**SPACE COAST RUNNERS**

**MINUTES OF February 2021 BOARD MEETING**

**Virtual – 2/15/21 @ 7:00 PM EST**

**Board Members / Officers Present:** Debbie Wells (President), Caeley Looney (Vice President), Paul Boucher (Treasurer), Elisha Gould (Secretary), Rebecca Acosta, Donna Arnister, Stephen Bernstein, Kayla Cain, Kim DelTorchio, John Fricano, Steve Hebert, Alex Kesterson, Terry Ryan

**Director of Operations**: Brittany Streufert

**Board Members / Officers Absent:** N/A

**Guests**: Austin Cain

1. **Meeting Called to Order:** 7:03pm
2. **Review of January Minutes (Elisha)** MSP Stephen/Caeley, Minutes Approved

**Treasurer’s Report (Paul)** MSP Steve/Stephen, Approved  
Membership income is significant this month. Advertising amount is from last year and hit the report – from newsletter and email advertising for races, etc.  
Brittany worked closely with Paul to get the RRCA and Driven (RunSignUp, etc) accounts to help save the club $. Revenue from the Running Zone (SC Marathon weekend) will hit the account next month.



1. **President’s Report (Debbie)**
   1. Board Member New Jobs
      1. Racing Team Sponsors (Caeley – prospectus; Terry agreed to help)
         * Update – Caeley reviewed the doc she has prepared and asked for input.  
           Feedback – Stephen adding a QR code and a map of where the events are being held. Caeley is working on adding after the about us page. Debbie suggested that pictures of team shirts, etc showing where the logos would go would be good.
         * Sponsor Ideas (brainstorming ideas with the Board)
           1. SCR Series: Banner with all the logos to be put up on the SCR tent at all the races, plus race bag inserts (RZ may or may not allow particular things), and printed materials. Brittany thinks $1000 is a great place to start.
           2. Youth Series: We are planning on 6 Youth Series next season. $500 for Presenting sponsor, $300 for gold (and each gold gets you one particular race), $150 silver and $50 for “snack” sponsor per race (logo at snack table instead of promotional materials). \*Remove silver sponsor and only have Gold single race sponsor. (Stadium fees are around $200 per race) Gold change to “track” sponsor that covers the track fees, perhaps a finish line sponsor or distance sponsors. Any extra funds would go towards the next season and growing the program.
           3. Racing Team: $2000 budget for uniforms ($40 per person) Brittany thinks we should only allow Gold sponsors logos. Think we should get 3 Gold max. 2 would pretty much cover the costs.
           4. ADD socials or Masters Racing Team sponsorship opportunities? Decided this is a good starting point, if we get a lot of interest we could expand to the master’s team. If we get the initial investments coming in, it would help the club cover the other opportunities.
           5. Terry put together a good list of contacts to reach out to & Stephen has started sharing already.   
              The board is going to be responsible in help sharing. If the ROY series is going to have a presenter sponsor – we need to share it out ASAP. Caeley – get it pushed out before the next meeting and we can approve it offline so we get it published soon.
      2. Newsletter – everyone gets a month to help Brittany – see excel in January folder for your month. February – Stephen; March – Caeley  
         Make sure you’re reaching out to Brittany and chat for coming up with content to provide for your newsletter month.
   2. Eye of the Dragon (abbreviated as EOD going forward) Recap – presidential thank you to the race management team of the race because the weather and situation was iffy and it was really handled well.
      * + Brittany – 10k started on time, the lightening was staying away and 38 mins into the race – so she stopped it at the 5K. RZ did go through and tell people that they could turn around, some did & some didn’t. The only called winners were top 3 in each category of overall, masters, grand masters. Age awards were determined for age group by 5k split. No negative response after, just out of towners trying to get their awards.
        + Asking Board: Since EOD is a points race – what should we do? Brittany contacted the racing committee and gave them the options: 1) go according to the 5k split 2) drop it and points are only 5 now 3) designate Eat My Crust to be a point pickup (as was outlined in the rules & guidelines of the series at the date of publishing). Committee determined it should be up to the Board’s decision. Committee Vote: 5 said option #1, 2 member option #3.
      1. BOARD VOTE: PROPOSED: Top runners scored on 10K and the 5k scoring for the rest. RESULTS: Alex – Y, Caeley – Y, Donna – Y, Elisha – N (Eat my crust option), John - N (Eat my crust option), Kayla – Y, Kim – Y, Rebecca – N (Eat my crust option), Stephen – Y, Steve – Y, Terry – N (5k distance for everyone option), Debbie – Y :: Proposition of points passed by majority.
   3. North River Road Water – need to switch direction in March. Elisha to email Donna a letterhead. Donna will write & deliver a note to the home owner, located where we’d like to leave our water on the switch.
   4. RRCA Convention Attendance – Debbie & Brittany are the only ones who are going as no one else said they were interested, but can let Debbie know this week and they’ll get registered.
   5. Race Director Training – project for Spring (Wells, Struefert)
2. **Ops Director Update (Brittany)**
   1. Membership Report
      1. Current – back up to 792 members (698 last month) down over 100 compared to last year, but did make gains during January membership drive week.
      2. Registration prior to SCM Early Registration was required, and early registration was a day before the winter social, thus why we did a week long discount push instead of a single day as previous years. People are definitely interested in the 2021 race as it’s the 50th. Over half way sold out now that it’s opened publicly this week.
   2. Retail Report
      1. Sales Report   
         Did well this past month, sold at winter social and on the EOD registration page. $400 sales on that and the items ended up going into their packets and saved on shipping. Will do again for the Classic since it’s SCR owned.
      2. New Items – Visors shipped on Feb 1, new shirts and a few preorders of visors.
   3. Newsletter Support – review ideas for newsletter help.
   4. Spring Training Camp – Upcoming Events/Sponsors  
      Camp is going really well, singlets are in and handing out tomorrow. Lots of PR at dragon from the training camp.
      1. Donner Coaching Certification Progress, nothing to report – still on waiting lists.
3. **Committee Reports**
   1. SCR Race Committee (Brittany Streufert)
      1. ROY Series
         * Current Season Updates
         * Next Season –

