

Kalamazoo Area Runners Board Meeting 1



KAR Board Meeting - Monday, September 12, 2016, at 7:30 p.m. at Maple YMCA

**Attendees:** Bonnie Sexton, Chelsea Dilla, Carrie Hoch-Mortlock, Kirstin Simmons, Joy Mills, Amy Clark, Scott Struck, Jim Pollock, Shelbi Cummings, Fred Keister, Liz VandenHeede, Kristen Mansfield, Ferdi Hintze, Heather Woodbury

**Absent:** None

**Meeting Time 7:30 pm**

Time	Agenda Item	Discussion	Follow-up Items
7:37 p.m.	<b>CONSENT AGENDA:</b>	<ul style="list-style-type: none"> <li>Acceptance of Financials through July 2016</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 August 2016 Board Meeting</li> </ul>	
		<ul style="list-style-type: none"> <li>KAR &amp; GOTR Kal-Haven Trail Run Partnership Agreement for 2017</li> </ul>	
	<b>Open Issues</b>		
7:38	<b>Appointment of Liz VandenHeede as interim Board Member at Large (Board) (5 minutes)</b>	<ul style="list-style-type: none"> <li>Involved with Summer Safari</li> <li>WMU graduate</li> <li>VP of neighborhood Board</li> <li>Served on other Boards</li> </ul>	<ul style="list-style-type: none"> <li>Board motioned and approved.</li> </ul>



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7:41	<b>KAR &amp; Athletic Mentors LLC. Beyond Partnership Agreement for 2017 (Bonnie) (10 minutes)</b>	<ul style="list-style-type: none"> <li>● KAR will be collecting fees to turn into Athletic Mentors</li> <li>● KAR has current partnership already (discounted metabolic testing)</li> <li>● \$170 normally - KAR discount \$140</li> <li>● First part of test is assessment</li> <li>● Second part is consultation of analysis</li> <li>● Second part would be offered in a group session instead of 1 on 1 to decrease the cost on:                         <ul style="list-style-type: none"> <li>○ January 26th and February 27th</li> </ul> </li> <li>● \$90 through Beyond program</li> <li>● Dec. 31 deadline to register for testing - KAR to send file to Athletic Mentors and they will reach out to KAR members to schedule appts.</li> <li>● 1 year agreement</li> </ul>	<ul style="list-style-type: none"> <li>● Board motioned and approved.</li> </ul>
7:50	<b>Kalamazoo Klassic Partnership (Bonnie/Joy) (10 Minutes)</b>	<ul style="list-style-type: none"> <li>● As KAR membership has increased, insurance increases to RRCA</li> <li>● Expenses that KAR charges back to MRC has grown since membership has grown over the years</li> </ul>	<ul style="list-style-type: none"> <li>● Chelsea and Joy to follow up with Sue and/or Chris. Update only.</li> </ul>



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		<ul style="list-style-type: none"> <li>● MRC's expense has increased from around \$2,000 to almost \$7,000</li> <li>● Joy and Chelsea to meet with Sue and Chris to discuss moving to a different model instead of the insurance model</li> <li>● Aim to have the agreement finalized this fall</li> <li>● The expenses are very high (shirts) for the Klassic and city fees</li> <li>● Participation was much lower this year</li> <li>● Joy will send existing agreement to the Board</li> </ul>	
8:00	<b>Bronson Proposal Update (Shelbi/Fred/Bonnie) (10 Minutes)</b>	<ul style="list-style-type: none"> <li>● Met with Bronson (Grant and Tim)</li> <li>● Both Beyond and all 4 Fast Track's</li> <li>● Grant is pitching KAR's proposal to his wellness committee</li> <li>● Comes out of Bronson Sports Budget</li> <li>● \$10,000 would come out of Bronson Healthy Living Budget (comes from different sources within Bronson)</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>



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		<ul style="list-style-type: none"> <li>● Bronson likes that KAR has programs year-round</li> <li>● May need to look at starting with Spring programs</li> <li>● Bronson seemed interested in a longer term relationship even though KAR is discussing the 1 year proposal</li> <li>● Participating in wellness program in Battle Creek - need to work with Battle Creek Sub-Committee</li> </ul>	
8:07	<b>Annual Banquet Keynote Speaker (Bonnie) (10 Minutes)</b>	<ul style="list-style-type: none"> <li>● O'Conner (Shelbi's connection)</li> <li>● Trans-Rockies group</li> <li>● Gary Morgan (1988 - race walking)</li> <li>● Jenny Spangler (past speaker)</li> <li>● Doug Curtis (most sub 2:20 marathons)</li> <li>● Brian Deemer</li> </ul>	<ul style="list-style-type: none"> <li>● Update only. Bonnie to check with Doug.</li> </ul>
8:15	<b>Annual Campaign Update (Joy) (10 Minutes)</b>	<ul style="list-style-type: none"> <li>● Still have remittance envelopes from last year</li> <li>● Letter emphasizing growth and why our infrastructure needs to change (paid staff)</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>



