



Kalamazoo Area Runners Board Meeting

April 07, 2014

- **Attendees:** Bonnie Sexton, Amy Clark, Steve Rice, Scott Vanloo, Joy Mills, Andrea Nixon, Amanda Lousch, Bonnie Sexton, Karen Christensen. Rob Lillie (Gazelles Representative)
- **Absent:** Chris Huff

Meeting Time 7:30 pm

Time	Agenda Item	Discussion	Follow-up Items
	<ul style="list-style-type: none"> • CONSENT AGENDA: 	<ul style="list-style-type: none"> • Meeting Minutes- March- Board Meeting minutes. • Motion to remove the February financials from the agenda. 	<ul style="list-style-type: none"> • Board motioned and approved March Meeting minutes. • Board motioned and approved to remove the February Financials from the March Consent agenda.
	<ul style="list-style-type: none"> • Safari agreement: 	<ul style="list-style-type: none"> • Rob, Bonnie and Joy met. • Bonnie going to send an isolated email to the leadership team. • We are looking for an experienced Marathoner and half marathoner. • Only changes would be that we moved the date of contract out by a year. 	<ul style="list-style-type: none"> • Board motioned and approved.

	<ul style="list-style-type: none"> • Appointment of the VP of Technology: 	<ul style="list-style-type: none"> • Scott Vanloo as VP of technology 	<ul style="list-style-type: none"> • Board motioned and approved.
	<ul style="list-style-type: none"> • Revisions to social media policy: 	<ul style="list-style-type: none"> • Will continue to evolve and change. Want to add accountability to VP of technology. • All leadership board has some accountability. • Changes: Groups or individuals promoting non-KAR events or programs, or fundraising not related to Board approved fundraising teams organized on behalf of the Association, are limited to a one-time post. • Exceptions may be made for events or programs participating in the Kalamazoo Area Runners Club Championship Series, Race Discount Program, or other KAR program, or as approved by the President or Executive Director. • Scott asked who is the facebook page geared towards. • Scott to come up with ideas on how to approach the social media platform. 	<ul style="list-style-type: none"> • Board motioned and approved.



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	<ul style="list-style-type: none"> • Strategic planning: 	<ul style="list-style-type: none"> • We have achieved our long term goals but am now in the process of needing a new one. • Community Foundations is no longer doing Building capacity grant. • Community Foundations no longer offers that. We will still do it. • Still deciding whether to go through real time or traditional planning. • We have the motto but not a vision statement. • Directors, leadership directors, Key stakeholders (Gazelle Sports) Doing a survey ahead of time. 	
	<ul style="list-style-type: none"> • Financial Reports: 	<ul style="list-style-type: none"> • Karen Christensen – • March Report: similar to Feb. Financials. Put on Consent agenda for next month. 	<ul style="list-style-type: none"> • Put on Consent agenda for next month.
	<ul style="list-style-type: none"> • MEMBERSHIP REPORT: 	<ul style="list-style-type: none"> • For Reference only. • Our membership growth continues to increase. 	
	<ul style="list-style-type: none"> • Gazelle’s Loyalty Program: 	<ul style="list-style-type: none"> • Introducing the MyGazelle Rewards Program. • KAR members would earn points towards rewards gift certificates. 	<ul style="list-style-type: none"> • Board motioned and approved.

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