



KAR Board Meeting - Monday, November 2nd, 2015 at 7:30 p.m. at Maple YMCA

Attendees: Ferdi Hintze, Amy Clark, Kristen Maxwell, Heather Woodbury, Bonnie Sexton, Chelsea Dilla, Joy Mills, Carrie Hoch-Mortlock, Pablo Cecere

Absent:

Meeting Time 7:30 pm

Time	Agenda Item	Discussion	Follow-up Items
7:37	CONSENT AGENDA:	<ul style="list-style-type: none"> ● Acceptance of Financials through September 2015 	<ul style="list-style-type: none"> ● Board motioned and approved.
		<ul style="list-style-type: none"> ● Acceptance of Minutes for October 2015 	
	Open Issues		
	Club Championship Series Celebration Update and Awards (Amy) (5 minutes)	<ul style="list-style-type: none"> ● Agenda - similar to last year ● Fun facts ● Joy sending Bonnie final facts ● Hats for prizes ● Cupcakes 	<ul style="list-style-type: none"> ● Update only.



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		<ul style="list-style-type: none"> ● Feedback on winner speeches: <ul style="list-style-type: none"> ○ Long ○ Set 30 second time limit ● Chelsea offered to take some photos 	
7:45	Update on Annual Banquet Speaker & Date (Amy/Joy) (5 minutes)	<ul style="list-style-type: none"> ● March 23rd, 2016 	<ul style="list-style-type: none"> ● Update only.
7:47	Revisions to KAR 7.1 Club Championship Policy and Procedure (Bonnie) (5 minutes)	<ul style="list-style-type: none"> ● Changing date of the start to Feb. 15th to allow for Winter Blast ● Commitment date to 31st ● Changed authority to staff or a volunteer ● Dec. 31st deadline to contact race directors ● Assigning authority to a volunteer (Procedures) ● Race results - John 	<ul style="list-style-type: none"> ● Board motioned and approved.



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		<ul style="list-style-type: none"> ● Total number of points earned - pull from age group category award (starting 2016) ● Effective 1/1/2016 	
7:53	Annual Campaign Update (Carrie/Joy) (5 minutes)	<ul style="list-style-type: none"> ● Raise \$5,000 by Jan. 1, 2016 ● Nov. 16: First email ● PayPal link live Nov. 16th ● Dec. 1st: Second email ● Dec. 30th: Third email ● “Footprints on the Community” ● List Board members names in email, but not on postcard along with Exec. Director ● Acknowledgement of gift within 48 hours ● Anything under \$100 - email message ● \$100 and up - personalized acknowledgement ● Goal of 100% Board participation 	<ul style="list-style-type: none"> ● Update only.



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8:06	Membership Campaign – Round Two (Bonnie/Chelsea) (5 minutes)	<ul style="list-style-type: none"> • Before end of year, Bonnie will send second email about rate increases • One more FaceBook boost in December 	<ul style="list-style-type: none"> • Update only.
8:07	RRCA Convention and Coaching Certification Cohort (Bonnie) (5 minutes)	<ul style="list-style-type: none"> • \$95 for coaches certification • Would need to sign up right away • Need First Aid and CPR Certification 	<ul style="list-style-type: none"> • Update only.
8:09	Meeting with Battle Creek Subcommittee (Bonnie) (5 minutes)	<ul style="list-style-type: none"> • Oct. 22nd Bonnie had meeting • Reviewed membership survey results • Reviewed strategic plan • Meeting went very well - honest feedback 	<ul style="list-style-type: none"> • Update only.
8:11	Fast Track Interest Survey and Recommendations (Bonnie) (10 minutes)	<ul style="list-style-type: none"> • Survey went to membership (not many people were interested in beginner) • 41 interested in Winter session • 53 in Spring session • WMU not available Tuesday nights • 1:7, Coach:Participant ratio goal 	<ul style="list-style-type: none"> • Board motioned and approved based on obtaining suitable facilities.