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		<ul style="list-style-type: none"> <li>● Feedback from last year didn't think KAR was explaining what the money would be used for</li> <li>● People aren't comfortable donating to pay salaries for staff (operational support is too broad too)</li> <li>● Only about 3 people returned the mailing</li> <li>● No mailing this year - electronic only</li> <li>● 100% Board participation goal</li> <li>● In the letter - stay positive and encourage members to refer their friends and families or connecting KAR with their employers for sponsorships or volunteers</li> <li>● Recommended to shorten the letter</li> <li>● Begin at end of November (mostly December)</li> </ul>	
8:32	<b>Run Around Gull Lake (Bonnie) (5 Minutes)</b>	<ul style="list-style-type: none"> <li>● Facilities - Gull Lake Country Club (must be a member)</li> <li>● With Don gone, we needed a new member</li> <li>● \$100 to be paid out of Beyond budget for this year</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>



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		<ul style="list-style-type: none"> <li>● Next year this will need to be in the budget</li> <li>● Tom Vandermere - sponsor</li> <li>● All participants will need to sign waiver (register online)</li> <li>● Downloading registration, bring to Gull Lake, check in those who registered and have those sign one if they didn't do it before</li> <li>● November 5, December 3                         <ul style="list-style-type: none"> <li>○ Ferdi will help with November and Chelsea will help with December</li> </ul> </li> </ul>	
8:41	<b>2017 RRCA National Convention Attendance and Volunteer Selection (Bonnie) (10 Minutes)</b>	<ul style="list-style-type: none"> <li>● March 9-12th in Detroit</li> <li>● KAR paying convention fee</li> <li>● Bonnie has 2 free tickets</li> <li>● Chelsea, Joy, Kristen, Carrie, Bonnie</li> <li>● Kristen - coach certification 2 - silent auction, historical museum hosts</li> <li>● Chelsea - expo set up, shirt distribution</li> <li>● Carrie - name tags, goody bags</li> <li>● Bonnie - big heads, historical museum hosts</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Joy - registration, credential distribution, name tag stuffing</li> </ul>	
	<b>Visionary Work</b>	<ul style="list-style-type: none"> <li>• Not discussed.</li> </ul>	
8:54	<b>Treasurer's Financial Report – August 2016 (Ferdie) (5 Min)</b>	<ul style="list-style-type: none"> <li>• \$92,000 in cash</li> <li>• Membership is down by almost \$6,000 from this time last year</li> <li>• Still waiting on check from Safari</li> <li>• Total revenue this year \$91,000 (last year \$92,000)</li> <li>• Net income YTD - down about \$12,000</li> <li>• Fall events are opening registration</li> </ul>	<ul style="list-style-type: none"> <li>• Update only.</li> </ul>
9:00	<b>Vice President's Membership Report and Member Retention Outreach Feedback – August 2016(Chelsea/Kirsten/Heather /Carrie) (10 Min)</b>	<ul style="list-style-type: none"> <li>• 1,425 members - significant decline</li> <li>• Moved out of town</li> <li>• Several members forgot to renew</li> <li>• Problem with RunSignUp</li> <li>• KAR is a more “serious run group”</li> <li>• Try to keep doing the emails to reach out</li> </ul>	<ul style="list-style-type: none"> <li>• Update only.</li> </ul>



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9:11	<b>Executive Director's Report – August 2016 (Informational for Reference)</b>	<ul style="list-style-type: none"> <li>● Pencils for the Easter Egg Fun Run</li> <li>● QuickBooks online is transferred</li> <li>● Health Fairs attended</li> <li>● Website committee is meeting</li> <li>● Cupcakes at Club Series (November 15th - 7:00)</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>
9:15	<b>President's Report – August 2016 (Bonnie) (5 Min)</b>	<ul style="list-style-type: none"> <li>● Speaking at break out session at convention</li> <li>● Declining trends regarding running participation                             <ul style="list-style-type: none"> <li>○ Tragedies in Kalamazoo</li> </ul> </li> <li>● Still implementing waivers</li> <li>● Membership survey</li> <li>● Summer Safari feedback                             <ul style="list-style-type: none"> <li>○ Catering to newer runners</li> <li>○ Mileage isn't enough</li> <li>○ High cost and drop in fees</li> </ul> </li> <li>● Re-evaluate partnership with Gazelle</li> <li>● Need to ensure program still meets members' needs</li> </ul>	<ul style="list-style-type: none"> <li>● Update only.</li> </ul>





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		<ul style="list-style-type: none"> <li>• Beyond shirts: Nike through Gazelle (will ship directly for branding) - Optional beanie cap</li> <li>• December 6 - Blast Off</li> <li>• January 12 - Girl Scouts Facility</li> </ul>	
9:30	<b>Meeting Adjourned</b>		
	<b>Conflict of Interest Statement Review (10 Min)</b>	<ul style="list-style-type: none"> <li>• Not discussed.</li> </ul>	
	<b>New Business</b>	<ul style="list-style-type: none"> <li>• Not discussed.</li> </ul>	
	<b>Next Board Meeting: October 3, 2016 at 7:30pm @Maple YMCA</b>		
	<b>Finance Committee Meeting: October 3, 2016, 6:30pm @Maple YMCA</b>		