



Kalamazoo Area Runners Board Meeting

Date:

Date: Monday, May 4, 2015 at Maple Street YMCA

Attendees: Bonnie Sexton, Joy Mills, Amy Clark, Carie Hoch-Mortlock, Kristen Maxwell, Chelse Fay, Ferdi Hinz, Pablo Cecere, Nikki Elder

Absent:

Meeting Time 7:30 pm

Time	Agenda Item	Discussion	Follow-up Items
	CONSENT AGENDA:	Acceptance of Financials through March 2015	<ul style="list-style-type: none"> • Board motioned and approved
	KAR Discount Sponsor – Centering Yoga	Centering Yoga is offering \$10 off of a \$100 class pack. Will use KAR discount code online. Joy to post on KAR Facebook and website	<ul style="list-style-type: none"> • Board motioned and approved
	KAR Run at Ott Biological Trail Opening	June 6 th 2:00pm 5 mile run. Joy to set up online registration, post on KAR Facebook and website. Promotion through online and Constant Contact. Event to be covered by KAR General Liability insurance.	<ul style="list-style-type: none"> • Board motioned and approved

	Review and Approve Minutes from April 2015 Board Meeting		<ul style="list-style-type: none"> • Board motioned and approved
	KAR/Gazelle Sports Initiative	<p>Changes to original proposal are: No sharing of membership info No Gazelle promotion in Beyond emails Posts on KAR Facebook must come from Gazelle Gazelle to get pre-promotion block on pre and post event emails. Gazelle will not participate in Annual Banquet speaker costs. Will provide 10 giveaways. Run Through The Lights holdback to be .75 per participant with \$800 cap. Fanwear link still not working. Joy meeting with Gazelle on 5/5</p>	<ul style="list-style-type: none"> • Board moved and approved final agreement
	Conflict of Interest Review	<p>Chelsea read Bonnie's conflict of interest statement. Bonnie solicits sponsors on behalf of both KAR and MRC Industries. Potential conflict of competing for the same money on behalf of both parties. Joy as Director may approach on behalf of KAR</p>	



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	KAR Kalamazoo Klassic Teams	Reviewed proposal through KAR Strategy Screen. Five members per team. Will compete in Open Division.	<ul style="list-style-type: none"> • Board motioned and approved adoption of KAR team(s)
	Use of general email account	Currently used solely for monthly updates. 6000+ people on the general email list. Discussion of how to capture people on list who are not registered KAR members. Discussion of unsubscribes – We can't put people back on list if they unsubscribe. Discussion of a race calendar web app. Bonnie to generate overall communication policy. Two emails for significant revenue generating events	<ul style="list-style-type: none"> • Board motioned and approved.
	KAR P.P. 3.3 Budget Process and Revisions		<ul style="list-style-type: none"> • Board motioned and approved.
	KAR P.P. 2.2 Membership Reminder and Expiration Process		<ul style="list-style-type: none"> • Discussion moved to June 2015 meeting
	KAR P.P. 2.1 New Member/Member Processing		<ul style="list-style-type: none"> • Discussion moved to June 2015 meeting

	Visionary Work	Reviewed Strategic Plan discussion Chelsea and Bonnie to discuss a membership survey. Consideration of an evening Board Development Session with Thom Andrews of OnePlace.	<ul style="list-style-type: none"> • Advisory – No approval vote needed
	Treasurer’s Financial Report	April Financials distributed for review and approval on consent agenda at June 2015 Board Meeting.	
	Review of Membership Data	Distributed for Board review	
	Adjourned at 9:39pm		