



July 13, 2015

Date: Monday, July 13, 2015 at Maple Street YMCA

Attendees: Bonnie Sexton, Joy Mills, Heather Wellman, Ferdi Hintze, Leslie Scheffers, Carrie Hoch-Mortlock, Nikki Elder, Amy Clark, Kristen Maxwell

Absent: Chelsea, Pablo

Meeting Time 7:30 pm

Time	Agenda Item	Discussion	Follow-up Items
7:38	CONSENT AGENDA:	<ul style="list-style-type: none">• Acceptance of Financials through May 2015	<ul style="list-style-type: none">• Board motioned and approved.



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	Acceptance of Minutes for June 2015		<ul style="list-style-type: none"> • Board motioned and approved.
	Open Issues:		
	Corporate Cup Sponsorship Proposal (10 Minutes) (Nikki Elder)	<ul style="list-style-type: none"> • \$250 bib sponsorship request • Presented by the Battle Creek YMCA • Different activities (volleyball, tug of war, running, swimming, walking, cycling, etc) • No t-shirts • Time predict, not a race 	<ul style="list-style-type: none"> • Board motioned and approved.



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		<ul style="list-style-type: none"> • KAR in BC logo would be on any activity that requires a bib • Cycling, walking, and running events will have bibs • Looking for exposure in BC 	
	<p>Miles for Memories Sponsorship Proposal (10 minutes) (Nikki Elder)</p>	<ul style="list-style-type: none"> • \$250 sponsorship request from KAR in BC funds • 5k in Battle Creek • Fundraiser for Alzheimer’s Disease • 5k Goal: Raise money for research and promote physical activity and healthy moving 	<ul style="list-style-type: none"> • Board motioned and approved.



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		<ul style="list-style-type: none"> ● Will need volunteers to walk with patients ● Event date: Sept. 19th, 2015 ● 150-200 participants expected ● Event is near fall Fast Track. Opportunity to gain new membership ● Exposure: Print flyers, on shirt, maybe on website (for sponsorship) 	
7:55	KAR Fanwear Proposal (10 minutes) (Leslie Scheffers)	<ul style="list-style-type: none"> ● New shirt brand ● Gazelle out of Grand Rapids ● From Asics to Nike ● Update products - they haven't been in 	<ul style="list-style-type: none"> ● Board motioned and approved to: ● Stay with store pick-up ● Move forward with Nike



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		<p>a few years</p> <ul style="list-style-type: none">● Gazelle will sell to us at cost● Not out of budget dollars● More promotional, not money maker● Pickup: in store (free), shipped to house \$7.95● Order through website special pricing● Long sleeve, short sleeve, running jacket, singlet, hoodie, pull-over● Same logo (large 8" logo, jackets have large logo on back with small 3.5" logo on front)	<ul style="list-style-type: none">● Offer half zip option also
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		<ul style="list-style-type: none"> • Jackets come in black - only color that would really work (have reflectors) • On-demand/printed when ordered • Suggested to add pull-over half zip to inventory chart • Can Brian Hunt do the mock up for online? • Stay with store pick up? Either one way or another until new site in December. Orders over \$50 are free in December. 	
	Approval of 990's (15 minutes) (Finance Committee)	<ul style="list-style-type: none"> • 990's require an officer to sign - does this need to be a board member? (Joy 	<ul style="list-style-type: none"> • Board motioned and approved 990's with these



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		<p>checking on)</p> <ul style="list-style-type: none"> • Will be monitoring \$1000 threshold income otherwise will need to file 990T • Do we need to outline all community spirit trustees? (Joy checking on) • Finance committee approved • Submitted by August 15th 	<p>questions being answered</p>
	<p>Club Management System Project Proposal (30 Minutes) (Chelsea/Joy)</p>	<ul style="list-style-type: none"> • RunSignUp & The Driven • Recommending RunSignUp for member and race management • 700 open races using the registration platform 	<ul style="list-style-type: none"> • Board motioned and approved. • Target 7/31/15 roster



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		<ul style="list-style-type: none">• 184 clubs in the US use the member management platform• Primarily out of Texas• Easy implementation: clean Excel file - within 1 week would be up and running on RunSignUp• After members should have claimed their membership, can we still download all current members if they didn't claim their membership? Could mess up Club Championship Series (Joy checking). May have to run parallel	
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		<p>systems.</p> <ul style="list-style-type: none">● SignMeUp Contract termination notice? Any fees? (Joy checking)● Transition constant contact● Some manual maintenance will be needed● Next year can do scoring for Club Series within the new platform● Trouble with claiming family members: 3 options: Create account, merging accounts, create sub-account. People don't read full instructions.	
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		<ul style="list-style-type: none"> • System will ask person to become a member of KAR if they're not and they'll get the immediate discount for the race • We want to update by 7/31 roster • Important to get John an accurate roster and keep emails accurate 	
	Visionary Work		
9:00	Review and Revisions to Strategic Plan (Bonnie, All) (30 minutes)	<ul style="list-style-type: none"> • Red line where left off last meeting • Bonnie to identify client to have lunch with: Look for organization 1-2 years ahead of us. Target date 3/31/16 	<ul style="list-style-type: none"> • Advisory – No approval vote needed.

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		<ul style="list-style-type: none"> ● Personal assessment as a staff: StrengthsFinder, Myers-Briggs. Budget for next year to do. Kerry would like to lead. Plan for 9/30/2016. And BC subcommittee chair, Nikki, also helping. ● Joy: developing templates ● Develop fundraising plan: 2017 target. Carrie leading ● Vision of having KAR office presence: Executive Board/Executive Director. Bonnie discussed sharing a space (rebuilding the Y). Help with Capital Campaign possibly? 2017 target date. ● Review job descriptions of all staff 	
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		<p>volunteers. 3/31/17 to be completed. Universal committee member job descriptions for volunteers (Joy already looking at)</p> <ul style="list-style-type: none"> ● Reporting information. 6/30/17 target date. ● Discussion stopped here. 	
	<p>Treasurer’s Financial Report – June 2015 (Ferd) (5 Min)</p>	<ul style="list-style-type: none"> ● Previous month was quiet ● Cash down by almost \$2700 ● Loss on income statement last month of \$1930 ● \$74,000 first half of this year for total revenue vs. last year \$59,000 	

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		<ul style="list-style-type: none"> ● Look into a credit card vs a debit card for fraud prevention 	
	Google Analytics – June 2015 (Pablo) (5 Min)	<ul style="list-style-type: none"> ● Pable not present, not discussed. 	
9:28	Vice President’s Membership Report (Reference Only)	<ul style="list-style-type: none"> ● Steady from May-June ● Fast Track has record participation (up to 140) 	<ul style="list-style-type: none"> ● Advisory – No approval vote needed.
	Executive Director’s Report (Joy) (5 Min)	<ul style="list-style-type: none"> ● Kalamazoo Klassic ● Kick started committees (Turkey Trot, Jack-o-Lantern, and ● KAR Brochures with sponsorship information 	<ul style="list-style-type: none"> ● Advisory – No approval vote needed.

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		<ul style="list-style-type: none"> ● Member management system ● Continued work on annual campaign ● 10,457.86 Kal-haven profit (50/50 split) ● Letter of request for Winter Blast was sent in ● Having August meeting - need hydration coordinator for Winter Blast ● K-College, Bronco Bash, KVCC: not worth our time to attend again this year. 	
	<p>New Business</p>	<ul style="list-style-type: none"> ● Not discussed. 	

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	Adjourned at 9:39		