

Santa Fe Striders Board Meeting Minutes

- August 18, 2025

Attendees

Board members present: Loretta Dodson, Tamika Gordon, Ben Shulman, Helen Wang, Henry Klee

Email Votes Conducted Prior to Meeting

Track Season 2025:

The board approved payment for the duration of the 2025 track season. There was a significant price increase from the initial quote of \$1,500 to approximately \$3,000 for 2025. Plans for 2026 track use will be discussed at a future board meeting.

Striders Picnic:

The board approved hosting the Striders picnic at the Zocalo Clubhouse with Posa's as the caterer.

Scholarship Recipients (Phone Approval):

Approved by: Tamika, Helen, Jenny, Jes, and Loretta

Approval of Previous Minutes

Motion: To approve the minutes from the previous meeting with edits to the scholarship section and Running Festival section.

Action: Motion made, seconded, and approved. Minutes to be posted to the website.

Treasurer's Report (Tamika)

- Financial details will be posted to the website as done in previous years
- Follow-up needed with the county regarding \$1,000 sponsorship invoice for Running Festival
 - 444 registrations received for an event

- **Action Items:**
 - Follow up on county sponsorship payment
 - Post detailed treasurer's report to website
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Membership Report (Ben)

- **Current membership:** 325 members (compared to 324 last year at this time)
 - Run Sign Up system has been converted to new interface
 - **Google Group status:** 275 members out of 325 total (discrepancy due to family memberships and children who share email addresses)
 - Wednesday and Friday morning runs continuing with 3-4 participants
 - Encouraging members to use Google Group for communication
 - **Group run inquiry:** Alexis Fugue meets Wednesdays at 6:00 AM and expressed interest in offering runs to Striders
 - **Decision:** She should join the Google Group and post there rather than sending emails through the main Striders account to ensure only members receive communications and liability waivers are signed
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Google 2FA Issues

- **Issue identified:** Google enforcing two-step verification on workspace accounts starting October 22nd, creating problems for the shared info@santafestridders.org account
 - Six people currently access the shared email account
 - **Proposed solutions discussed:**
 - Use RunSignUp's email feature to communicate with members
 - Create a Striders newsletter (twice monthly)
 - Move all group run coordinators to RunSignUp platform for sending emails
 - Ensure separate emails for major events (holiday party, picnic, volunteer opportunities)
 - **Decisions:**
 - Group run emails and special events deserve their own dedicated communications
 - Race volunteer opportunities should have separate outreach emails
 - Add group run coordinators to Run Sign Up for direct email access
 - Svati to put together more specialized, targeted communication rather than newsletter format
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Running Festival Update

- Registration was down compared to some years, but better than first year
 - Strong sponsorship support
 - Positive feedback from participants
 - Runners attended from four other states and Albuquerque
 - **New female course record:** Just over 20 minutes
 - **Action Item:** Complete follow-up on sponsorship money collection
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Big T Race Update

- **Registration:** 75 on Run Sign Up, approximately 25 through UltraSignup (total ~100)
 - Announcement made at Thursday night run (approximately 100 attendees)
 - **Sponsorship team:** Nathan Rubinfeld and Don are working on sponsorships, with Stephen assisting
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Snowshoe Race

- Whitney is no longer directing and passing responsibilities to Ben
- **Major concern:** Helen's due date is after the race date, making her unavailable as day-of coordinator
 - Ben willing to handle planning/logistics but cannot be day-of coordinator.
- **Future Proposal:** Move race from January to February (closer to peak snowpack)
- **Suggested new date:** February 21st (week after Presidents Day weekend, before spring break)
- **Partnership:** Ben volunteered to co-produce the race and serve as day-of coordinator. Svati willing to do day-of coordination.
- **Search and Rescue (SAR) coordination:**
 - Ben will plan to work with Skyline SAR (recommended by member Carey)
 - Ben will coordinate with Whitney for transition of responsibilities
- **Key logistics to address:**
 - Course marking day before race
 - Permit status (currently 5-year permit, need to verify date flexibility)
 - Insurance (must wait until January 1st after RRCAs membership renewal)
 - **Critical safety issue:** Carpooling - must aggressively promote to reduce parking on dangerous road
- **Action Items:**
 - Ben to contact Whitney for marketing assets and transition information
 - Ben to confirm date with USFS permit
 - Ben to contact Atalaya SAR for support partnership

