

Santa Fe Striders Board of Directors Meeting

Wednesday, August 23, 2023

Attendees: Loretta, Sheila, Jes, Rachel, Ben, Helen, Don

Meeting Start: 7:06pm

Meeting Minutes:

- Review of 6/26 minutes: Wait to approve minutes until people have the chance to review.
 - Loretta: Wants to post meeting minutes on website. The minutes need to be approved before they are posted.
- Treasurer's Report
 - Run Fest booked \$2400 to the club!
 - Big T is shaping up, should be roughly the same as last year
 - Run Around: Unlikely to find a different safety contractor for next year, but we would love to explore other options if they become available. Don sent Gilbert (Southwest Safety) a check, but he hasn't cashed it.
- Membership
 - Membership has increased to 279. In 2022, the numbers at this time in the year were 233. Helen was helpful in sending out. Went from over 500 people on the workout list, now it's down to ~220 emails.
- Old Business
 - Conflict of Interest (COI) Forms: Loretta had Sheila and Jes sign the COI forms.
 - Track: We still have not received a bill for the track usage. The current track location works well for members, but occasionally we cannot use the track because of school sporting events. Helen and Ben have an alternate lead (a middle school track) if we want to look into changing.
 - Sponsorships: Our race directors have been directed to talk with each other to coordinate on who we're soliciting money from for which races.
 - Scholarships: We awarded scholarships to recipients! Loretta has shared information with The New Mexican, and we are advertising this great work through our social media. All of our recipients this year have won championships or won medals – very impressive! Thanks to Nathaniel, we were able to increase the total award amount to \$7000.
 - Running Fest: We had positive comments about the course and the kids race. We're good for next year! We can use soccer and rugby fields, and we can have a single event or a series. Loretta proposed a race in December at this location, and we're welcome to have something there then.
- Social Events
 - Picnic: We had Helen, Ben, Jenny, and Loretta attend. A number of new people attended. Location was at the John and Susan Lumley's house. There was a Running Hub raffle, Harrison Swezey pulled the winning ticket, and Harrison

Sweezey won! People contributed money for raffle tickets, and the money went to a charity that is meaningful to the Lumley's

- Holiday Party: We're looking for venues. We are expecting 100-150 people. December 9 is tentative date.
- Races
 - Big T: Race day is Saturday, October 7. Need volunteers. Don Brown will go to group run on Thursday and start recruiting volunteers. We're in pretty good shape. Wings of America will print the shirts – save us money, which will increase the amount of money they'll get! Loretta ordered special bags for the Running Fest, we could use this for the Big T; probably we'll save for Corrida. Loretta also had a banner printed, and there are more banners in Jim's garage.
 - Fowl Day: We did not get any takers for a new race director. Jenny and Loretta would be able to help, but they just can't lead it for this year in November.
 - December Race: Maybe do it at the rugby fields, a 5k?
 - Snowshoe Classic: Whitney gives race proceeds to SF Search & Rescue, and this is controversial for some club members. Don suggests that if we get buy-in ahead of time, this may be less emotional for members that don't agree. Sheila suggested putting a cap on how much we donate to S&R (\$500 or \$1000?). Whitney does a fantastic job directing this event, and we want to support her in this role. Perhaps we also select another organization to donate proceeds? Communication with both Whitney and adversarial club members is key. Perhaps this is a cultural disconnect between road runners and trail runners; for trail runners, S&R is critical to our safety and ability to run trails.
- New Business
 - Chip Timing System: The price of a timing system is \$5500 if we want to do a chip timing system. There's also a consumable cost; the per race bib is pretty similar between companies, approximately \$1/bib/race. Helen developed a list of key criteria, including support, ease-of-set-up, price, timing points, timed start-line or simple gun start, races-per-year, types of race, distances of typical events, range of participant numbers, whether we're looking at online live results, training, level of tech support, average bib price, time to get final results, etc. Once we agree on criteria, Helen can reach out to companies and determine which product(s) best fit our needs. Helen will send out her work/questionnaire to the BOD, and we're welcome to provide input. If we get a chip timing system, we need to charge more for races. We currently hold back \$250 for timing for every race we hold. Do we have a goal on when we want to get this system in place? Yes, Corrida de Los Locos (March 2024). Or the Snowshoe Classic! We must get buy-in from the timing committee.
 - Promotional Artifacts: Loretta met with Santa Fe Imagining, looking into getting trifold promotional brochures (wreck cards) to put in local hotels, library, Chavez Center, etc. Business cards are \$65 for 1000. Perhaps work with The Running Hub on collaborating on business cards that would include some sort of one-time discount? Post cards would be an option, too. Posters would be a minimum of

10, and they're \$1.50 apiece. Perhaps pursue the postcard option, have the 2024 race dates on it, send them out to members, and then also put the postcards at local establishments to solicit new members?

- Approved Meeting Minutes on Website: Loretta wants to pursue this.
- Membership Rates: Should we prorate memberships? Everyone's membership is due January 1, so this will simplify the process and help people understand when they need to renew. Loretta wants to talk with Mary, and then have this new approach implemented at the beginning of January 2024. How about we charge more for family memberships?
 - Membership Schedule: Starting in 2024, we will move the membership start date to January for everyone and then prorate memberships that happen mid-way through the year.
 - Membership Rates: \$30 for individuals, \$45 for families
 - Different-but-related issue: So many people are runners but aren't members. How do we sell the value of being a club member? Will raising rates put off people from joining club? We need to improve how we communicate the value of being a club. "Here's what you get from being a member of the SFS, and here's what we do for the community." When we communicate the membership increase, we want to offer the opportunity for a reduced rate for runners that cannot financially afford the membership.
- Code of Conduct: Some people came to Helen to discuss behavior that occurred at group runs that made them feel uncomfortable. We want to communicate the behavior that is acceptable and unacceptable from club members at group events. We should implement this when there's low-tension as opposed to waiting until emotions become strong. RRCA has a good template/process. Helen suggests putting together a code of conduct, put it on the website, add it to the waiver, etc. It's for the club's protection, for our BOD protection, and it's also for helping runners for safe and included.
- Strider of the Year: Vinnie Kelly?
- Next Meeting: Monday, October 16 for a Google Meet, or in-person in November or December (no Tuesdays, no Wednesdays)
- Meeting Adjourn: 8:30pm