

**SPACE COAST RUNNERS**  
**MINUTES OF SEPTEMBER 16, 2019 BOARD MEETING**  
**Merritt Island Pro-Health 7:00pm**

**Board Members / Officers Present:** Debbie Wells (President), Bob Rall (Treasurer), Elisha Gould (Secretary), Stephen Bernstein, Caeley Looney, Charles Parker, Lindsey Sodemann

**Director of Operations:** Brittany Streufert

**Board Members / Officers Absent:** Jessica Frank

**Guests:** Carol Ball

I. **Meeting Called to Order:** 7:03pm

II. **Review and Approval of August 2019 Minutes:** MSP Bob/Caeley, approved.

III. **Review and Approval of Treasury report:** Bob presented the P&L in monthly form (August 2019 P&L Total: \$-1,164.33) as well as the YTD Balance Sheet (Total Assets/Liabilities & Equity: \$82,878.36) & will email the Budget vs. Actual report. MSP Caeley/Stephen to approve Treasury report, approved.



2019-08 Balance Sheet.pdf



2019-08 Income Statement.pdf



2019-08 Budget vs Actuals.pdf

- a. Sales Tax: The issue of sales tax needs to be figured out for our product sales. Bob & Debbie will investigate the FL policies/exemptions on charitable organizations selling goods.
- b. Accounts: Need to set up club documents/accounts to be according to new Executive Board.
- c. Budget Meeting: needs to be set up for October to discuss 2020.

IV. **Guest/Guest Speakers:** N/A

V. **Reporting**

- a. Membership: Brittany supplied report current tally @ 894. Debbie will reach out to the recently deactivated members after their 1 week notice email to confirm.
- b. Race Results/Race Report: Bob presented spreadsheet of all the area's races YTD. Trend is that race participations are down.
- c. Product Sales: \$124 in t-shirt sales at Turtle Krawl, vintage shirts are still being using for new members. We're in the black & covered cost of purchase on the red shirts. Hats are ordered, should be in by end of month, and proposed \$15 sales - approved. A4 brand singlet(s) have been ordered (qty 60, women's is v-neck style, horizontal logo), proposed \$20 sales - approved.
- d. Online Store: Photography hasn't been done. Brittany will have completed by end of September.

VI. **Unfinished Business**

- a. Results Plan for races under construction – Driven Site status update: It's up and running, no complaints so far

- b. Review of Articles of Incorporation: Debbie will send out via email & everyone is to come prepared to discuss at the October Meeting.
- c. Board Administration
  - i. Emails: Everyone is using their SCR emails as main point of contact besides Charles & Lindsey
  - ii. Dropbox for Business: Brittany will find out the cost for the business edition and let the board know. Will have a demo this week and will get the account finalized/set up by the end of the week.
  - iii. Other: VP role open. MSP Bob/Stephen for Caeley as VP. Non-Opposed, Caeley is SCR Vice President
    - 1. Brittany will do a casual post about the new Executive Board with a photo.

## VII. New Business

### a. Committee Updates

#### i. Strategic Planning Committee – Caeley Looney, Chair

- 1. New Committee Lead – Need suggestions/volunteers
- 2. Committee for updating Director of Operations Contract – Debbie
- 3. Membership Survey – Debbie/Elisha
  - a. Purpose of Survey: We have ideas of new projects to pursue, but not enough people to facilitate the projects + we don't actually know what is important to our club members. What would they like to see from their SCR club?
  - b. Goal: Capture 3 top actionable items for the next year.
  - c. Survey Software: Per Brittany Survey Monkey is \$32 a month. Caeley suggested using Google Forms instead since it's free. Determined we want to get the Series survey out before the next Series meeting, so we'll continue with Survey Monkey for now & pursue using Google later on.
- 4. Strategic Plan Update – Caeley
- 5. Next meeting – TBD

#### ii. Marketing and Communications Committee aka Social – TBD Chair,

*Lindsay joining the Committee (potential Chair?)*

- 1. Website – ROY Series Results is active and no complaint
- 2. Social Media – Brittany making FB events for board/committee meetings. Debbie requested social media analytics report, was also suggested capturing website stats via Google analytics. Brittany will look into if it's possible.
- 3. Newsletter – Brittany is struggling with keeping up with it and would like additional volunteers. Adding it to the survey. Carol volunteered to do the out of town reports.
- 4. Swag – Still have luggage tags, pens & grocery totes. Nothing new and nothing needed until the Marathon Expo. Brittany will be

bringing a swag proposal to the October Board meeting in regards to the Expo/upcoming events.

5. Socials – Winter/Summer – *Per 9/17/19 Committee meeting: Alex Kesterson will be Winter Social Chair\**
  - a. Winter Social – Brittany suggested zoo fun run and social in the Lodge. Quoted at \$200 an hour with 200 person capacity, includes 10% off that day zoo pass. Debbie suggested this be included in the upcoming Social Committee meeting and that the committee prepare a budget to present to the board meeting.
6. Awards Celebration Night – TBD Chair
7. Summer Social/Expo – TBD Chair
8. Battle of Brevard – *Per 9/17/19 Committee meeting: Nancy Foresteire will be Winter Social Chair\**
9. Next Meeting – September 17, 2019 (*October meeting- 10/22*)\*  
*\*Pertinent details gathered at the Social Committee meeting AFTER the board meeting.*

