

Minutes: FSRC Board Meeting - 2022-11-30

Attendees

Voting

- Lou King - Technology Chair, Director, Executive Board Nominee
- Tim O'Keefe - Decathlon Director, Director, Racing Team Member (Jul-Jun), Executive Board Nominee
- Heidi Novak - President, Executive Board Nominee
- Michelle Edwards - Summer Solstice 8K Assistant Race Director, Secretary, Executive Board Nominee
- Crystal Tressler - Training Coach (RRCA Certified), Volunteer Coordination Chair, Treasurer, Executive Board Nominee
- Chris Dutton - Nominating Committee Member, Vice President

Non-voting

- Ainsley Cain - Community Outreach Chair, Training Coach, Executive Board Nominee
- Ruth Taylor - Competition Chair, Racing Team Member (Jan-Dec)
- Jake Sisler - Market Street Mile Race Director
- Barb Meely - Nominating Committee Member, Membership Chair, Nominating Committee Chair
- Harriet Langlois - Executive Board Nominee, Racing Team Member (Jul-Jun), Races Committee Chair, Summer Solstice 8K Race Director, Women's Distance Festival Race Director
- Justine Springer - Social Chair
- Michele Jacoby - Spires Coach, Li'l Bennet 5K-ish Race Director, Spires Head Coach, Panthers Coach
- Carolyn DiMaria - Store Chair
- Billy Clem - Trail Running Chair
- Claire Heasman - Spires Coach, Volunteer Appreciation, Racing Team Member (Jul-Jun)
- Farrah Douglas - Diversity Equity and Inclusion Chair
- Michele Newton - Training Coach, Training Coach (RRCA Certified), Executive Board Nominee
- Rob Prokop - Executive Board Nominee

Action Item Summary (updates since 2022-08-31)

- Chris Dutton (inprogress):
Follow up with committees about a Roles and Responsibilities document.
- Crystal Tressler (inprogress):
Add a question about the website (rate 1-10, e.g.) to the next survey which goes out
- Crystal Tressler (closed):
Crystal will follow up with Brett Shelly for more specific information.
- Crystal Tressler (closed):
Crystal to do outreach to find a new training committee lead.
- Harriet Langlois (closed):
Harriet to write a budget proposal for a second AED

- Michelle Edwards (open):
Michelle E to put together a table of committees and recommended board members point of contact to circulate for offline review
- Lou King (closed):
Lou to create a membership task to annually review the admin for the Facebook pages and groups and assign to communication chair
- Harriet Langlois (closed):
Harriet will create a work instruction for race services leads
- Barb Meely (closed):
Barb to reach out to Kim W to start clean up of FB group pages
- Lou King (closed):
Lou to look into updating RSVPs in membership to capture virtual attendees
- Lou King (open):
Lou to advertise for help with FSRC website updates

Motion/Vote Summary

- (approved)
Approve minutes from August 31, 2022 Board Meeting
- (approved)
Approve the purchase of a new Time Machine for \$1095.
- (approved)
Approve the Signature Race revenue proposal

Discussion Items

Introductions

Call to Order

Meeting called to order at 6:45pm

Approve Minutes from August 2022 Board Meeting

Minutes from 8-31-22 Board Meeting

https://docs.google.com/document/d/1FKFa3Yf2E4fedBPpw-UMElVmqYD_xxxSHArYA_ju9Hw/preview

MOTION approved [mover Lou King, seconder Tim O'Keefe]:

Approve minutes from August 31, 2022 Board Meeting

votes: Chris Dutton (approved), Crystal Tressler (approved), Heidi Novak (approved), Lou King (approved), Michelle Edwards (approved), Tim O'Keefe (approved)

Treasurer's Report Q3 2022 [Crystal Tressler / Treasurer]

<https://drive.google.com/file/d/1p1oWCeMSyBE4JoaQfqtMNbK4adE7hKRy/view?usp=sharing>

Off-line approval of Board members was obtained to support a sculpture for FSRC at the upcoming Fire and Ice - \$350

A new Time Machine is needed - the Lewis Run will be the first race it is used for - \$1095

A new propane heater will be purchased for \$200

The decision was made not to purchase a new AED at this time, not needed until June.