Running Guide Update

- Ben completed significant work on routes
 - **Zoom meeting scheduled:** Wednesday (time: 1:30 PM) with the city
 - Guide will be electronic with possibility of printing
 - Fourth version has been created with pictures added by graphic artist
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Scholarships

- Selection process completed for current year
 - **Concern raised:** Four out of five scholarship recipients from Los Alamos
 - **Response:** All 11 schools receive equal outreach (5-6 emails to coaches, counselors, administration throughout year). Schools that promote more actively see more applications.
 - **Military academy question resolved:** Student attending Air Force Academy still eligible. Families must pay approximately \$3,000 plus additional expenses despite "free" education. Confirmed with retired Navy Admiral Robert Phillips.
 - **Board resignation:** Therese resigned from scholarship committee
 - **New board candidate:** Nathan Rubinfeld expressed interest
 - Active in group runs
 - Serves on scholarship committee
 - Helping with Big T sponsorship
 - Will be contacted in November about joining board
 - **Action Items:**
 - Update scholarship forms and essay topic for next year
 - Contact Nathan Rubinfeld in November regarding board position
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Holiday Party Planning

- **Date:** December 13th, 2025
- **Location:** Women's Club (deposit from last year rolled over)
- Insurance already arranged
- **Strider of the Year Committee:** Svati agreed to chair
 - Will recruit panel members (Sheila confirmed available; Therese no longer available)
 - Will coordinate nomination and selection process
- **Action Items:**
 - Svati to form selection panel

- Send out information about nomination process
 - Begin promotion to membership
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Summer Picnic Review & 2026 Planning

- **2025 attendance:** 40 people attended, 8 RSVPs did not attend
 - **2026 date options discussed:**
 - August 8, 2026 (second choice)
 - August 15, 2026 (third choice - same as 2025)
 - August 22, 2026 (first choice - maximizes participation, later in summer)
 - **Decision:** Move to Sunday instead of Saturday
 - **Preferred time:** 12:00 PM - 4:00 PM (changed from 3:00-6:30 PM)
 - **Location:** Continue at Zocalo (free this year due to scheduling issue)
 - **Action Items:**
 - Loretta to check with Eric at Zocalo for availability on preferred dates (priority order: 8/22, 8/8, 8/15)
 - Confirm Sunday availability and 12-4 PM time slot
 - Reserve for 2026
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Website Redesign Discussion

- Current website managed by Max (no longer member) and Tiago (never involved)
- WordPress platform needs more professional upgrade
- **Meeting scheduled:** September 3rd, 2:00 PM Eastern/12:00 PM Mountain (Zoom)
 - Attendees: Jenny, Loretta, Ben
 - Meeting with web designer recommended by Jenny
- **Objectives:**
 - More professional appearance
 - Better content management system (CMS) for non-technical board members
 - Regular updates capability
 - Improved calendar functionality
 - Consider sponsorship/promotion trade for services
 - Link to external events rather than listing in newsletter
- **Additional website content planned:**
 - Track etiquette under group runs section
 - Trail etiquette (from Running Guide)
 - Road running etiquette
- **Action Items:**
 - Attend September 3rd Zoom meeting
 - Report back to board with recommendations and pricing
 - Ben to provide technical guidance on CMS requirements

