

**SPACE COAST RUNNERS
MINUTES OF APRIL 14, 2008 MEETING**

Board Members / Officers Present: Carol Ball, Cyndi Bergs, Cedric Ching, Tammy Foster, Dave Hernandez, Donna Neill, Mary Ramba, Loran Serwin, Michelle Smurl, Charlie Van Etten, Marlene White, Marty Winkel

Board Members/ Officers Absent: Mo Johnson, Jim Schaeffer

I. Meeting Called to Order: 7:00 PM, by Carol Ball, president

II. Review/ Modify Agenda: none

III. Changes to Last Month's Minutes: none

IV. Treasurer's Report: (submitted electronically by Marlene)

A. SCR Cash Balance Forward from February 29, 2008:	\$8,317.69
B. SCR Total Deposits for March 2008:	\$6,934.00
C. SCR Total Disbursements for March 2008:	\$4,867.77
D. SCR Cash Balance as of March 31, 2008:	\$10,383.92
E. SCR Certificate of Deposit Balance as of March 31, 2008:	\$0.00
F. SCR Total Balance as of March 31, 2008:	\$10,383.92
G. SCR Open Invoice Balance as of March 31, 2008:	\$200.00

V. Guests: Ty Bowen

VI. Old Business

A. SCR Marketing Committee – Michelle

- There is a new contact for Nestle (Zephyrhills water). Michelle sent the person a letter and some information about SCR.
- Michelle sent out thank you notes to **Kloiber's Cobbler** Restaurant (in Titusville) who had donated a number of gift certificates as door prizes at the Eye of the Dragon and Space Walk of Fame races.
- Michelle contacted Linda and Suzie about SCR reimbursement for Sunday Fun Run supplies. They said that they will just continue to pay out of their pockets because turning in receipts would be too much trouble -- but they appreciated the offer. SO Michelle decided not to impose any SCR signage, which is fine.
- Economy is tough for all, and asking for sponsorship is increasingly more difficult. Someone brought up the idea of possibly offering the club mailing list as an incentive for sponsors (i.e., - mailing addresses, no email addresses), but we would need to add an opt-out option to the club membership form.
- Instead, there were other ideas for promoting/increasing participation at the SCR races:
 - having calendar magnets made with the SCR race series schedules printed on them -- these are not expensive. The idea was well-received.
 - offering a 2-mile race option at each of the SCR races (adding a 2M to Cyndi's Space Coast Classic 15K) -- the idea has been successful for the EOD, and it worked well at this year's SWOF.
 - this would help increase family involvement; we'd also better acknowledge walking as an option (i.e. - advertise the events as a 'Run/Walk').
 - more targeted promotion: e.g. - Marlene made contact with Elizabeth Ring at Harris for the EOD race and garnered more 19 entries (of which 17 were new to the series).
 - looking at other companies, and family-oriented areas.
 - printing and posting "bootleg" signs at the races to boot their visibility.
- Michelle reported that the Brevard Zoo is willing to offer membership discounts to SCR members, and suggested that SCR donate a club membership as an item for the zoo's silent auction.
- Marlene suggested that the Freedom 7 Mileage Club be the beneficiaries of the Eye of the Dragon Race (\$550). **Board agreed.**
- Marlene also made note that she may try moving the Sun 'n Fun 4M/2M Run to road. In discussing location, the use of a school facility was suggested, and Donna mentioned that all that would be needed is that a school usage form is filled out well in advance.