We were planning on announcing the races this month. The applicants have not been notified either way yet. Announce via video of Debbie & Brittany. Sponsorship can be announced later on as the materials won’t be published until later.

* 1. Social Committee (Alex Kesterson)
     1. Next Meetup? 1st week of March at Hell n’ Blazes – Brittany asking RZ to make sure it’s ok as they host there.
     2. Winter Social – Recap  
        Went ok, golden egg was found ($50 RZ gc donated towards that), most of the bagels were eaten (all donated), all donuts were eaten as well, pretty positive feedback. Debbie suggested music next time, the turnout was good and the weather was nice.
     3. Neighborhood Runs - 6-8 runs in various places/courses  
        8 submitted routes and we’ll share them around – Debbie will send a North Merritt Island route – we need to have them all submitted by end of Feb.
        + Mini medals – doing t-shirts instead. Dirty Oar thinking about sponsoring some screenprinting for us and helping us get a discount. Elisha to help with t-shirt design if needed.
        + Start the “series” around June after Celebration event so not a conflict for the ROY races
     4. Gala Replacement Event Planning – will reach out to the pavilion at Wickham Park, which would be a nice location as it can still be drive thru, but also a covered area if anyone wants to stay for food, etc.
     5. Battle of Brevard Planning – tentative date of August 4th. Terry is heading this one, Location TBD.
  2. SCR Youth Series (Rebecca Acosta)
     1. Youth Series Update – Next Race 2/27
        + Rebecca met with Space Coast High athletic director – they have never had anyone try to use their facility before, so he’s unsure of the process. They are still processing our paperwork – they need to get district approval still. Brittany will email and ask how it’s going. Brittany is confident and she thinks it will be good – she’ll follow up. Rebecca has the snacks and water, volunteers are covered by the Racing Team. Debbie needs to bring the tent and tables. Need 4 tables. Setup by 8:30a.
     2. Wawa Grant – Submitted Proposal – Thank you! We’re still waiting on that.
     3. Will reach out to Eau Gallie to make sure it’s good to go. 4/17? Same weekend as the RACCA conference. Steve will ask his POC from EG at run camp tomorrow and let Rebecca know.
  3. Volunteer Coordinator (Kim Del Torchio)
     1. February 7th Water Station – Recap Terry/Kim  
        Kim - The race was stormy but the Race Volunteer coordinator said that they were good to go. But then the RD did close the course and SCR handed out water until it was all packed up.
        + Terry – they had a sign for medical for at corner, but they were actually at our tent. So they had some problems with confusion on that, between the water and medical tent (Debbie said same issue last year, so she’ll mention it to Mitch for next time)
     2. End of the year gala in early June.
        + Kim can start recruiting volunteers on that. Alex – please let Kim know what will be needed from the Social Committee ASAP.
  4. Race Results (John Fricano)  
     Status quo other than the Super Hero – it was up a little bit. FL Marathon was way down (maybe due to weather). EoD numbers are without the Virtual.   
     Brittany will have a complete EoD recap to present next meeting.

1. **SCR Racing Team Updates (Austin)**
   1. SCR Race Team Updates  
      2 mile race – SCR team placed 2nd. SC runners got 3rd. Austin please make a post about 3 free entries as that was the prize for winning 2nd place. Brittany – should also think about the application process for next season. How do we want to word things? Typically place new team in April/May.
   2. SCR Masters Team Updates
      1. Senior Games Team – support for Nationals in May 2022; Qualifiers in 2019, 2020 and 2021 will be eligible.  
         No new information yet – hoping to open up the qualifier event to the club. Debbie would like to see us coordinate some track practice for people that want to participate – maybe get linked to the Youth Series tracks since we have the connection already.
      2. 2021-2022 Racing Season Team Development – Debbie to reach out to Jackie Schmoll to help coordinate race schedule and then we will recruit.
2. **New Business**
   1. Brittany – received a complaint about a homeless guy/nuisance from the EoD race. We can be on the lookout for him now that we know. Brittany thinks it’s an issue with races in that area. The civic center did alert us to a similar issue in the area.
3. **Next Meeting – March 15th 7p, Virtual**
4. **Adjourn - 8:47p**

*Minutes Prepared by Elisha Gould, SCR Secretary*