



SPACE COAST RUNNERS
MINUTES OF OCTOBER 21, 2019 BOARD MEETING
Viera Pro-Health 7:00pm


Board Members / Officers Present: Bob Rall (Treasurer), Elisha Gould (Secretary), Jessica Frank, Lindsey Sodemann


Director of Operations: Brittany Streufert


Board Members / Officers Absent: Debbie Wells (President), Caeley Looney (Vice President), Stephen Bernstein, Charles Parker

Guests: Mike Acosta (Power of Pizza), Marisa Flint

- I. **Meeting Called to Order:** 7:06pm
- II. **Review and Approval of September 2019 Minutes:** MSP Lindsey/Jessica, approved.
- III. **Review Action Items:**
 - a. Club Survey – Review
 - i. Nothing too outlying or concerning, have pulled the most discussed items:
REQUESTS:
 1. Social (meet-ups & group runs)
 2. Training
 3. DiscountsNEGATIVES:
 4. Too many races in the ROY series
 - b. December Club Meeting – December 16, Tuscany Grill? (Members who are present says sounds good, but we need to ask everyone, so pending at this time)
- IV. **Review and Approval of Treasury report:** Bob presented the Income Statement (YTD September 2019 P&L Total: \$-3,853.05), the YTD Balance Sheet (Total Assets/Liabilities & Equity: \$80,930.35), and the Budget vs. Actual report. MSP Lindsey/Jessica to approve Treasury report, approved.


[2019-08_Income Statement.pdf](#)


[2019-08_Balance Sheet.pdf](#)


[2019-08_Budget vs Actuals.pdf](#)

 - a. Sales Tax: We do have to charge sales tax, but we are doing it by lowering the price of our goods and giving an even cost to our consumers, for example \$12 for a shirt vs \$12 and change.
 - b. Accounts Signatories: in work, Debbie has the documents and needs to complete the process.
 - c. Budget Meeting: is set for November 4, 2019 at 6pm (location TBD)
- V. **Guest/Guest Speakers:**
 - a. 2020 Scholarship Selection – Marisa Flint

* Bob gave the new board members a little history on the Scholarships and noted last year's difference in using an online system, as well as some back story on the issues of if SCR by-laws regulate awarding of scholarships to person's related to the board. It's not an issue this year, as none of the Board has children graduating HS, but in the future the club needs to set a policy for or against.

* Marisa presented that we could continue as last year, or do our own process that she would help facilitate. Marisa would help SCR get it set up and present to the schools, including private and homeschoolers (which were previously excluded while using "Brevard Schools Foundation" processes). SCR would need to have our own committee set up to assist Marisa as necessary. Additional benefits would be that we could make the process on our schedule and make the decision in time to present at their school's award ceremony. Con is that it will be a lot more work for us.

* MSP Jessica/Lindsey, approved – to do this year's Scholarship Program on our own with Marisa and an SCR committee.

* Proposed timing would be SCR getting the packet out by January 8, 2020 (when school opens). Submissions due back to the committee by February 29, 2020. Decision made in March.

* Proposed the writing prompt be the same as last year and a 250 word limit.

* Noted that it should be required for the recipient to read their award winning essay at Celebration Night, unless unable to attend due to circumstances.

* Bob volunteered to be the SCR Lead for the committee & Jessica wants to be on the committee.

b. Power of Pizza Contract – Mike Acosta

* Bob gave the new board details of why & how the Power of Pizza contract came into the picture. SCR owns Eye of the Dragon & Space Coast Classic and we needed help making the races successful, so in the manner of how RZ facilitates the marathon, Power of Pizza helps us with these races.

* Mike & Brittany report being happy with managing the races and would like to continue, as long as the Board would like to keep them. Mike stated that the EOD is a great, fun race and that they presented record breaking numbers and profit for this past SC Classic, despite the obvious challenges.

* Power of Pizza is proposing a continuation of the contract as is, EXCEPT with the time limit – they are requesting that it be on a year by year basis, so a 1 year automatically renewing contract, unless either party wishes to decline.

* The Board needs to decide if this is acceptable and, determine SCR's requirements of timely notification if Power of Pizza does choose to not renew their contract for the following year.

VI. Reporting

a. Membership:

Brittany supplied report, which current tallies at 894. Working with Debbie to clear out inactive members from our email services – 1 person signed up again after receiving the notice of being removed from the list.

- b. Race Results/Race Report:
Bob presented spreadsheet of all the area's recent races. We were surprised by the low participation at Cocoa Beach Half. Also noted was the low attendance of the Sprint for Sight.
- c. Product Sales:
 - * New hats & singlets are in and were sold at the Cocoa Beach Half. Debbie has current cash & stock with her, Brittany will meet up to collect items.
 - * Debbie is offering a 50% discount on a hat & singlet to the SCR members participating in the travel race(s).
 - * Red shirts stock is starting to run low (specifically women's). Suggested that we order a blue version of them with the imprint slightly revamped. Was approved to proceed since there is cash in the budget. Brittany will mock up some ideas and will have in stock by the Marathon Expo.
- d. Online Store: Brittany, pending & in works.

VII. Unfinished Business

- a. Results Plan: No additional feedback received, all is good.
- b. Review of Articles of Incorporation: On hold for next meeting due to 4 board members absent.
- c. Board Administration
 - i. Drop box for Business: Pending, Brittany is going to talk with Rep to get the benefits of DB for Business (justify the cost).

VIII. New Business

a. Committee Updates

i. Strategic Planning Committee – Caeley Looney, Chair

1. Director of Operations Contract – Debbie (no current action)
2. Membership Survey – Brittany

- a. Summarize (see notes in III. Review Action Items)
- b. Top 3 Actionable Items – Quick, Med Term, Long Term

* More Social Meet-ups/Fun Runs:

In discussion of when/where – we should start with one and see how it goes. Need to evaluate the cost (additional water supplies?) and scheduling for volunteers to host.