iii. **Community Engagement – Elisha Gould, Chair**

1. High School Scholarship – need a meeting with Marisa – rework the process – Bob  
Nothing yet, Bob will contact Marisa ASAP as the Brevard Schools Foundation needs to be paid for scholarships in January (if we continue with this avenue).
2. Racing Team Update – Steve
  - a. Turtle Krawl: Team Dry Run with Breakfast was held on 9/7. About 25 members ran the Turtle Krawl, good course and process for the youth race.
  - b. Volunteering @ Races Process: Brittany will put together a signup form for tent setup/tear down, tent manning, youth race. Will be linked on the SCR website under volunteer opportunities – will email to the team for first dibs.
  - c. Team Volunteering Requirements – was requested that Brittany pull the team member volunteering tallies in January so the ones estimated to be under can be addressed by Team Captains as a friendly reminder.
3. Club/Partner events – Brittany
  - a. Children’s Hunger project – Thurs Sep 19: 27 signed up so far / 40 slots to fill, it’s looking good.
  - b. Controlled Results: (a fitness group) has reached out wanting to do some type of event. Brittany will contact them for more details.
  - c. Add to survey.
4. Group Runs/Sunday Runs Fun Runs – Travel Plan – Debbie

- a. Clermont Clay 10K, Oct 27
- 5. Coaching - No update
  - a. Maybe Dave Jones has a (Tri?) certificate and Debbie is going to contact to see if he has interest in supporting SCR in coaching.
  - b. Add to survey.
- 6. Volunteer Coordinator – Brittany (Elisha will help if needed)
  - a. Add to survey.
- 7. Hall of Fame/Golden Shoe Task force – No update
- iv. **Race Committee – Charles Parker, Chair**
  - 1. ROY Series – Next Meeting: 10/21 @ 6pm in Viera prior to Board Meeting (*temporarily rescheduling due to no Board members available to attend*)
    - a. Idea of contacting specific people in our community to invite to be on the Race Committee – such as more elite and casual runners/walkers. Debbie/Brittany to pull ideas and give to Charles to contact.
  - 2. Power of Pizza – Brittany
    - a. Contract: Up for renewal in 2020. Need to set aside time to discuss at October board meeting as they need to know if we do not wish to continue contact so new RDs can be trained.
    - b. Eye of the Dragon vs. Space Coast Classic: POP enjoys working on and would like to continue on the Eye of the Dragon, but would prefer to give up the Classic. However it is up to the board and that needs to be determined if both, or either are required to maintain the contract.
    - c. Mike Acosta: will be asked to attend the October meeting to be in on the discussion.
    - d. Space Coast Classic: is being presented with a 3 person relay this year, so it might bring up attendance.
  - 3. Youth Series – Rainbow Run 5K
    - a. Awards are being provided by the Race
    - b. Brittany speaking to the RD about time & location of youth run
  - 4. Space Coast Marathon
    - a. Volunteer Sign-up
      - i. Packet Pickup @ Running Zone: Still needs about 15 people, but is progressing well.
      - ii. PIZZA TENT: no volunteers as of yet & we need are 3 per time slots, 2-3 time slots – it mainly is a

Volunteer Lead to keep the tent running smoothly,  
as RZ provides the servers.

- b. Medal Unwrapping (September 21, 10A Running Zone):  
Fully manned and hoping to beat last year's record. Need  
some more guys to lift heavier boxes.
- c. Tent at event: Debbie & Caeley have volunteered to man  
the SCR tent at the race as needed in coordination with  
Steve Noe.

5. Training Camps – Debbie

6. ROY Race Duties – Debbie

- a. Tent – Paul Boucher will be transporting the tent to & from
- b. Display Materials – Brittany is in charge of keeping the  
buckets full for each race
- c. Youth Series –
  - i. Jodi Noe & Stephen (Team Captains) are  
responsible for route and organizing volunteers.  
Although the list will now be on an electronic sign-up  
sheet provided by Brittany.
  - ii. Brittany will purchase and bring the awards as  
necessary
  - iii. Elisha will be tracking the results of the kids that  
participate
- d. Team Registration – Elisha will be keeping the SCR Racing  
Team vs. Space Coast Runners team rosters accurate with  
the Race Directors.

**b. Miscellaneous Topics:**

- i. Cocoa Beach Half Expo – Debbie:  
Should we have a table? Board decided yes. Will put the call to volunteer  
on the website under Opportunities. Brittany will get a sign board for the  
table that explains what SCR is.
- ii. Running on Island Time award issue – Debbie:  
The speed walker division did not receive Palm Tree awards like the  
runners, Debbie is fixing the issue.
- iii. Rainbow Run Complaint – Debbie:  
SCR received an email that needs to be address in complaint of the  
Rainbow Run being included in the ROY Series. Debbie as President will  
email back a response the Board helped develop.
- iv. Red Carpet Event – Brittany:  
Board decided for SCR to not provide water on River Road on 9/29 due to  
the Red Carpet event. Will be posted on social media.

v. Fun Run List – Brittany:

Website list needs to be updated and would like to have printed copies available at the SCR tent during events.

vi. Run 9 ROY Races – Brittany:

Determine what “swag” we are going to provide for the Run 9 ROY Races incentive that is advertised on the literature.

**VIII. Next Meeting – Monday, October 21, 2019, 7 pm @Viera Pro-Health**

**IX. Adjourn – MSP Bob/Stephen @ 8:54p**

*Minutes Prepared by Elisha Gould, SCR Secretary*