MOTION approved [mover Crystal Tressler, seconder Heidi Novak]:

Approve the purchase of a new Time Machine for \$1095.

votes: Chris Dutton (approved), Crystal Tressler (approved), Heidi Novak (approved), Lou King (approved), Michelle Edwards (approved), Tim O'Keefe (approved)

2023 Budget [Crystal Tressler / Treasurer]

Planning for 2023 has begun! I've received a few requests which I have recorded. I will send budget spreadsheets to committee chairs and can take feedback and requests for new items through email or spreadsheet. New items will be presented separately in the February treasurer's report to be voted on.

Executive Board Nominations for 2023-2025 term [Barb Meely / Nominating Committee Chair]

The Nominating Committee met and below are our nominations for the Executive Board for the 2023-2025 term. The announcement was made at the Membership Meeting on November 8, 2022. An official vote will take place at the member meeting in January. There were no late entries or objections brought to our attention.

President - Michele Newton

Vice President - Ainsley Cain

Treasurer - Crystal Tressler

Secretary - Michelle Edwards

Directors - Tim O'Keefe, Lou King, Harriet Langlois, Heidi Novak, and Rob Prokop

President's Report

Virtual Option for Board Meetings [Heidi Novak / President]

As things are continuing to return to pre-pandemic times, do we want to continue having a virtual option for Board Meetings?

Recommendation was to encourage in person attendance but allow for virtual option to allow flexibility. Lou will see if he can change RSVP to capture virtual attendees.

Newsletter Slogan/Hashtag [Oksana Lightfield / Communications Chair]

In the past, it used to be "FSRC Is **#stillrunning**". I think it was pandemic-related. I recently decided to mix it up and changed it to "**Straight Out Of Running**" but didn't ask anyone's opinion. The slogan is displayed at the top of each newsletter on the header image. I wonder if anyone has any more input on this, any suggestions for future slogans or hashtags? Anyone has any strong feelings or opposed to "Straight Out Of Running"? Thanks, guys!

It was recommended that a task force be developed to work with Oksana on options. The following people would like to be included: Farrah, Michelle J, Barb, Carolyn, Lou, Ainsley, Michelle N.

Replacement for Shannon [Shannon Matthews / Competition Chair]

I (Shannon) will be stepping down as Competition Chair after the banquet. If you know someone that would be interested or would be a good fit, please reach out! We would love to include them in 2023 planning and invite them to the meeting. It is a great committee to be a part of because you are focusing on members accomplishments!

Steve Dobson has agreed to take on the role of Competition Committee Chair.

Races

2023 Race Revenue Proposals for Approval [Harriet Langlois / Races Committee Chair]

The 2023 Signature Race Revenue Proposals are ready for approval. No changes in beneficiaries for 2023, but the details have been updated with current information.

[Summer Solstice](#)

[Women's Distance Festival](#)

[Market Street Mile](#)

[Rick's Run](#)

MOTION approved [mover Chris Dutton, seconder Tim O'Keefe]:

Approve the Signature Race revenue proposal

votes: Chris Dutton (approved), Crystal Tressler (approved), Heidi Novak (approved), Lou King (approved), Michelle Edwards (approved), Tim O'Keefe (approved)

steeplechasers.org design improvement planning [Lou King / Technology Chair]

steeplechasers.org was reviewed during a marketing seminar at the RRCA convention, and there were some suggestions for improvement

- the site seems geared to members; if the main purpose of the site is to attract new members, sponsors, etc., it should be reorganized
 - reader needs to know something about the club before the calls to action
 - send members to a separate landing for the details currently on the home page
- get rid of the map background – too busy

Additionally, during the club survey, there was less satisfaction with the website design than the other website questions (~60% thought the design was Mostly Good or Fantastic).

Lou is planning the following:

- look at using a different theme – Divi was discussed in the past but seems like more work than is needed (reference [Website Refresh Budget Proposal](#))
 - Note the [remove custom] item listed under Effort has been completed
- move the current home page (announcements and calendar) to a “Members Corner” page
- redesign the home page to be more modern, and centered around “calls to action”: Join the Club, Sponsor a Race, Join a Training Group, etc
 - may need some design help with this – any volunteers? or do we know anyone with web design experience?

Also to reduce the current technical dependency on a single person

- look at using a managed server for the steeplechasers.org site
- also consider if managed server is possible for the loutility webapps scoretility, routetility, memberty, contractility – likely this would be a separate server from steeplechasers.org due to technology differences

ACTION: Lou King (open)

Lou to advertise for help with FSRC website updates

Status Report Highlights and Other Discussions

Round table discussion about committee status reports.

Next Board Meeting: February 15th, 2023

Meeting Close

Meeting close at 8:34pm.