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		<ul style="list-style-type: none">● Tuesday morning was tossed out (11 people)● Tuesday evening & Sunday morning good● Facilities<ul style="list-style-type: none">○ Portage schools○ Sunday morning track (already renting)● No current winter/spring programs (refer to Borgess run camp)● Increase membership base● Target 2 of our signature events (drive participation)● If it were very successful: May not have enough coaches (possibly put a cap on participation) 75-100?● Kristen, Ferdi, Chelsea interested in helping Bonnie● Fast launch - first workout Dec. 20th	
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		<ul style="list-style-type: none"> • Can we make use of existing facilities? 	
	Visionary Work		
8:37	Marketing SWOT Analysis (Kristen) (15 minutes)	<ul style="list-style-type: none"> • Strengths: <ul style="list-style-type: none"> ○ Well known logo/branding ○ Postcards/flyers - professional ○ Large email distribution ○ Continuity in membership (retention) ○ Social media presence • Weaknesses: <ul style="list-style-type: none"> ○ Understanding benefits ○ Website (need integrated) ○ Members don't know when group runs are 	<ul style="list-style-type: none"> • Board discussion only.
8:55	Membership Benefits Survey Analysis – (Chelsea) (15 Minutes)	<ul style="list-style-type: none"> • 40 year old average age of members • 61.9% Female members 	<ul style="list-style-type: none"> • Update only.



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		<ul style="list-style-type: none"> ● Preferences for running: Road most popular (70%), then trail (22%) ● Distance: half marathon most popular (44%), then 5k ● Evaluate events: Kalamazoo Marathon most feedback, WinterBlast ● Member benefits: Discounts and ability to connect to other runners (highest ratings). RRCA member benefit was low or unimportant. ● KAR tent for members to drop gear (interest) ● Youth running programs scored high ● Coach training program scored high ● Training programs/scholarships: not much interest (may be skewed because only sent to current members) 	
9:08	Visionary Survey Update (Bonnie) (5 Minutes)	<ul style="list-style-type: none"> ● Second survey for vision ● List of visionary statements 	<ul style="list-style-type: none"> ● Update only.



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		<ul style="list-style-type: none"> ● Strongly disagree to strongly agree ● Look at geography, importance of training programs, etc. ● Open ended questions ● Will go out sometime in November ● Chelsea and Bonnie to present recommendations once survey is complete 	
9:10	Board Governance – Meeting with YMCA Board Chair (Bonnie) (10 Minutes)	<ul style="list-style-type: none"> ● Meeting with Sherri Welsh ● 19-20 board members (double KAR) ● They serve as at large member first, before moving into specific positions ● Primary role of YMCA board: governance and strategy ● Fundraising: give as part of annual campaign ● Establish legal and ethical boundaries ● Board not involved in day-to-day operations 	<ul style="list-style-type: none"> ● Update only.



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		<ul style="list-style-type: none"> • Areas of expertise for Board: attorney, CPA, business owner, school connections (sports medicine/PT's), HR, long time members • No membership election or selection • KAR is an elected board - can't pick • Performance Review: their Executive Committee approves review and Board Chair delivers one on one. • Would like to expand Board to 15 members. 	
9:22	Board Development Meeting with ONE Place (Bonnie/Board) (5 Minutes)	<ul style="list-style-type: none"> • 1) Dec 7 – 10 or Dec 14 - 17 • In strategic plan to complete before year end • Dec. 7th preference at 5:30 	<ul style="list-style-type: none"> • Bonnie to email Tom.
9:26	Updated Strategic Plan Project Planner (Bonnie) (reference only)		<ul style="list-style-type: none"> • Reference only.

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9:27	Treasurer’s Financial Report – October 2015 (Ferdie) (5 Min)	<ul style="list-style-type: none"> ● Broke even through the month ● YTD -\$380 ● YTD budgeting: below budget on expenses ● Membership above budget (from revenue) ● Programs above budget (from revenue) 	<ul style="list-style-type: none"> ● Update only.
9:31	Google Analytics – October 2015 (Pablo) (5 min)	<ul style="list-style-type: none"> ● Up on website visits (2000 to 2600) ● Similar on others: posts on FaceBook, more visits to website ● FaceBook: 1000 fans on page! (100 likes in 3 days) ● JOL boosts reached 6000 people ● 9000 people reached JOL in August ● 74% women 35-44 years old 	<ul style="list-style-type: none"> ● Update only.
9:35	Vice President’s Membership Report – October 2015 (Reference Only)	<ul style="list-style-type: none"> ● Getting closer to 1500 members 	<ul style="list-style-type: none"> ● Reference only.

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9:35	Executive Director's Report (Joy) (10 Min)	<ul style="list-style-type: none"> • Joy met with Kevin: how different people like to be appreciated • "Love Languages" book and "Love Languages in the Workplace" • The number of positive interactions to wipe out a negative interaction • Events! • Annual campaign • 504 total JOL participants 	<ul style="list-style-type: none"> • Update only.
	New Business	<ul style="list-style-type: none"> • None 	
9:43	Meeting Adjourned		
	Next Board meeting scheduled Monday, January 4 at 7:30pm (Finance Committee at 7:00pm)		