**SPACE COAST RUNNERS**

**MINUTES OF JULY 17, 2017 BOARD MEETING**

**Merritt Island Pro-Health 7:00pm**

**Board Members / Officers Present:** Lisa Hamelin, Bob Rall, Nancy Foresteire, Bob Anderson, Cyndi Bergs, Keith Dutter, Howard Kanner, Harry Prosser, Shelley Williams

**Board Members / Officers Absent:** Carol Ball, Loran Serwin

1. **Meeting Call to Order:** Lisa 7:03 pm
2. **Review / Modify Agenda:** Add gift for Carol Ball to Other Business

# **Changes to Last Month’s Minutes:** Harry - minutes not full board due to no quorum. M/S/P/Nancy/Harry Change title to Executive Board Minutes and approve in entirety.

1. **August Treasurer’s Report** (Carol)

M/S/P/Harry/Cyndi to approve with pending question why total expenses of $7,104.22 and total disbursements of $7,088.77 don’t match. Carol to report.

SCR Savings Account Balance June 30, 2017: $63,713.93

SCR Cash Balance June 30, 2017: $22,917.91

SCR Deposits for June 2017: $5,602.85

SCR Total Disbursements June 2017: ($7,088.77)

SCR Open Invoice Balance as of June 30, 2017: $1,100.00

Total All Accounts: **$85,145.92**

# **Guests:** Brittany Streufert, Paul Boucher

# **Guest Speakers:** none

# **Committee Reports**

* 1. **Communications Committee** (Shelley)

1. Website (Brittany) Memberships are based on expiration date, not day of renewal on Driven. Harry wants clarification on on-line renewal charges. No charge on Driven. For all-in-one race series, processing fee 6%-Brittany checking fees v.Square charges that Nancy will report. Does membership on treasurer’s report include fees? SCR absorbing fees to limit manual work. See if we can move help button on website.
2. Social Media (Brittany) Elisha Gould doing Instagram. Brittany working on getting intern from EFSC. Members should share or comment on SCR info on FB to get out to more people.
3. Newsletter (Lyn/Brittany) Aug – Brittany, design; Lyn, content. Lyn given feedback info from survey. If racing out of town, submit pics of anyone to Brittany. FB runners spotlight resurrected. Try to find interested people.
4. eBlasts (Brittany) If you have an eBlast to go out, write it and submit.
5. Shelley will help with eBlasts.
   1. **Community Committee** (Bob A)
      1. High School Scholarships Task Force: Marisa will head this up.
      2. Group/Sunday Runs: Inquiry on website time water is put out. Told 6:30 going north. They thought it was too late.
      3. SCR presence at Summer Breweries Tour: Promote, we want presence. Talk of wearing SCR-branded items led to need for new singlets. Need task force with possibility of selling them on line or at events. Sales tax not a problem. Recommend to marketing and budget committees.

Tuesday 7/11 6:30 pm Intracoastal - Eau Gallie maybe speak to whoever is hosting and we could give away; a race entry – per Lisa  
Tuesday 7/18 6:30 pm Hell N'Blazes- Downtown Melbourne  
Tuesday 7/25 6:30 pm Florida Beer Company- Cape Canaveral  
Tuesday 8/1 6:30 pm Playalinda- Titusville  
Tuesday 8/8 6:30 pm Charlie & Jakes- Suntree

