



Kalamazoo Area Runners Board Meeting

August 05, 2014

Attendance: Chris Huff, Bonnie Sexton, Steve Rice, Amy Clark, Joy Mills, Karen Christensen

Absentees: Scott Vanloo

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"> Notes from July Meeting minutes. Financials for the month of July. 	<ul style="list-style-type: none"> Board motioned and approved the Consent agenda items.
	<ul style="list-style-type: none"> BRONSON WALK IN CLINIC: 	<ul style="list-style-type: none"> 3rd Thursday of the month was the change from the 3rd Monday of the month. Bronson looking into a different location- now Bronson Athletic Club. Location was not added to the agreement. Clinics are going to start in October of this year. 	<ul style="list-style-type: none"> Board Motioned and Approved.

	<ul style="list-style-type: none"> • JACK O’LATERN 5 AND 10K 	<ul style="list-style-type: none"> • This is not a formal partnership with the city. • They asked for a formal proposal from KAR reg. committee, volunteers, map. • Will take about 125 volunteers. • Presentation of the original Halloween Hash and the new Jack-o-latern. • Increased timing cost, awards (age group). • Potential to do a three event series with Kalamazoo Mud run.- Greater Kalamazoo area Trail series. • Waiting for the final approval on the budget and the final approval from the city of Portage. • Registration w/out shirt 15.00. KAR Members would receive a discount. • Kids would not go through the bog. 	<ul style="list-style-type: none"> • Board Motioned and approved.
	<ul style="list-style-type: none"> • STRATEGIC PLANNING FOLLOW UP: 	<ul style="list-style-type: none"> • Larry will pull together all of the notes and create a final report. • We have to finish drafting our strategy screen. • Larry thinks we may be able to move forward to not needing another session. • Succession plan is the urgency right now. • We have the financial resources but not 	



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		necessarily the people with the skills.	
	<ul style="list-style-type: none"> PERCENT OF SALES FUNDRAISING OPPORTUNITIES: 	<ul style="list-style-type: none"> Google emailed us a solicitation that if we market the program and if our members purchase products from Google program we would get .05% back. Put a hold until we get on more solid group with what we currently have going on. 	
	<ul style="list-style-type: none"> COMPLEMENTARY MEMBERSHIP TO STAFF AND/OR LEADERSHIP TEAM MEMBERS: 	<ul style="list-style-type: none"> Question on whether or not we should offer memberships to board members, committee chairs. Volunteer program needs to be revisited. We need to figure out how to engage and develop. It is going to have to be a separate conversation. 	<ul style="list-style-type: none"> Board motioned and approved.
	<ul style="list-style-type: none"> TREASURERS FINANCIAL REPORT: 	<ul style="list-style-type: none"> Net income: (15,575.67) Usually we have a net loss during this time of year due to way that events hit. 	

	<ul style="list-style-type: none"> • MEMBERSHIP REPORT: 	<ul style="list-style-type: none"> • We are down by 20 members. • We still anticipate hitting 1500 members by December. 	
	<ul style="list-style-type: none"> • EXECUTIVE DIRECTOR REPORT: 	<p><u>PROGRAM AND EVENT LEADERSHIP:</u></p> <ul style="list-style-type: none"> • Informed KAR membership about the addition of Down Dog Yoga to the Discount Sponsor program and updated KAR website and other materials to include information. • Set up online registration for the Summer Sizzler Membership Reception. • Set up online registration for the Battle Creek Fall Fast Track program. • Continued work on the partnership agreement between Bronson Healthcare Midwest – Sports Medicine and KAR for the walk-in injury clinic. • Drafted agreement for partnership between Girls on the Run and KAR for the Kal-Haven Trail Run. <p><u>HUMAN RESOURCES AND VOLUNTEER MANAGEMENT:</u></p> <ul style="list-style-type: none"> • Started process of training the new Turkey Trot committee volunteer coordinator, Autumn Shroyer. 	



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		<ul style="list-style-type: none"> • <u>Event and Program Updates</u> <p>Battle Creek Subcommittee – The Battle Creek Subcommittee will open registration on July 25th for its Fall Fast Track program. They are targeting the Road Hawg Classic in Battle Creek on November 8th.</p> <p>Beyond Training Program –The Beyond committee will start meeting in August to plan the 2015 training program. At the suggestion of Andy Hirzel, a booth was booked for Bronco Bash, to promote KAR in general to the WMU campus community. Representatives of the Beyond team are expected to be on hand at Bronco Bash to both promote the organization and highlight the Beyond program to interested students.</p> <p>Club Championship Series – Three Club Series events took place in July including the Schoolcraft Firecracker 5 Miler, the Pace for Poverty 5k and 10k, and the Kindleberger Superhero 5k on July 12th. Races in August include the Mattawan Wildcat Road and Trail 5k and the Otsego Ready or Not 5k on August 2nd,</p>	
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		<p>the Steve Athey Memorial 5k and 10k (Steve's Raider Stomp) on August 9th, and the Allegan Strides for Health on August 16th.</p> <p>Fast Track Kalamazoo – As of July 22nd the Fast Track program had 105 participants and is still accepting new registrations. This represents an all time participation record (last year was 101). The program has 14 coaches who also serve as committee members assisting with program delivery. Sponsors this year include American Screen Printing, Agility Physical Therapy and Sports Performance, Bronson HealthCare Midwest, Down Dog Yoga and Gazelle Sports.</p> <p>Jack-o'-Lantern 10k & 5k Trail Run and Kids' Pumpkin Patch Run – In the planning stages. The event will be October 25, and will feature 5k and 10k Trail Runs highlighting Bishops Bog and Eliason Preserve, as well as a children's trick or treat mile and half mile run.</p> <p>Jingle Bell Run Fundraising Team – The Jingle Bell Run will be held at 2:00pm on Sunday, November 16th.</p> <p>Member Reception Runs – 30 participants have registered for the Summer Sizzler Member Reception Run as of July 24, 2014. The event will take place on August 4th at the Borgess</p>	
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