

Kalamazoo Area Runners Board Meeting 1



KAR Board Meeting - Monday, September 14 at 7:30 p.m. at Maple YMCA (Board Photo at 7:00 p.m.)

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

Absent:

Meeting Time 7:30 pm

Time	Agenda Item	Discussion	Follow-up Items
7:35	CONSENT AGENDA:	● Acceptance of Financials through July 2015	● Board motioned and approved all of consent agenda items.
		● Acceptance of Minutes for August 2015	
		● Approval of Bronson Injury Clinic Partnership Agreement (date change only)	
	Open Issues		



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	<p>Approval of Run Through the Lights Partnership Agreement (Joy) (3 minutes)</p>	<ul style="list-style-type: none"> ● KAR gets 10% (based on revenue) ● .75 per participant for Gazelle ● Gazelle Sports Foundation (KLF) ● Date change 	<ul style="list-style-type: none"> ● Board motioned and approved agreement.
	<p>Approval of Kal-Haven Trail Run Partnership Agreement (Joy) (2 minutes)</p>	<ul style="list-style-type: none"> ● Change under #9 ● Base sponsorship on prior year proceeds ● Date change 	<ul style="list-style-type: none"> ● Board motioned and approved agreement.
	<p>Online Donation Payment Method Proposal & Credit Card Processing (Joy) (5 minutes)</p>	<ul style="list-style-type: none"> ● Paypal vs. RunSignUp ● RunSignUp flat 4% fee ● Paypal 2.2%+.30/transaction ● Better once the donation volume increases ● Tracks annual campaign dollars ● Donate now button would exist ● Envelope if donate by check (mail) ● May be too complicated for this first mailing to include credit card donations (direct to link instead) ● What about reoccurring donations? 	<ul style="list-style-type: none"> ● Board motioned and approved.



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		<ul style="list-style-type: none"> ● Donation envelope just for checks, then direct to www.kalamazooarearunners.org for credit card donations ● PayPal usage 	
7:46	Membership Campaign Proposal (Bonnie/Chelsea) (10 minutes)	<ul style="list-style-type: none"> ● Have never had a drive in the past ● Last 2 weeks of September - target start ● Through paid and free social media (Facebook group, general email distribution) ● Media MLive: Community Blog - no 1 person currently dedicated to the running community ● Tammy Mills will send link for us to send our own stories (Turkey Trot, etc.) ● 1500 member threshold goal (do a story once hit) 	<ul style="list-style-type: none"> ● Board motioned and approved.



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		<ul style="list-style-type: none"> ● \$120 budget: 2 emails from Bonnie/Chelsea ● Need to diversify revenue ● Connect more people with the running community ● Include Battle Creek marketing (Bonnie plans to mention benefits in communication) ● MRC is sending out a communication to Kzoo Klassic participants and will include info about KAR membership. ● Will be timed with this membership campaign. 	
7:55	Club Championship Series Celebration Update and Awards (Amy) (5 minutes)	<ul style="list-style-type: none"> ● Tuesday, November 17th, 2015 at Borgess auditorium ● 7:00 start with check in at 6:30 p.m. ● Cupcakes again ● Beverage service 	<ul style="list-style-type: none"> ● Update only.



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		<ul style="list-style-type: none"> ● Need award ideas: glass wares, mugs, hats (under \$10 each) ● Promotional Concepts (Carrie recommended and will follow up). Asking if they'll do part of it as a sponsorship ● Medal hangers ● Photographer needed (volunteer) Pablo will check first and let us know. 	
8:04	Update on Winter Blast Agreement (Bonnie/Joy) (10 minutes)	<ul style="list-style-type: none"> ● Joy had meeting with Kendall and Tricia Keela ● Leadership/structure changed and now need to start charging us ● \$6474 fee ● 1 stipulation was that City of Portage cleared streets ● Kendall (parks, recs, and sr. services) now functions are split under 2 directors 	<ul style="list-style-type: none"> ● Update only.



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		<ul style="list-style-type: none">● Rodney is other director● WinterBlast hasn't brought in as much as we'd like.● Losing BCBS (\$3000 sponsorship)● Joy 150 working hours (\$3200 salary expense)● Looking at a significant loss● Having another meeting to see breakdown of expenses● Mid-August less races - possible survey if timing changed● Getting volunteers was very difficult● Increasing revenues through increased membership fees and program fees could replace WinterBlast● Bonnie will bring the positive feedback about the city's trail systems to next meeting	
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		<ul style="list-style-type: none"> ● Bonnie/Joy will show our budget at meeting ● AT&T - large sponsor. Would need this sponsorship ● Next meeting on the 17th at noon at Portage City of Parks and Rec building 	
	Visionary Work		
8:25	Membership Benefits/Collective Vision Survey (Chelsea/Bonnie) (10 Minutes)	<ul style="list-style-type: none"> ● Keep separate from visionary survey ● With approval, would send out as early as this week (only to membership 1400+ members) ● Survey Monkey ● Moved questions into more logical order ● Section 2 - Member feedback: program feedback 	<ul style="list-style-type: none"> ● Board motioned and approved.



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		<ul style="list-style-type: none"> ○ Change #1 to programs and teams ● Rate events we sponsor or co-sponsor ● Section 3 - Member benefits (Facebook page, etc) ● Programs in the future (youth running, guide runner program, coach training, etc.) ● Open ended: What other suggestions? 	
8:33	Treasurer's Financial Report – July 2015 (Ferdie) (5 Min)	<ul style="list-style-type: none"> ● Membership fees increased (Safari) ● Net income \$755.89 August 	<ul style="list-style-type: none"> ● Update only.
8:37	Google Analytics – July 2015 (Pablo) (Reference Only)	<ul style="list-style-type: none"> ● Not discussed 	
	Vice President's Membership Report (Reference Only)	<ul style="list-style-type: none"> ● 1485 members - August shows 1400 because: ● RunSignUp drops everyone expiring on last day of the month 	<ul style="list-style-type: none"> ● Update only.



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		<ul style="list-style-type: none"> ● People in July didn't claim their membership ● Close to 1440 actual ● Pull numbers on last day of the month for consistency 	
8:40	Executive Director's Report (Joy) (5 Min)	<ul style="list-style-type: none"> ● 52 signed up for Jack-o-Lantern ● 10 for Turkey Trot ● 58 KAR in BC ● Kal-Haven trail run - no update ● No Jingle Bell run this year (Arthritis Foundation pulling out altogether so no KAR team) ● Run around Gull Lake - Mark will organize again (Aid stations) 	<ul style="list-style-type: none"> ● Update only.
	New Business	<ul style="list-style-type: none"> ● None 	
8:45	Closed Board Session	<ul style="list-style-type: none"> ● Board reviewed Joy's Executive Director Annual Performance Evaluation & 2016 Goals (60 Minutes) 	<ul style="list-style-type: none"> ● Closed session.

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