* Offer an SCR Training Plan:

Brittany has presented a viable option with the assistance of Kaitlin Donner – MSP to invite Kaitlin to our November meeting to present, Lindsey/Elisha – passed.

* Offer more Club Discounts

Brittany has received several out of town discounts & has asked Caeley to help solicit local race discounts. We also need to continue making an effort to advertise to the club WHERE to find their discounts.

3. Strategic Plan Update:
Holding for next month's meeting due to Caeley being unable to attend.

4. Next meeting – TBD

ii. **Marketing and Communications Committee aka Social – Lindsey Sodemann, Chair**

1. Website:

Brittany is going to get analytics set up for the site.

2. Social Media:

Brittany provided FB analytics during the meeting. Nothing unusual to investigate, we just need to continue working on gaining likes & engagement.

3. Newsletter:

Survey resulted in 3 people signing up to assist with the newsletter, will be contacted.

4. Swag:

Fully stocked on swag for the Marathon Expo. Carol Ball use to make the triangles for the wheel, Brittany has asked for her assistance.

5. Socials:

a. Winter Social – Alex Kesterson/Chair

b. Summer Social/Expo – Debbie Wells, Chair

Brittany – went to Controlled Results to tour. Thinks it is a great venue for the Summer Social, we can do a good expo & have speakers. Adam of Controlled Results said we could host there for free as it would be good exposure for his company. Brittany suggests at least 20 vendors to fill up the space after touring.

c. Awards Celebration Night – TBD Chair

i. Gift Basket, Chair Debbie Wells

6. Next Meeting – October 22, 2019 at 6pm at Viera ProHealth café

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

1. High School Scholarship:

Marisa/Bob, See notes from Guest Speakers

2. Racing Team Update: No update as Steve was unable to attend.

3. Club/Partner events:

Brittany had a call with Ragnar, and they want to come to an SCR Sunday long run. They'll bring swag, host pace groups and present on their events. Thinking of doing SCR potluck. If we get a group of 10 or more willing to sign up to participate in their race, they will offer a discount good for a free SCR area set up. Board proposed date 12/15. Brittany will contact them.

4. Group Runs:
Was discussed with reviewing the survey. Lindsey suggested it be in a rotating location, Elisha suggested on a Saturday – both to fit the suggestions on the survey. Needs to be further discussed and planned in more detail. Elisha will work on ideas/plans.
5. Sunday CV Water/Runs:
Cyndi Bergs – Starts South 10/27 – post on social
6. Fun Runs:
Website Updated and print outs at the tent
7. Travel Races:
10/27 Clermont Clay – 11 runners so far – Debbie
8. Coaching/Training Camps:
Kaitlin considering & will be at Nov Board Meeting to discuss; see email sent on 10/22 by Brittany.
9. Volunteer Coordinator: Brittany & Elisha will assist.
10. Hall of Fame/Golden Shoe Task force:
Golden Shoe is picked by the President, Hall of Fame comes from nominations and is voted on (as I understand it). Nothing to do at this moment.
11. Cocoa Beach Half Expo – Brittany Update:
SCR was set up there and sold some inventory, can get more details from Debbie next board meeting if necessary.
*Brittany is getting the club description board for the tent - \$35-\$57 the board is good with cost.

iv. **Race Committee – Charles Parker, Chair**

1. ROY Series – Brittany Update on latest meeting:
General consensus is that the 2019-2020 ROY Series is too many races. Another issue is that we need to announce the schedule earlier, so the committee is proposing – RD invites in Dec, Committee decisions in Jan & Board finalizes in March. So if the season starts as early as June again, it would be 5 months' notice. Stated that the upcoming ROY selection committee is going to have a difficult job ahead trying to meet everyone's needs.
 - a. 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. Was thinking a hat/visor, but was suggested at meeting for “nicer” sunglasses with SCR branding.
 - b. Next Meeting – November 18, 2019 6P Viera Pro-Health cafe
2. Space Coast Marathon
 - a. Volunteer Sign-up Status

- i. Packet Pickup/Pizza Tent – Brittany:
 - * Brittany will ask Paul Woodbury (?) about getting some volunteers as they helped out last year.
 - * Issue with the volunteer sign up site needs to be corrected.
 - * Brittany proposed offering the Pizza Tent volunteers a free entry into Run Run Santa 1 Miler, offering SCR a 50% discount on their cost. MSP Elisha/Lindsey to approve offering the incentive/SCR paying the entry, passed.
 - ii. Expo SCR Table – Brittany is making a volunteer event – our booth at the expo, 4 shifts 3 people each.
- b. SCR Tent – Caeley/Deb Lead (coordinate with Paul)
- 3. Battle of Brevard – Nancy Foresteire, Chair
 - 4. ROY Race Duties – Debbie
 - a. Tent – Paul Boucher
 - b. Display/Sale Materials – Brittany
 - c. Youth Races – Team Captains (course/lead run), Elisha (results), Brittany (awards)
 - d. Volunteers – Sign-ups issued via website for tent (Brittany)
 - e. SCR Racing Team verification (Elisha)
 - f. SCR Group Photo – Brittany will be advertising and will do at same time as SCR Racing Team photo (coordinate team captains/Brittany for social posting)

IX. Next Meeting – Monday, November 18, 2019, 7 pm @Viera Pro-Health

X. Adjourn – MSP Lindsey/Jessica @ 8:58p

Minutes Prepared by Elisha Gould, SCR Secretary