



KAR Board Meeting - Monday, August 3rd, 2015 at Borgess Health and Fitness Center

**Attendees:** Bonnie Sexton, Carrie Hoch-Mortlock, Chelsea Fay, Ferdi Hintze, Amy Clark, Heather Woodbury, Pablo Cecere, Joy Mills

**Absent:** Kristen Maxwell

**Meeting Time 7:30 pm**

Time	Agenda Item	Discussion	Follow-up Items
7:34	<b>CONSENT AGENDA:</b>	<ul style="list-style-type: none"><li>• Acceptance of Financials through June 2015</li></ul>	<ul style="list-style-type: none"><li>• Board motioned and approved.</li></ul>
		<ul style="list-style-type: none"><li>• Acceptance of Minutes for July 2015</li></ul>	<ul style="list-style-type: none"><li>• Board motioned and approved.</li></ul>
	<b>Open Issues</b>		



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	<p><b>KAR 2.1 Membership Policy (Bonnie) (10 Minutes)</b></p>	<ul style="list-style-type: none"> <li>● Removed most of procedure discussion from membership policy</li> <li>● Changed to 365 days versus last day of month (1 yr membership)</li> <li>● Joy will check on the time of 11:59 p.m.</li> <li>● What will happen during leap year?</li> <li>● New membership will begin as of the date of the specified training program</li> <li>● Ex: Renewal expires June 25, new membership would begin June 26</li> <li>● Joy checking with Jordan on any gap in memberships</li> <li>● Problem with households in RunSignUp with people with different last names</li> <li>● We will send the membership policy to Jordan when finished to see if he can make it run as stated</li> </ul>	<ul style="list-style-type: none"> <li>● Board motioned and approved.</li> </ul>



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		<ul style="list-style-type: none"> <li>● Expiration should be automated if the system runs the way it should</li> <li>● 3 emails will be sent before expiration, and then 1 after the expiration</li> <li>● Delegation: delegated to Joy (Executive Director) otherwise could go to Chelsea (Vice President). Procedure steps were removed from the policy.</li> </ul>	
	<p><b>2016 Membership Dues and Program Participation Fees (Bonnie/Joy) (15 Minutes)</b></p>	<ul style="list-style-type: none"> <li>● Race fees are currently competitive</li> <li>● 30-50% of market (program fees)</li> <li>● Entirely volunteer run compared to others (Borgess Run Camp who has paid staff)</li> <li>● Proposal to increase Beyond and Fast Track fees</li> <li>● Kalamazoo 150 participants</li> <li>● BC 30 participants</li> </ul>	<ul style="list-style-type: none"> <li>● Board motioned and approved.</li> <li>● \$45 for Beyond</li> <li>● \$35 for Fast Track</li> <li>● \$25 individual KAR membership (increase \$5 on each level)</li> </ul>



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		<ul style="list-style-type: none"> <li>● Raising from \$25 to \$35 - additional \$1800 in additional revenue</li> <li>● Beyond current \$35 - raise either to \$45 or \$55 (in proposal)</li> <li>● \$45 for this year to see what response we get</li> <li>● \$10 increase for both programs is reasonable</li> <li>● Membership rate proposals: \$5 increase on each level</li> <li>● \$45 for Beyond</li> <li>● \$35 for Fast Track</li> <li>● \$25 KAR membership</li> </ul>	
8:01 p.m.	<b>2016 Budget Process (Ferd/Joy) (10 Minutes)</b>	<ul style="list-style-type: none"> <li>● Oct. 15th, 2014 Joy sent a budget sheet and asked for what they wanted. Put into quick books, goes to finance committee in Dec., approve final budget at board meeting</li> </ul>	<ul style="list-style-type: none"> <li>● Info only. No vote</li> </ul>



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		<ul style="list-style-type: none"> <li>● Chelsea will do membership projections for next year using new rates</li> <li>● Amy: Annual banquet</li> <li>● Finance committee in January meets and does adjusting and then presents to board for approval</li> <li>● Bonnie will work with Andy for Beyond budget</li> <li>● Technology (Pablo): new website platform for next year possibly</li> </ul>	
	<b>Vacation Coverage (Board/Joy) (5 Minutes)</b>	<ul style="list-style-type: none"> <li>● Joy leaves end of day 13th of August returning August 26th</li> <li>● Bonnie vacation the week of the 17th</li> <li>● Vice President is a back up</li> <li>● Chelsea is getting membership emails</li> <li>● Heather will assist with the membership email</li> </ul>	<ul style="list-style-type: none"> <li>● Information only.</li> </ul>



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		<ul style="list-style-type: none"> <li>● Joy will save the list of race codes to Google Drive and email template</li> </ul>	
	<p><b>Exploratory Discussion with YMCA (Bonnie) (5 Minutes)</b></p>	<ul style="list-style-type: none"> <li>● Steve, CEO of YMCA</li> <li>● Going through capital campaign (Portage and Maple locations) Portage is first</li> <li>● They need to incorporate our plans now for space for staff (up to 4 staff) plus meeting room space even with 3-5 year plan</li> <li>● This will align well philosophically as organizations - same goals</li> <li>● Building down the road from the YMCA is for sale, but not listed. They approached the Y to purchase it. Steve suggested looking into this as well</li> <li>● Could rent out extra space (rental income)</li> <li>● Will touch base again with Steve in the fall</li> <li>● Closer to 5 years out</li> </ul>	<ul style="list-style-type: none"> <li>● Information only.</li> </ul>



