



Kalamazoo Area Runners Board Meeting

November 04, 2013

Attendees: Joy Mills, Amy Clark, Steve Rice, Bonnie Sexton, Karen Christensen, Dana Schmidt (Gazelles representative)

Absent: Eric Burnson, Chris

Meeting Time 7:30 pm

Time	Agenda Item	Discussion	Follow-up Items
7:30	CONSENT AGENDA:	<ul style="list-style-type: none"> October 2013 Board Meeting Minutes: Financials through September 2013 	<ul style="list-style-type: none"> Board motioned and approved to accept October Board meeting minutes. Board motioned and approved to accept Financials through September of 2013.
	CLUB SERIES- FINAL DETAILS:	<ul style="list-style-type: none"> Passed around bag as an award. Amy talked with Crown Trophy- the trophies were ordered. Amy had been in touch with the individuals handling the setup of the Banquet area. We planned on using the beverage service through Borgess. Desserts: Small Bonzier cakes, looking to potentially get small bites from Gordons. Over the weekend Bonnie will put together an agenda. 	



Kalamazoo Area Runners Board Meeting

November 04, 2013

		<ul style="list-style-type: none"> • Official presentation will begin at 6:30 pm. • Bonnie will be going to the Borgess Leadership meeting as well. • Dana has given us the raffle items. • Karen is currently preparing the photos for the powerpoint. • Karen will bring a laptop for backup in case its needed for the powerpoint presentation. 	
	<p>VOLUNTEER PROGRAM RECOMMENDATIONS: CONFERENCE WITH LESLIE VIA IPHONE:</p>	<ul style="list-style-type: none"> • KAR is looking to revamp the volunteer program. • Leslie with the help of Joy put together a volunteer survey. • Referencing the 2013 Volunteer survey: <ul style="list-style-type: none"> a) The key point: Members are interested in volunteering. b) The biggest motivator is to meet other KAR Members. c) Only half the respondents knew what the Patrick Johnson Membership volunteer recognition program is. d) Members who volunteer do not like to self report. e) The top information gathered: Our members just want to volunteer and not worry about a volunteer point system. f) We could improve by: Making our volunteer opportunities known. 	<ul style="list-style-type: none"> • Board motions and approves to discontinue Volunteer program as it is in 2013 and will vote on a new program in January of 2014.



Kalamazoo Area Runners Board Meeting

November 04, 2013

		<ul style="list-style-type: none">g) Suggestion to do a simple thank you in the Run down.h) We could also work a little harder to make the job descriptions known. i) At this point we have job descriptions for our more extensive volunteer jobs- we don't have any day to day descriptions of volunteer opportunities.j) Potentially look at giving away swag for our volunteers.k) Each race could give away swag to the volunteers. It would come out of the race budget.l) Can we create a brand for our volunteers like having a hospitality tent?m) Consider creating a best volunteer handbook.n) Create a signed waiver for volunteers at larger races.o) We may need to do away with the point system and the merchandise and instead create an award for Patrick Johnson.p) We are also reaching out to various organizations outside of our KAR	
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Kalamazoo Area Runners Board Meeting

November 04, 2013

		<p>membership.</p> <p>q) Suggestion: Do things at the race to recognize our volunteers.</p> <p>r) Research what other non-for profit organizations are doing to recognize their volunteers.</p> <p>s) Many organizations right now are struggling to get volunteers.</p> <p>t) Boards needs to make decision what to do with the volunteer program in 2014.</p> <p>u) We could expand the Reno's volunteer recognition to at least two members vs. one.</p> <p>v) We need to relook and redefine the runner recognition program definition.</p> <p>w) We revisit implementing a new volunteer system in 2014.</p> <p>x) Leslie will come up with new ideas for the program.</p> <p>y) The new ideas deadline is December of 2013.</p> <p>z) Board will officially vote on a new volunteer system in January of 2014.</p>	
	<p>KAR PP 3.6 INVESTMENT POLICY:</p>	<ul style="list-style-type: none"> • At this point we aren't going to do anything with the investment policy. • KAR received two letters from two different 	<ul style="list-style-type: none"> • Today is update on the progress of the policy only.



Kalamazoo Area Runners Board Meeting

November 04, 2013

		<p>advisors. Those advisors are: Paul Vey and Tim Went.</p> <ul style="list-style-type: none"> • Joy, Bonnie and Andrea will be meeting with Tim Went on November 11, 2013. • Tim did not think it was good to limit the investments available. • Question: Can we use Capital gains both realized and unrealized? • Tim felt the investment policy was to conservative. • Both Paul Vey and Tim Went provided very good feedback. 	
	<p>KAR CHAMPIONSHIP POLICY</p>	<ul style="list-style-type: none"> • Want to look at the events that get cancelled in regards to the policy. • Wording: Participating races that are cancelled during the course of a program year will not be automatically guaranteed participation in the Club Series the following year. Participation of such races shall be re-evaluated by the Board of Directors based on the facts and circumstances of the cancellation. • Want to align with reputable races. • Would it make sense to make a statutory deadline in order for them to be put into the championship series? 	<ul style="list-style-type: none"> • Board motioned and approved.