B. Brevard Races since last meeting

1. Mar 15 – Eye of the Dragon – Eau Gallie – Marlene – ROY#8
 - EOD 10K: 265 finishers (119 women, 146 men)
 - TOL 2M: 93 finishers (51 women, 42 men)
 - Total: 358 finishers (170 women, 188 men)
 - another very fine job. great race. a little windy over the causeway
2. Mar 15 – Run for Your Life 5K – Titusville – TRS
 - 299 finishers (155 women, 144 men)
 - good race until results... results were cancelled
 - professional software system next year with HC boards as backup
3. Mar 29 – Set the Pace 5K
 - 163 finishers (86 women, 77 men)
4. Mar 29 – Beat the Boss 5K – Cape Canaveral – Marty
 - ~200 finishers (230 registered)
5. Mar 29 – Turtle Krawl
 - no information
6. Apr 5 – Downtown Melbourne 5K – Downtown Melbourne – Mary – ROY#9
 - 242 finishers (116 women, 126 men)
 - race went really well this year.
7. Apr 6 – Sprint Into Spring 5K – Viera
 - 42 finishers (18 women, 24 men)
 - low turnout because tough weekend to have the race
 - but this race always has a great spread
8. Apr 12 – Space Walk of Fame 8K/2M – Titusville – Marty – ROY#10/TRS#4
 - 8K: 237 finishers (85 women, 132 men, 20 in teams)
 - 2M: 34 finishers (17 women, 17 men)
 - the 2-mile was a "decide when you get there" option
 - ~\$1300 proceeds (great sponsors)
 - Marty thinking of changing the Chain of Lakes race into a 3K and moving it to the weekend after Thanksgiving weekend. Cedric suggested having a 6K or 9K option since Titusville is a long way for some people to drive.

VII. New Business

- A. ROY Awards Dinner – Gleason Park, Indian Harbour Beach, Friday, May 16, 7:00 PM – Carol
 - **Loran** to contact winners **and give them dinner ticket information.**
 - Gene bringing the sound system.
 - **Race Directors to bring leftover** race shirts to sell.
- B. SCR 2008 Scholarships – Donna
 - Donna brought copies of essays (9 boys, 12 girls) for committee.
 - Committee: Carol Ball, Tammy Foster, Michelle Smurl, Marty Winkel
 - Carol wants committee input by April 21st.
- C. 2008 Space Coast Marathon/Half-Marathon Committee Meeting Notes – Carol
 - Meeting was held on March 31st – **attending: Carol, Loran, Marty, Dave, Cyndi, Mo, Don, Denise**
 - Information:
 - Check out video of 2007 SCM on website: <http://www.spacecoastmarathon.org/video>
 - Registration for the 2008 SCM on Active.com is live.
 - **Dick Beardsley** confirmed as **this** year's special guest speaker, RZ trying to get New Balance to sponsor.
 - Space Coast Tourism is sponsoring with \$23,000 in advertisement (ads already placed in a number of running journals/magazines).
 - **Culligan Water** will service the water stops (drop off, pick up, etc.).
 - Beneficiary of the race still TBD.
 - Changes:
 - Pricing: there will only be 2 tiers
 - through Sept 30th: \$80 mar, \$65 half
 - Oct 1st to Nov 29th: \$90 mar, \$75 half
 - Discounts: \$10/mar, \$5/half discount for Team in Training, Brevard Residents, and SCR Members. **50 State Marathon Group \$5 off.**
 - Prize money: same prize schedule for runners; but this year, no prize money for wheelchair & hand-crank divisions.

- Radisson events: speaker in afternoon, 2 dinner seatings
 - SCR: mentioned was the idea of having an SCR hospitality tent (warm-up area, bag check, etc.)
 - Start: the start of the race has been moved up to 6:00 AM, and corrals will be implemented.
 - Course: the same course, but with note that the North course will only be open 6AM-9AM.
 - Schwag/Swag: RZ will beef up the finishers' medals and are also looking for a new supplier for the beach towels. The awards from last year were very nice.
 - Food: area for food to be moved farther away to the less-congested area (grass?)
 - Volunteers:
 - RZ wants to have a fresh crew for clean-up, starting around noon.
 - Pat Kiesselbach volunteered to manage the food.
 - Carol asked to coordinate volunteers... anyone want it?
 - The next SCM meeting will be in June.
- D. Brevard Races before next meeting (May 12th, 2008)
1. Apr 19 – YMCA Suntree 5K – Suntree
 2. Apr 20 – Founders Day 3M – Melbourne Village – Rob Downey
 3. Apr 26 – Art Fest Flamingo Run 5K – Downtown Melbourne – John Ritter
 4. May 10 – Run for the Gecko 5K – Melbourne – RZ – RZ#5
- E. Action Items
1. (from VII.A) Loran to contact ROY winners
 2. (from VII.A) Gene to bring the sound system to the picnic.
- F. Summary of Motions
- none*

VIII. Next Meeting: Monday, May 12th, 2008, Cocoa Public Library, 2nd Floor @ 7:00 PM

IX. Meeting Adjourned: 8:35 PM