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		<ul style="list-style-type: none"> <li>● Other organizations to partner with? Good Will, but we already partner with the Y</li> <li>● We could help with the capital campaign and put it out to our volunteers to help</li> <li>● Convenient for members to pick up medals, etc. Good office hours (YMCA)</li> </ul>	
	<p><b>Board Photo for Annual Campaign (Joy/Carrie) (5 Minutes)</b></p>	<ul style="list-style-type: none"> <li>● Carrie proposal:</li> <li>● Annual fundraising - put together towards December</li> <li>● Photo of Board September meeting for marketing late November/Early December</li> <li>● Shana Phillips: safari photographer \$65 (fun and print 2 photos total)</li> <li>● Mark Schumaker: \$75 1 custom photo</li> <li>● Sarah Matson: KAR member \$75 (whatever she takes would be on a flash drive and becomes our property)</li> </ul>	<ul style="list-style-type: none"> <li>● Board agreed to have photo taken at next meeting (September) wearing blue KAR shirts and black pants.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Carrie to ask Shana if she'll give us all of her photos</li> <li>• Board members attire: KAR blue shirts + black pants</li> </ul>	
	<b>Visionary Work</b>		
	<b>Marketing SWOT Analysis (Kristen Maxwell) (20 Minutes)</b>	<ul style="list-style-type: none"> <li>• Kristen not present</li> </ul>	
8:32 p.m.	<b>Review and Revisions to Strategic Plan (Bonnie, All) (30 Minutes)</b>	<ul style="list-style-type: none"> <li>● Volunteer training: Bonnie is board liaison currently. Exec. Dir for events and Board for programs. 6/30/17</li> <li>● Transition to more of a policy board: need to reword. Engage in board development activities. Expand board to 15. 9/30/2016 target to start then ongoing. One Place: development of non-profit boards (good source of free information)</li> </ul>	<ul style="list-style-type: none"> <li>• Information only.</li> </ul>





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		<ul style="list-style-type: none"><li>● Seek new revenue: ongoing</li><li>● Formal acknowledge staff: relates to volunteers. Highlight volunteers in Run Down. Other creative ideas to encourage volunteers?</li><li>● Volunteers loved the Winter Blast hats (Joy putting on order form for registration) gloves, scarves, lights?</li><li>● External assistance: ongoing. Address different challenges as they arise</li><li>● Follow through in what's being discussed at meetings (amount of work is now reduced with having Joy as staff). Rewording to enable follow through</li><li>● Innovative in getting the job done: moving towards having 1 event director (sharing great committee ideas across other committees). Replicating</li></ul>	
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		<p>things that work well and having more consistency. Ongoing - doing already. Provide boundaries and policies/procedure and guidelines to function in job.</p> <ul style="list-style-type: none"><li>● Status check in: we'll create project plans when needed.</li><li>● Network and learn from peers: One Place does networking. Fund development meets at 4:00 (Bonnie sending information to Carrie).</li><li>● Problem solving sessions: work as a team to problem solve. Event planning committee or board can be problem solving. Ongoing.</li><li>● Performance appraisal: ongoing and already doing</li><li>● Policy development and Job description development</li></ul>	
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		<ul style="list-style-type: none"> <li>● Authority levels: within policies (ongoing)</li> <li>● Kalamazoo Public Library website to search for One Place information</li> <li>● Establish relationships with funders: continue building relationships. Bonnie and Chelsea to work on vision soon.</li> <li>● Bonnie will send updated plan and send to all leadership team.</li> </ul>	
	<p><b>Treasurer’s Financial Report – July 2015 (Ferdie) (5 Min)</b></p>	<ul style="list-style-type: none"> <li>● From last month, cash is down by about \$3000</li> <li>● Girls on the run \$6000 hit this month</li> <li>● Joy called to have funds refunded, but it hasn’t hit yet (\$862 about)</li> <li>● Safari will be just over \$4100</li> <li>● Fast Track revenue still coming</li> <li>● RunSignUp set up to deposit every week? Joy thinks that is true.</li> </ul>	<ul style="list-style-type: none"> <li>● Information only.</li> </ul>



	<p><b>Google Analytics – July 2015 (Pablo) (5 Min)</b></p>	<ul style="list-style-type: none"><li>● Comparison between June and July</li><li>● Mondays and Tuesdays high visitors checking club championship results and after Run Down was posted in July</li><li>● Google: 1300 visitors</li><li>● 170 from Facebook: 4 postings in July, 10 postings in June.</li><li>● No current strategy on Facebook (only around events)</li><li>● Paid postings are planned strategically</li><li>● Pablo recommended to post when Club Series is updated</li><li>● Paid advertising for Beyond next year</li><li>● Membership campaign: use Facebook (1 month long paid boost possibly) September target?</li><li>● 73% of Facebook fans are women</li><li>● 40% in age group 35-44</li></ul>	<ul style="list-style-type: none"><li>● Information only.</li></ul>
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9:18 p.m.	<b>Vice President's Membership Report (Reference Only)</b>	<ul style="list-style-type: none"> <li>● At an all time high with 1485 members</li> <li>● Up 9.4%</li> <li>● 2013 only other year to have an up-tick like this</li> </ul>	<ul style="list-style-type: none"> <li>● Information only.</li> </ul>
9:21 p.m.	<b>Executive Director's Report (Joy) (5 Min)</b>	<ul style="list-style-type: none"> <li>● Jack-o-Lantern registration opened this weekend</li> <li>● JOL, TT, Wblast: endorsed by Pure Michigan</li> <li>● Rob Lillie: double points (outside of normal hours - put on agenda for next meeting)</li> </ul>	<ul style="list-style-type: none"> <li>● Information only.</li> </ul>
	<b>New Business</b>	<ul style="list-style-type: none"> <li>● None</li> </ul>	
	<b>Adjourned</b>	<ul style="list-style-type: none"> <li>● Adjourned at 9:24 p.m.</li> </ul>	

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