Kalamazoo Area Runners Board Meeting

November 04, 2013

		<ul style="list-style-type: none"> • Additional number 9: Inaugural events will not be eligible for the Club Championship series. • Club championship management concern regarding age. Look at when people move into the next age bracket- they will stay in the same bracket till next season. • The other concern would be that if a new member joins their races prior to joining KAR, would the races still count? 	
	<p>AMERICAN HEART ASSOCIATION:</p>	<ul style="list-style-type: none"> • KAR has a fund-racing event for Relay for life. • KAR has a jingle bell run • KAR has a presence at the Cancer run. • Does KAR want to have representation at the American Heart Association for the 5K? • It would be nice to have KAR representation at the event. • It would be a wonderful way to give back to the community. • We would give away shirts to the team participants. • We would need someone to captain the team. • It would be a communication to recruit members. • Runners would sign themselves up. • We need to confirm that it is run the same way as other events. • Typically there is no fundraising involved. 	<ul style="list-style-type: none"> • Motion to approve contingent on finding a team captain. Board approved.



Kalamazoo Area Runners Board Meeting

November 04, 2013

		<ul style="list-style-type: none"> • Bonnie to do some additional research before committing. • 	
	TURKEY TROT	<ul style="list-style-type: none"> • Membership raised the concern about Native Americans being portrayed in the Turkey Trot. • KAR needs to be objective- we will not endorse political viewpoints. • The letters we received raising concerns about the dancer costumes were respectful. • Karen to follow up with the individuals that posed the concerns. • Is it in the best interests of KAR to include Native American costumes in the Turkey trot? 	<ul style="list-style-type: none"> • Board motioned that we will not include Native American costumes in the Turkey Trot.
			<ul style="list-style-type: none"> •
	STUDENT MEMBERSHIP RATE:	<ul style="list-style-type: none"> • Allow students to participate in events even though they are not members at a discounted rate. • Would it be a good marketing technique to offer a discount to students to attract a younger student 	<ul style="list-style-type: none"> • Board motioned and approved.



Kalamazoo Area Runners Board Meeting

November 04, 2013

		<p>base?</p> <ul style="list-style-type: none"> • May be a good marketing tool for Bronco Bash. • Would add an additional field in the registration form. • We give Safari a reduced rate. • Student discount: \$ 15.00 instead of a full membership cost. • Reach out to Andy to see how we could communicate it to the student base. 	
	<p>ANNUAL BANQUET SPEAKER:</p>	<ul style="list-style-type: none"> • Gazelle sports does not have a great line on a speaker at this time. • It would be in the best interests of KAR to tap into our line of potentials. • We need to promote and market the Annual banquet a month or two before the event. • We have had elite runners; we have had business leaders as banquet speakers. • We have a line on a couple of speakers. • We usually cover travel costs. Gazelles covers lodging costs. • As a sponsorship for Winterblast we received one night stay at the Courtyard Marriott in Portage. • Should we pull the membership as far as preference to what type of speaker they would like to see? 	<ul style="list-style-type: none"> • Board voted and approved.



Kalamazoo Area Runners Board Meeting

November 04, 2013

		<ul style="list-style-type: none"> • Amy and Joy to work on this together. • Put out a quick pull to the membership as far as preference. • Bonnie to reach out to Ed Kosklave. 	
	CLUB SERIES EXCEPTIONS:	<ul style="list-style-type: none"> • Would like to add Kalhaven Solo run to the Club series. • It meets all the criteria. 	<ul style="list-style-type: none"> • Board motioned and approved to add the Kalhaven Solo run to the Club Series.
	TREASURER’S FINANCIAL REPORT:	<ul style="list-style-type: none"> • Will not approve until the January Board Meeting. • Karen will email the corrected version. 	
	MEMBERSHIP REPORT:	<ul style="list-style-type: none"> • Membership continues to grow. • We continue to see an upward trend. 	
	QUICKBOOKS:	<ul style="list-style-type: none"> • Talked about moving away from the excel spreadsheet. • Looking at the 2014 Pro version. • Purchase for 200.00 as opposed to the online version at 26.95 a month. • Felt that the standard version would be better in regards to the price. • Discussed with the Quickbooks salesperson and felt that the standard version would be the best route to go. • Bonnie brought up the idea of looking at the Non for profit version. • Does the Non-for profit version generate 990’s? 	



Kalamazoo Area Runners Board Meeting

November 04, 2013

		<ul style="list-style-type: none"> • Is there a line item for donations in the standard version? • Would like to know the differences between non-for profit and standard. • Would the treasurer still be able to access and read it if the non-for profit version is purchased v. the standard version. • Board could approve purchase of quick books electronically. 	
	<p>EXECUTIVE DIRECTOR REPORT:</p>	<ul style="list-style-type: none"> • Completed the 3 month transition plan and am now onto the 6 month plan. • Laptop has been purchased. • Joy is now doing the website. • Now working on the Kalhaven registration. • Indoor track workouts now setup. • Running head to toe clinic scheduled for November. Will be an informal KAR run prior to the event. • Certificate of deposit completed. • Attended KVCC Lunch expo. • Attending workshops at ONEPLACE. • Tomorrow night Battle Creek subcommittee tinsel toes 5K. • Run around Gull Lake 75 people- another one in December. 	



Kalamazoo Area Runners Board Meeting

November 04, 2013

		<ul style="list-style-type: none">• Turkey trot-111 people registered.• Andrea is officially shadowing Stephanie for the Run thru the lights.• 39 People signed up for Beyond.• 311 People signed up for the Winterblast.• Had the kickoff meeting for the Kalhaven.• Winterblast and Kalhaven did not get regional but am now in the running for state title. Teri submitted for Winterblast. Bonnie submitted for Kalhaven.• Joy to be copied on the Beyond Committee emails.	
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