

**Kalamazoo Area Runners Board Meeting 1**



KAR Board Meeting - Monday, January 4th 2016, at 7:30 p.m. at Maple YMCA

**Attendees:** Joy Mills, Chelsea Dilla, Amy Clark, Ferdi Hintze, Kristen Maxwell, Bonnie Sexton, Heather Woodbury

**Absent:** Pablo Cecere, Carrie Hoch-Mortlock

**Meeting Time 7:30 pm**

Time	Agenda Item	Discussion	Follow-up Items
7:47	<b>CONSENT AGENDA:</b>	<ul style="list-style-type: none"> <li>● Acceptance of Financials through October 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 November 2015</li> </ul>	
	<b>Open Issues</b>		
7:52	<b>Kalamazoo Area Runners Fanwear – ASICS Inventory (Joy/Board) (10 minutes)</b>	<ul style="list-style-type: none"> <li>● Skipping for now</li> <li>● More analysis needed</li> </ul>	
7:53	<b>Review and Approval of 2016 Budget as recommended by</b>	<ul style="list-style-type: none"> <li>● Finance committee meeting held at 7:00. Ran over time and allowed for other Board</li> </ul>	<ul style="list-style-type: none"> <li>● Board motioned and approved.</li> </ul>



KAR Board Meeting - Monday, January 4th 2016, at 7:30 p.m. at Maple YMCA

	<b>Finance Committee (Ferdie, Board) (10 minutes)</b>	members to hear discussion (See Finance Committee Minutes)	
7:53	<b>Annual Banquet Update (Amy/Joy) (5 minutes)</b>	<ul style="list-style-type: none"> <li>● Registration platform open</li> <li>● Runner recognition went out today</li> <li>● Amy has talked to Daren about speaking</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>
7:54	<b>AHA Go Red Purse Auction – KAR Membership (Bonnie) (5 minutes)</b>	<ul style="list-style-type: none"> <li>● Carrie is on the Board</li> <li>● Running themed bag for auction option</li> <li>● Being held February 4th, 2016</li> <li>● Membership donation</li> <li>● Bonnie thinking of writing this into policy for the future - authority to give away free memberships</li> </ul>	<ul style="list-style-type: none"> <li>● Board motioned and approved to donate a membership.</li> </ul>
7:58	<b>Membership Campaign Results (Bonnie/Chelsea) (5 minutes)</b>	<ul style="list-style-type: none"> <li>● 1,552 members</li> <li>● 100 member increase from Nov. to Dec.</li> <li>● Boost in December (15-28th) - membership increase</li> <li>● Chelsea and Bonnie will be looking at key times to boost (June-July and December)</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>



KAR Board Meeting - Monday, January 4th 2016, at 7:30 p.m. at Maple YMCA

		<ul style="list-style-type: none"> <li>● Chelsea wants to track new members</li> <li>● Joy - RunSignUp problem with renewals (it wants to create a whole new membership) - Can't just extend the current membership</li> </ul>	
	<b>Visionary Work</b>		
8:11	<b>Review and Approval of Revisions to Strategic Plan (Bonnie, Board) (10 minutes)</b>	<ul style="list-style-type: none"> <li>● 1st page - Board Development Session: Extended to 1/31/16</li> <li>● Page 3 - Review current assignment: Extend through next year's Beyond and Fast Track (March 2017)                             <ul style="list-style-type: none"> <li>○ Programs <i>are</i> doing well</li> </ul> </li> <li>● Page 4 - StrengthsFinder move back to 2016 with budget change</li> </ul>	<ul style="list-style-type: none"> <li>● Board motioned and approved.</li> </ul>
8:14	<b>Reschedule Board Development Session at ONEPlace – January 13, 14 or 27 (Bonnie/Board) (5 minutes)</b>	<ul style="list-style-type: none"> <li>● January 27th Board agreement</li> <li>● Kalamazoo Public Library</li> <li>● 5:30 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>



