

SPACE COAST RUNNERS
MINUTES OF September 19, 2011 MEETING

Board Members / Officers Present: Carol Ball, Ty Bowen, Nick Flint, Mo Johnson, Mary Ramba, Loran Serwin, Bernie Sher, Charlie Van Etten, Tristan Webbe, Dick White, Marlene White, Christy Zieres

Board Members / Officers Absent: Cyndi Bergs, Jessica Crate, Tammy Foster, Dave Hernandez, Ed Springer, Marty Winkel

I. Meeting Called to Order: 7:00 PM

II. Review / Modify Agenda:

III. Changes to Last Month's Minutes: Motion to approve August Minutes - Mo, second, Bernie, Approved

IV. Treasurer's Report:

A. SCR CD Balance on Aug 31, 2011:	\$5,030.08
B. SCR Savings Account Balance on Aug 31, 2011:	\$3,850.98
C. SCR Cash Balance July 31, 2011:	\$16,461.26
D. SCR Total Deposits for Aug 2011:	\$1,445.00
E. SCR Total Disbursements for Aug 2011:	\$687.57
F. SCR Cash Balance as of Aug 31, 2011:	\$17,218.69
G. SCR Total Balance as of Aug 31, 2011:	\$26,099.75
H. SCR Open Invoice Balance as of Aug 31, 2011:	\$417.00

Motion to Approve – Tristan, Second -Christy, Approved

V. Guests: Bob Rall, Don & Denise Piercy

VI. Old Business

- A. Races since last meeting
 1. 8/20 Running on Island Time – 289 finishers (125 F, 120M, 44 walkers)
 2. 8/20 Melbourne Central Catholic 5K – 216 finishers
 3. 8/27 Get Up & Go 5K – 5K – 96, 10K -66, Total 162
 4. 8/27 Mid-summer Night Marathon/Half-Marathon DaddyUltraRuns - 133
 5. 9/10 Sister Run – 284
 6. 9/10 Girl Scout Thin Mint 5K – 629 Finishers
 7. 9/17 Turtle Krawl - 850 *Suggestion to include in ROY next season
 8. 9/17 Longdoggers 5K - 345 (179F, 166M) Thanks to Marlene & Dick for SCR Booth
- B. Advertising Committee Report – Tammy via Carol
 1. It is the committee's recommendation that we do not charge for race inserts, but do ask for help in packet stuffing from advertisers supplying inserts. Also suggested to contact local schools to utilize students needing community service hours, (ex: CBHS for EoD)
 2. Place our advertising prices and packages on our website under a tab called advertising – It is the committee's recommendation that we do this and include our standard packages. Further discussion on a 12 month advertising package for Mudbash. \$550 for a year.
 3. Advertising on results page – It is the committee's recommendation that we talk with Loran and Matt Mahoney to see if it would be possible to advertise on the results page – Loran to follow up
 4. It is the committee's recommendation that we offer Bob Rall free advertising in exchange for his editing of the newsletter – Motion to Approve Mo, Second Loran , Approved
 5. Sponsorship Demographics – It is the committee's recommendation that we create a survey for post-race participants to collect demographic information that can be used in marketing

of SCR. Furthermore, it is our recommendation to discuss obtaining survey results from the SCM. Suggestion from Don Piercy that most all the demographic info can be obtained from race applications/entry data base. Loran to look at creating demographic from SCR Membership data and SCR owned ROY races with input from RD's.

6. It is the committee's recommendation that we ask companies who offer discounts to members if they want to advertise in the newsletter and/or sponsorship opportunities. Bob Rall to follow up.
 7. It is the committee's recommendation that SCR charges for eblasts without a newspaper ad. The charge would be \$25 for eblasts.
 8. Discussion concerning SCR's community service vs. advertising income. Further discussion at Oct meeting required.
- C. Revise Charitable Donations Charter – Carol
1. Concern about existing Charter matching budget
 2. Consensus reached to leave as is
- D. Space Coast Marathon Meeting Report - Carol
1. Registration up 65% from this time last year!!
 2. Concern about scheduled launch affecting dinner –will give refunds
 3. Volunteers needed to work SCR Expo Booth on Saturday, Nov 26 8am -6pm
 4. Next meeting 6pm on Monday, October 17th at MI Health Plex

VII. New Business

- A. Space Coast Classic 15K-Tammy
1. Volunteers needed/please contact Tammy ASAP!!!
- B. Chain of Lakes – Marty needs volunteers Oct 15th !!!!
Also for FLRunners XC meet Fri, Sept 30, 2:30pm-6:30pm and
Sat, Oct 1, 6:30 am-11:00am
- C. Upcoming Races/Events
1. 9/24 - Aviation Day – Melbourne Airport (RZ)
 2. 9/24 - Iron Horse Volunteer Firefighters Benefit 5K – Titusville
 3. 10/1 - Salty Dog Kids Duathlon (RZ)
 4. 10/1 - Team Nemo 2M Run/Walk – Rotary park, MI
 5. 10/2 - Battle of the Bridges Tri – Pineapple Park
 6. 10/8 - Sprint for Sight – Satellite Beach (RZ)
 7. 10/8 - Nana's House 5k – Front Street Park, Melbourne
 8. 10/15 - Chain of Lakes XC 5K – Titusville (Marty)
 9. 10/15 - Car Show and 5K – West Melbourne
 10. 10/15 - Witch Way – Indialantic (RZ)
- D. Meet your director—Tristan Webbe will be profiled in October Newsletter
- E. Action Items
1. VI. B. 3. – Loran to look into advertising on Results page with Matt
 2. VI. B. 5. – Loran to work on Club member demographics profile

VIII. Next Meeting: Monday, Oct 17th, 2011 at Pro Health, Merritt Island @ 7:00 PM

IX. Meeting Adjourned: 7:52 PM