* + 1. Coaching: Possibly provide training for SCR-owned races or couch to 5K as a member benefit. Bob A and Shelley will meet and report.
    2. Volunteer Coordinator (Marjorie Nelson) Nancy will send social volunteer info to Marjorie.
    3. Membership (Brittany): June 2017: 5 new individual memberships, 27 family renewals, 33 individual renewals. 808 current membership.
       1. SCR Membership Benefits – hosting Runners Nutrition Night 8/10, 6:30 p.m., Health First Auditorium, HRMC. April Kashdan to speak and provide food samples. 38/50 people so far. SCR member benefit. $5 if not member.
       2. Keiser University wants table at Nutrition Night to promote their BS degree in sports mgmt. program. Many students need volunteer hours - possible partnership with Keiser. Should invite coaches. SCR needs table at event. Brittany or Lisa to do intro.
    4. SCR Racing Team (Mike/Deb): Team announced at social and pics taken. First get-together is trial run for ROIT 2 weeks prior to race.
    5. Shoebox Recycling (Lisa) Program collects any kind of gently used shoes. Box and ship X amount and earn fee. Partnership possibilities with Up and Running, Smooth Running, Event Management to have shoe drops at races and send money to charity. Lisa to head it up and get more details.
  1. **Marketing Committee** (open)
     1. Advertising Only have newsletter advertising. Maybe should go under communications.
     2. eBlasts for Advertising (Bob) Position open. If interested, let Bob know. If you buy an ad for a month you get eBlast. Mitch Varnes pays for ads for multiple months – should get more eBlasts.
     3. Swag/Club Branding (Carol) M/Harry to buy 1 table wrap – withdrawn. M/S/P/Bob R/Harry to purchase 2 table wraps with logo, website, ROY branding, at cost of approximately $235 each. Bob R will order. M/S/P/Harry/Bob A to spend up to $100 for backdrop stand and support system. Nancy will order.
  2. **Planning Committee** (Bob R)
     1. Strategic Planning – Bob, Harry, Nancy, Shelly, Brittany. Bob will set meeting.
     2. Guidelines, Documents: President should be on bank account with treasurer. Others should be taken off. Check on who is on for post office.
     3. RRCA Membership Requirements: Nancy will get Roster, Code of Ethics and Conflict of Interest Policy (to be created) to RRCA.
     4. Annual Budget task force - Carol, Harry, Bob, Nancy, Howard, Lisa. Bob will set meeting.
  3. **Race Committee** (Keith)
     1. ROY Series (Loran) Need to change rule about ROY series eligibility. M/S/P Harry, Shelley for the following changes: For the race season, runners have through the date of the first series race, to become a member and be eligible for points for the entire season. Active members will be eligible for points in series races. Members who let their membership lapse during the season will not be eligible for points scored during the lapsed period.
     2. Youth Series - Do we still have Alysson? If not, we need to fill this slot.
     3. Race Results (Keith) Keith will email.
     4. Space Coast Marathon task force (Cyndi, Keith, Carol) Meetings Aug 24, Oct 19, 6:30 pm @ RZ. Set who to attend at Aug board meeting.
  4. **Social Committee** (Howard)
     1. Summer Social task force (Howard, Nancy, Bob, Keith) Recap – Set for 2 hours. Try to get RSVPs. Socialize more: Name tags, games to work together/meet people. Possible venue change. Have membership benefits form available. Nancy & Shelley will list particulars for next year.
     2. Judith Francis, owner New York Pizza, requested $500 catering fee for social be made out to the Cocoa Beach Cross Country Booster Club, as donation to team in memory of her mother, who passed away from Alzheimer’s. Put this info in the newsletter or FB.
     3. Summer Fun Run Series task force (Nancy/Lisa)
        1. Battle of Brevard Recap (Nancy): Need lead bike to start, better advertising. Nancy listing particulars for next year.
        2. Prediction Run August 2 (Lisa) Viera Pizza, cold pasta cups, Italian ice (dry ice to keep cold). Keith - water stop, timers from RZ. Will send out email with help needed.
     4. Winter social – re-calendar task force formation from October to September.
  5. **Strategic Partnerships Committee** (Lisa/Bob)
     1. Smooth Running: Lisa meeting with Mitch. Perhaps need to provide something back to him, if anyone has ideas. He has corporate membership interest. Look at RRCA for corporate membership info.
     2. Up & Running: Lisa meeting with EB to discuss partnering opportunities.

1. **Other Business -** Carol apparently broke her shoulder. M/S/P/Harry/Cyndi to send prepared meals up to $75.
2. **Next Meeting** – Monday, August 21, 2017, 7 pm @ Merritt Island Pro-Health
3. **Adjournment** -- M/S/P/Harry/Shelley to adjourn 8:43 pm.

*Minutes prepared by Nancy Foresteire, Sec.*