Track Workout Issues & Communication

- Email received from Athletic Director about track congestion and etiquette concerns
 - **Immediate actions:**
 - Track etiquette document prepared to send to workout groups
 - Will be posted on website under group runs
 - **Tuesday, August 19th:** Track workout CANCELED due to soccer match at 5:00 PM
 - **Current problems identified:**
 - Track overcrowding during workout times
 - Non-members attending who haven't signed waivers
 - Soccer matches interfering with scheduled track times
 - Bicycle on track safety incidents (specifically prohibited)
 - Communication gaps about track availability
 - Parking issues when school events overlap
 - **Cost concerns:**
 - Originally quoted \$1,500 for the year
 - Now paying close to \$3,000
 - Charged \$65/hour
 - Billed even for canceled sessions
 - Previous years: \$1,200, then increased
 - **Proposed solutions to discuss at next meeting:**
 - Early morning workouts (6:00 AM) to avoid conflicts
 - Vinny to make announcements at beginning of workouts about waivers, etiquette, membership
 - Script/bullet points to be provided for Vinny to read
 - Include track etiquette in weekly workout emails
 - Renegotiate contract terms
 - Request credit for sessions canceled due to school events
 - Explore alternative track locations (St. Michael's more expensive; Monte del Sol \$50/hour but requires portable restroom rental)
 - **Communication with Athletic Director:**
 - Bathroom availability confirmed (by baseball field and through tunnel near RRTC area)
 - Cannot arrive before 6:00 PM for workouts
 - Vinny requested 5:45 PM access
 - **Action Items:**
 - Send track etiquette email to members immediately
 - Send cancellation notice for August 19th workout
 - Include information about track costs in communications
 - Vinny to gather input from members on morning workout option
 - Address contract and billing issues at next board meeting
 - Request adjustment/credit for sessions when track unavailable
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Santa Fe Run Around Race

Background: Race has experienced significant organizational problems, particularly with co-beneficiary relationships

Current situation:

- Girls on the Run Santa Fe is disbanding and merging with Albuquerque chapter
- Race director (Jenny) experienced serious issues with organization:
 - Credit union sponsor heavily involved; unprecedented compared to other races
 - Credit union would try to deal directly with city (usually the Race Director's role), muddying communications
 - Lack of transparency from both credit union and Girls on the Run
 - Three separate communication streams (Striders, Girls on the Run, credit union) causing confusion
 - Late planning start (February instead of December)
 - Weekly meetings after February
 - Girls' participant list provided late to timing coordinator
 - Race day issues: girls forgot race numbers which required reissuing additional bib, cutting into day-of revenue (had to turn people away)
 - Starting time conflicts (city requires 7:30 AM for traffic; Girls on the Run wanted 9:00 AM)
 - Speeches and music interfering with race announcements
 - Awards ceremony delays and uncollected awards/t-shirts
 - Sponsor not respecting agreed-upon terms

Historical context:

- Run Around is the oldest Striders race (dating to late 1970s/early 1980s)
- Originally part of "capital 5K" series where each state capital hosted a race around the capitol building
- Girls on the Run became beneficiary only about 10 years ago
- Current participation: ~200 finishers (154 girls in program, 130 finished, plus buddies and general public)
- Without Girls on the Run participants, race draws 100+ runners (3rd-4th largest Striders race)
- Only 2 kids (boys) registered for Running Festival after past two years of Run Around

Board decisions:

1. **Primary approach:** Loretta and Jenny to send letter to credit union in September stating Striders are going in different direction; suggest they create their own race to benefit Girls on the Run
 - Striders would be willing to provide timing services (like Jingle Bell Run model)

2. **If credit union refuses and wants to continue:**
 - They must function strictly as sponsor only
 - No involvement in race organization or logistics
 - Must abide by all terms; if violated, Striders will withdraw and race will not use Striders branding
3. **If race returns to Striders-only event:**
 - Jenny willing to serve as race director under new terms
 - Proceeds would benefit Striders track fees (currently ~\$3,000/year)
 - Race would remain "Run Around" - oldest Striders race
4. **Board consensus:** Strong preference NOT to have credit union take over race entirely - this is Striders' heritage race

Timeline: Decision and communication must happen by end of September to allow adequate planning time

Action Items:

- Loretta to draft letter to credit union (decision by end of September)
 - Contact Girls on the Run about organizational changes
 - If race continues under Striders: designate a race director
 - Board members encouraged to call Jenny or Don with any questions
 - Determine beneficiary for race proceeds if race returns to Striders control
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Run Sign Up Access

- Need to add board members who require email access
 - Can add people as "directors" without access to financial data
 - Everyone at @santafestriders.org can be added
 - Treasurer to have access via treasury email
 - **Action Item:** Set up appropriate access levels for board members
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Scheduling & Travel

- **Loretta travel:** September 4-16 (Greenland) - will not have email access
 - Auto-reply to be set up
 - Consider backup for urgent communications
 - May need to handle two-factor authentication handoff
- **Next board meeting:** October or November (to be determined)

Minutes submitted by: Helen Wang

Minutes approved: [Next meeting]