



**SPACE COAST RUNNERS**  
**MINUTES OF NOVEMBER 18, 2019 BOARD MEETING**  
**Viera Pro-Health 7:00pm**

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

**Director of Operations:** Brittany Streufert

**Board Members / Officers Absent:** Charles Parker

**Guests:** Mike Acosta, Kaitlin Donner, Jason Hart, Carol Ball

- I. **Meeting Called to Order:** 7pm
- II. **Review and Approval of October 2019 Minutes:** MSP Caeley/Lindsey, approved.
- III. **Review October Action Items**  
All items have been taken care of.
- IV. **Review and Approval of Treasury report:** Bob presented the Balance Sheet, Income Statement, and YTD 2019 Budget vs. Actuals. MSP Jessica/Stephen to approve Treasury report, approved.



2019-10-31-Balance Sheet.pdf



2019-10-31-Income Statement.pdf



Budget vs Actuals 2019 Budget - thru 1:



Proposed budget-2020.pdf

- a. Savings (Sunrise Bank Savings \$50,916.92) - Do we roll over the full amount?  
Consensus is to roll it all over into the next investment period.
- b. \$264 given to Brittany in the cash box for the Space Coast Marathon Expo.
- c. Sales Tax paid quarterly and due by Jan 20th.
- d. PROPOSED 2020 BUDGET was presented & approved. MSP Stephen/Jessica  
Items of Note:
  - Increasing prices on Celebration Night tickets
  - Adding Expo income by having booths at our Summer Expo
  - Increasing memberships dues on Family to \$40, keeping individual \$30
  - Increasing marketing to RD to get into newsletter advertising
  - Ideas of how to increase income to offset a deficit: increasing membership fees & celebration night tickets, possible sponsorships, product sales, newsletter advertising, and additional racing team sponsorships
- e. SCR Racing Team membership payments for fulfilling team obligations - will change the policy to only pay their individual dues, not family. They will be given notice and the opportunity to purchase the additional family membership at the extra \$10. MSP Caeley/Jessica

**V. Guest/Guest Speakers:**

- a. Kaitlin Donner with proposed SCR associated training camp  
Proposed Details:

- At Satellite track, Tuesday's organized training day - Sunday Long Run meet up in different locations
  - Time trials and training plans supported by A/B/C groups per individual needs
  - Recorded details to help track efforts and adjusting plans
  - Starting Date Feb 25th, no max number of participants
  - Includes Eat My Crust goal race registration + camp shirt
  - MSP Elisha/Lindsey, approved: Price \$100/\$125 (non member price - includes SCR membership)
  - SCR will continue to offer other camp discounts as long as they agree to offer them, all clubs/teams inclusive
- b. Jason Hart from Special Olympics
    - Discussed Special Olympics support in trash pickup at SC Marathon event
    - Took the opportunity to discuss how more coaches & volunteers are needed to help out the Special Olympics
    - Discussed adding a tri-fold brochure about the organization to the Reindeer Run packet bags
  - c. Mike Acosta of Power of Pizza to discuss contract (continued in VI. Unfinished Business)

## **VI. Unfinished Business**

- a. Articles of Incorporation
 

Changes to be made:

  - Remove "The Secretary shall serve at the pleasure of the SCR Board."
  - Add page numbers
  - Fix 501(c)(3) formatting
  - Look up if unlimited updates/renewals & who needs to be listed as the registered agent/name
- b. Power of Pizza Contract (Mike Acosta, guest present at meeting)
 

MSP Bob/Stephen on renewal period being on a yearly basis, with renewal notification deadline of June 1st
- c. Scholarship Letter
 

Changes to be made:

  - Email directly to Debbie instead of Marisa (Debbie will abstain from the selection of winner)
  - Prompt needs to be more obvious on the app - at the top/by itself/bold?
  - Remove GPA & Class Rank from app
  - Adjust wording to include something to the affect of: "On emphasis on essay, but additional information will be used in case of tie breaker."
- d. Donner Training Proposal
 

Details provided under Guest speaker section
- e. Marathon Volunteers Status
 

In good shape, pizza stations, expo & packet pickup are all reasonably covered
- f. Board Administration

- i. Dropbox for Business: Decided to continue using Brittany's account and the club compensates her for the fee (\$12 a month). \$420 annually for a professional account and only 4 users seems excessive.

