program here in Sonoma county. He then introduced teacher Robin Clark who explained that the program targets disadvantaged youth to set goals and create a positive environment after school. She stressed that the goal was not necessarily to run a fast time, but the sense of completion of the event. They have done some fundraising, but it is difficult to do in a disadvantaged community. One of the student athletes spoke of the great feeling of accomplishment she felt when she completed a race. Ms. Clark's proposal was *"I am proposing a reduced or sponsored entry fee for 20 runners into the Valley Ford Race, the Ilsanjo race and the Annadel Half Marathon. In exchange, the Comstock runners could help with some of your other running events or any other need you might have."* Members in attendance were very enthusiastic and commended the teachers and students on their efforts. The main problem in terms of free or discounted race fees was regarding the Annadel half-marathon. Since this is a fundraiser for the park, and we have several sponsors and a limited on the number of runners, it was determined that the club could not subsidize the students for this event. Jerry Lyman suggested that we could offer free annual memberships to the students, which would give them one free race plus a shirt, and they would qualify for members' reduced price for all other races. After more discussion, it was proposed that *"We will waive the annual membership fee for one year for up to 24 students, effective immediately"*. Passed Unanimously.
- c. EO RD and Permits/Insurance. We are still in need of a volunteer to fill the position that Jerry Lyman has held for several years. Laurie Martin had expressed interest in doing the job, but her work situation may force her to move from the area. Jerry explained that the job entails filing 40+ applications and permits for races and insurance for the year. It entails about 60 hours/year,

mostly in January for the coming year. Most of the work is already completed for 2011. This is a very important position and president Alex Wolf-Root reminded members that the club only functions if volunteers do the work. Contact Jerry or Alex with questions.

d. Club Sponsorship. Sponsorship Director Shirley Fee proposed new tiered levels of sponsorship, with one main sponsor receiving significant exclusive benefits for donating at the \$5000 annual level. The proposal spells out various perks and benefits at the primary, secondary and tertiary levels.

Val Sell commented that it should clearly be on an annual calendar basis, so as not to interfere with sponsorships of Kenwood footrace. There was discussion of managing the specific expectations of a primary sponsor, and whether the increased revenue was worth the effort. Shirley agreed to table the proposal for now and organize a group to discuss the issue.

e. Race Day Registration Issues. To encourage pre-registration online, there was a suggestion that all races charge a premium fee, usually \$5, to register on race day. This idea was used at the Last 10k and Resolution run to good success, with only a few complaints about the extra fee. Race day registration has the potential to delay race start time in our more popular races. Race official Bob Shor and several others emphasized that starting on time was important to serious runners who warm up properly with an anticipated start time, and it makes us look more professional. Most people seem to agree that our entry fees are low, so an added fee would not be a deterrent to most people. Some race directors did not see the need for discouraging race day signups, so it was determined to leave it at the discretion of race directors for now.

f. Kenwood registration. Val Sell made a last-minute proposal to make the Kenwood Footrace online registration only, with no in-store or mail-in entry. There would still be the option of race day entry, but at a premium price. This was primarily an organizational change to facilitate faster results and more accurate data entry. There was discussion about the diminishing numbers of mail-in and race day entries, and the need with chip timing to have all data pre-entered in the system. There were concerns about the large number of in-store registrations (500 last year) but Val was confident that almost all runners can find access to a computer. Passed Unanimously.

g. Survey Recap Handout. President Alex Wolf-Root presented a summary of the online members survey of 17 questions asking priorities for the club. The report reflected approximately 75 respondents, all but 3 were club members.

Monkey Business

Raffle: Kenny Brown won \$25, and \$26 went to the student grant fund

Drawing: Nathan Koch would have won \$200 if he attended the meeting.

President Alex Wolf-Root concluded the meeting at 9:20 pm.

Attendance:

Paul Berg, Thermo, Shirley Fee, Luis Rosales, Melanie Rosales, Tanya Narath, Sledge-o-matic, Tori Meredith, Larry Meredith, Jerry Lyman, Val Sell, Chris

Mason, Steve Cryer, Sunshine, Alex Wolf-Root, Kenny Brown, Kathy Brown, Doc Isabeau, Marc Strozyk, Katrina Farris, Danger Downing, Jen and Will Ortlinghaus, Jessica Aguilar, Cintia Aguilar, Don Sampson, Peter Kirk, Bob Shor, John Harmon, Robin Clark, Brad Illing, Geo Wilson, Mini-Mel, Jerry Brown, Ginny Doyle.