KAR Board Meeting - Monday, January 4th 2016, at 7:30 p.m. at Maple YMCA

		<ul style="list-style-type: none"> <li>● Bonnie will confirm date and email Board</li> </ul>	
8:28	<p><b>Membership and Visionary Analysis and Recommendations (Bonnie/Chelsea) (30 minutes)</b></p>	<ul style="list-style-type: none"> <li>● Priorities as an organization</li> <li>● Membership view on collaboration</li> <li>● Thoughts on future opportunities</li> <li>● Thoughts on culture</li> <li>● Other general suggestions</li> <li>● 151 respondents</li> <li>● Green: above a 4 (strong agreement or high priority)</li> <li>● Yellow: 3.5-4</li> <li>● Red: 3 to 3.5</li> <li>● Blue: Under 3 (not a priority at all)</li> <li>● Green: <ul style="list-style-type: none"> <li>○ Maintain balance between running and serving community</li> <li>○ Discounts - low priority</li> <li>○ Leader in organizing quality training programs</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Information only.</li> </ul>



KAR Board Meeting - Monday, January 4th 2016, at 7:30 p.m. at Maple YMCA

		<ul style="list-style-type: none"><li>○ Leader in organizing running events</li><li>○ Group runs (4.39)</li><li>○ Membership growth 4.01</li><li>● Will set up timeline to address all areas in green as priority, then yellow items</li><li>● 3.89 score on geography</li><li>● Diversity among membership and leadership<ul style="list-style-type: none"><li>○ Marketing could help</li><li>○ Current bylaws have very prescribed roles for leadership</li><li>○ Bylaws must be ratified by the membership</li><li>○ Would like a 15 person Board with some at-large positions</li></ul></li><li>● Possible committee to work on free group runs</li></ul>	
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		<ul style="list-style-type: none"><li>● Seek out mutually benefiting community collaboration scored high (green)</li><li>● Getting more children involved early<ul style="list-style-type: none"><li>○ Look into Let Me Run</li><li>○ Girls on the Run</li></ul></li><li>● Consistent feedback on being balanced between membership, events, and programs</li><li>● Volunteer opportunities are vital</li><li>● Future opportunities: Youth running programs scored high<ul style="list-style-type: none"><li>○ Individuals with disabilities</li></ul></li><li>● Integrity is a top value, followed by respect</li><li>● Vision statement development - we'll spend another session focusing on the top two from the survey.</li></ul>	
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		<ul style="list-style-type: none"> <li>● Will develop vision plan (similar to strategic plan)</li> </ul>	
9:11	<b>Treasurer’s Financial Report – November/December 2015 (Ferdie) (5 Min)</b>	<ul style="list-style-type: none"> <li>● Up \$11,000</li> <li>● \$4,035 membership revenue in Dec.</li> <li>● We have a lot of variable expenses that go down when participation decreases</li> <li>● Huge turn-around from prior year</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>
	<b>Google Analytics – November/December 2015 (Pablo) (5 min)</b>	<ul style="list-style-type: none"> <li>● Review and email Pablo with any questions.</li> </ul>	<ul style="list-style-type: none"> <li>● Not reviewed.</li> </ul>
	<b>Vice President’s Membership Report – November/December 2015 (reference during membership campaign discussion above) (Chelsea)</b>	<ul style="list-style-type: none"> <li>● Mentioned above during membership campaign discussion.</li> </ul>	
9:19	<b>Executive Director’s Report (Joy) (10 Min)</b>	<ul style="list-style-type: none"> <li>● Joy is busy with events!</li> <li>● Member reception run in February</li> <li>● SWMI Family Expo (January 16) - someone can join Joy if interested</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>



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		<ul style="list-style-type: none"> <li>● 1,000 envelopes for annual campaign next year                             <ul style="list-style-type: none"> <li>○ There was some confusion as to where the money donated was going</li> </ul> </li> <li>● Joy out of office Thursday through Tuesday next week.</li> </ul>	
	<b>New Business</b>		
9:27	<b>Closed Session – Leadership Team Conflict of Interest Disclosures received – Board Notification (Bonnie) 5 minutes</b>	<ul style="list-style-type: none"> <li>● Adjourned at 9:28 for closed session.</li> </ul>	
	<b>Next Board meeting scheduled Monday, February 2 at 7:30pm at Gazelle Sports. Member Reception Run at 6:00pm</b>		





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