## VII. Reporting

- a. Membership:  
Brittany supplied report, which current tallies at 886. 20 renewals, 4 new members
- b. Race Results/Race Report:  
Bob presented spreadsheet of all the area's recent races. We are continually seeing that participation numbers are trending down. Especially noted Cocoa Beach & Cape Canaveral long distance races trending downward.
- c. Product Sales:  
New tech blue shirts are in stock - \$15 each, in men's & women's sizes (note that women are purchasing a lot of the SCR products)
- d. Online Store:  
\$29 a month to host it, photos are done - holding off to activate until December

## VIII. New Business

- a. Expo Insurance:  
Running Zone asked us to get insurance, we just need to add as an additional insurer on our policy - no problem
- b. Committee Updates
  - i. **Strategic Planning Committee – Caeley Looney, Chair**
    - 1. Director of Operations Contract – Debbie (no current action)
    - 2. Membership Survey – Brittany/Caeley
      - a. Summarize
      - b. Top 3 Actionable Items – Quick, Med Term, Long Term
    - 3. Strategic Plan Update:  
Caeley will set up the meeting
  - ii. **Marketing and Communications Committee aka Social – Lindsey Sodemann, Chair**
    - 1. Website - no updates
    - 2. Social Media – analytics updates from FB/Website - Brittany
    - 3. Newsletter
      - a. Out of Town Race Reports – Carol Ball
      - b. Any volunteers from Survey?
    - 4. Swag – Swag proposal for Expo and beyond - Brittany
    - 5. Socials –
      - a. Winter Social – Alex Kesterson/Chair
      - b. Summer Social/Expo – Debbie Wells, Chair
      - c. Awards Celebration Night – TBD Chair
        - i. Gift Basket, Chair     Debbie Wells
    - 6. Next Meeting – November 19, 2019 6P Viera ProHealth
  - iii. **Community Engagement Committee – Elisha Gould, Chair**

Working on getting a committee together - thinking of combining with social committee and/or sending out a club email calling for volunteers interested in community engagement.

1. High School Scholarship – Marisa/Bob  
See notes on unfinished business section on progress of scholarship tasks
  2. Racing Team Update - No updates per Stephen
  3. Club/Partner events – Brittany
    - a. Suggestion from SCR Member to have SCR volunteers for a water stop at a run sponsored by someone else to support other runs and provide visibility for SCR.  
-- Decided to try this at the Florida Marathon and have the club member that suggested it contact Mitch about it (per Debbie)
  4. Group Runs – Several group runs have been published including FL beer company run on 11/25 and Ragnar guest run on 12/15
  5. Sunday CV Water/Runs – Cyndi Bergs – Going South
  6. Fun Runs – Website Updated - Brittany
  7. Travel Races – 3/15 Marco Island Half Marathon  
Debbie will provide Brittany with the details to post on social
  8. Coaching/Training Camps – Kaitlin Proposal  
See details provided in Guest Speakers section
  9. Volunteer Coordinator - Brittany
  10. Hall of Fame/Golden Shoe Task force – No update
  11. Kids' Races – No update
- iv. **Race Committee – Brittany, Chair**
1. ROY Series – Brittany Update on latest meeting:
    - a. Will be announcing series in March this season
    - b. Will be adding a team division competition for the full series
    - c. Sending out the applications first week of December
    - d. Next Meeting – December 9, 2019 6P Viera Pro-Health
  2. Space Coast Marathon
    - a. Volunteer Sign-up Status
      - i. Packet Pickup/Pizza Tent – good to go
      - ii. Expo SCR Table - need last shift cover - Jessica volunteered
    - 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 on social - Skip & Marion Oswald were asked to help take the pictures and are super excited to help out
- IX. Next Meeting – Monday, December 16, 2019, 6:30 pm @ Tuscany Grill
- X. Adjourn - 9:02pm

*Minutes Prepared by Elisha Gould, SCR Secretary*